

Sales steady in the European recreational vehicle market

Motor caravan sales up, caravan sales down

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The European Caravan Federation (ECF) has announced that sales of motor caravans in Europe rose by a substantial margin in the first quarter of this year. During this period, a total of 22,234 new motor caravans rolled out of European dealers' showrooms, up 6.9 percent over the same period last year. In terms of caravan sales, 27,378 units were registered in the first quarter – a 5.2 percent increase over last year. Thus the European recreational vehicle market as a whole registered stable Q1 sales amounting to 49,612 newly registered vehicles, down 0.1 percent compared to the same period last year.

Except for Germany, sales were down in all of the traditionally strong caravan markets, namely Great Britain, The Netherlands, France, and Denmark. However, motor caravan sales were robust in all markets except Denmark, Italy, Portugal and Spain.

Despite a decline in sales, Great Britain continues to be the caravan sales leader in the European market. Approximately 9,100 British motorists invested in a caravan during the first quarter of this year, down 8.3 percent compared to the same period last year. German Q1 motor caravan sales rose 14.9 compared to the same period last year (5,604 units sold), thus topping the European sales list for the period.

For further information about caravanning, including photos, visit www.civd.de