



Europe's leisure vehicle population swells again

The 2006-2007 European caravanning season end with an overall rise in both caravan and motor caravan sales

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According to statistics released by the European Caravan Federation (ECF), a total of 207,550 leisure vehicles rolled out of dealers' showrooms during the 2006-2007 season. Despite slowdowns in a number of large European caravanning markets, sales in the sector as a whole were up 2 percent over last season. European motor caravan sales rose 2.4 percent to 88,897 units between September 2006 and August 2007, and caravan sales weren't far behind, registering 1.7 percent sales growth (118,653 units). Great Britain and Scandinavia were the sales leaders, whereas the German, French and Dutch markets struggled.

The British have traditionally favored caravans over motor caravans, and this season was no exception. 34,623 new caravans were delivered (up 8.2 percent) while 11,026 motor caravans found new homes (up 2.2 percent). Thus the British leisure vehicle market grew 6.7 percent to 45,649 new units. Scandinavian motorists are also devout caravan fans. Of the 30,893 leisure vehicles (up 15.6 percent) newly registered in Scandinavia, 22,095 were caravans (up 5.4 percent) and 8,798 were motor caravans (up 18.7 percent).

The sluggishness in the traditionally strong Dutch caravan market (sales down 13.3% to 15,040 units) was unfortunately not offset by the 13.8 percent sales growth (1,454 units) registered for motor caravans, resulting in an 11.5 percent downturn (16,494 units) in this market. The German leisure vehicle market registered a slight downturn (40,710 vehicles sold, down 2.5 percent),

with sales of caravans (20,487 new units, down 2.8 percent) and motor caravans (20,223 new units, down 2.2 percent) reaching virtually the same level. Sales in the French market (39,941 new vehicles, down 0.2 percent) were virtually unchanged relative to the prior season. French motor caravan sales, which registered robust growth last season, were off by 1.3 percent this season, to 22,720 vehicles. However, caravan sales rose 1.9 percent to 12,221 units.

The three strongest caravan markets in the 2006-2007 season were Great Britain (34,623 units sold), Germany (20,487) and The Netherlands (15,040). In terms of motor caravans, France was the sales leader with 22,720 vehicles, followed by Germany with 20,223 and Italy with 14,473.

For further information about caravanning, including photos, visit www.e-c-f.com und www.civd.de