

Record breaking year for European caravanning

European leisure vehicle sales accelerate again in 2006

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According to the European Caravan Federation (ECF), European leisure vehicle sales jumped 2.8 percent in 2006 to 209,142 vehicles. This growth was mainly driven by the motor caravan segment, where a 8,7 percent sales increase made up for the 1.0% decline in touring caravan sales. A total of 119,535 touring caravans and 90,438 motor caravans rolled out of European showrooms in 2006.

Great Britain led the way with 44,405 units sold, followed by Germany (43,648) and France (34,779 units). However, France registered the strongest sales growth in terms of absolute numbers, with 2,700 new vehicles sold. The leisure vehicle market registered the strongest relative growth in Norway, up 22.5 percent to 7,793 vehicles.

Sales in the various European markets varied considerably in terms of the types of vehicles sold. Whereas motor caravan sales registered robust increases in nearly all markets. The strongest touring caravan markets in 2007 were Great Britain (33,105 units), Germany (22,413) and The Netherlands (16,847). In terms of motor caravans, France was the sales leader with 22,694 vehicles, followed by Germany with 21,235 and Italy with 14,300.

Although touring caravans might be slightly weaker in 2007, the ECF expects the market for motor caravans to grow by another 2,5 percent.

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