



2007 recreational vehicle sales in Europe: on a par with 2006

Caravan sales dip, motor caravan sales up

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According to the European Caravan Federation, 2007 sales of recreational vehicles in Europe were down approximately 1 percent relative to the prior year. The German market, feeling the pinch of last year's sales tax hike, was primarily responsible for the decline to 205,075 new units sold. The two types of vehicles concerned turned in differing results. Whereas sales in the European caravan market declined 2.9 percent to 116,009 units, the European motor caravan market registered 1.6 percent sales growth to 89,066 vehicles. Meanwhile, the German caravanning market recovered from the sales tax doldrums, registering nearly 8 percent sales growth during the first quarter of 2008, to 9883 units.

“The significant recovery we are currently seeing in the German market indicates that the European market as a whole may register modest sales growth this year,” noted Hans-Karl Sternberg, general secretary of the European Caravan Federation (ECF). The sales decline in the German and Dutch markets (-14.9 and -13.2 percent respectively) was primarily to blame for the shrinkage in the European caravanning market last year. Of the large European caravanning markets, only Great Britain registered growth (+5.9 percent) in 2007. The three national markets with highest number of newly registered caravans last year were the UK, Germany, and The Netherlands.

Although the European motor caravan market was put to the test last year owing to Germany's poor showing (sales down 7.4 percent), thanks to the sales increase in France (up 4.1 percent) and the UK (up 8.1 percent) the market performed reasonably well. The three top selling countries in this segment in 2007 were once again France, Germany and Italy.

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