



**Marine** - The marine engine market is relatively healthy, though highly competitive. Some rebuilders estimate the size of the marine market to be fairly small, perhaps less than 130,000 engines per year, including all types of inboard and outboard engines. Even so, the market appears to be growing and poised for even more growth in the years ahead. According to the National Marine Manufacturers Association, over 72 million people own a motorized boat or watercraft.

**Industrial** - Mid-range gas and diesel industrial engines may look similar to automotive engines but they present their own challenges. Engine builders involved in the market say the parts generally don't crossover even though they may resemble their automotive counterparts. But don't discount the opportunities these engines present. The builds are about the same, and there is nothing very unusual or unique.



**Street Performance** - If you're looking for the secret to success when it comes to the muscle car and hot rod market you may be looking for a long time. There is no single winning strategy that works for all cases. The one common element seems to be the customers buying these engines, and this should be no great surprise - it's a baby boomer. With these buyers getting older and the kids out of the house, many are spending their days dreaming of owning one of these gems.

**Karting/Small Engine** - Karting, like car racing, offers potential opportunities to engine builders willing to make the commitment to a growing sport. If you're already building performance engines and have the equipment, kart engine building can be very rewarding in terms of what you'll be paid for labor coupled with the simplicity of a small engine. You'll make more profit per cylinder on a kart engine than on most other types of engines.



**Diesel/Performance Diesel** - In true American fashion, if it has an engine, and someone else has another one, it will be raced. Performance diesel is becoming one of the fastest growing segments of the performance aftermarket; events often include both sled-pulling and head-to-head bracket racing. Engine builders familiar with diesel engines may find more of these engines in their shops in the next few years.