



Positive Trend for Caravanning in Europe

European caravan sales up in the first quarter

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The European Caravan Federation (ECF) has announced that sales of European caravans and motor caravans rose by a substantial margin in the first quarter of this year. During this period, a total of 30,256 new caravans rolled out of European dealers' showrooms, up nearly 6.9 percent over last year's period. Motor caravans did even better. 17,055 units found new owners in the first quarter – an 11.3 percent increase over the same period of the previous year. This growth in caravan sales was mainly driven by the British and French markets.

“The sales growth for European caravans in the first quarter of this year is partially attributable to seasonal trends. The Easter holidays have traditionally been the kickoff of the caravanning season and Easter fell this year in the first quarter,” noted Hans-Karl Sternberg, general secretary of the European Caravan Federation (ECF). “Nonetheless, European caravan sales are unmistakably on the way up. We are expecting to see this upward trend substantiated by strong first-half sales growth in the European market for both caravans and motor caravans.”

Great Britain continues to be the caravan sales leader in the European market. 10,000 British motorists bought a caravan during the first quarter of this year, an increase of 25.5 percent over 2003. Sales of motor caravans increased in Britain by nearly 16.9 percent, to 1,885 units.

And sales were brisk in France, as well. First quarter sales of 2,804 caravans were up 18.9 percent over the previous year, while sales of motor caravans increased 4.9 percent to 4,233 units.

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