



European recreational vehicle sales hit rough patch

European Caravan Federation (ECF) forecasts a drop in 2008 sales of caravans and motor caravans in the European market

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The European Caravan Federation (ECF) has forecast a substantial decline in European recreational vehicle sales for 2008, based on the numbers of newly registered vehicles between 1 January and 30 October. Caravan and motor caravan sales dropped in all European markets last year, with the exception of Germany. Hence the ECF is predicting that sales of both types of recreational vehicles will be 7.5 percent lower than in 2007, with sales of caravans down 9.5 percent to roughly 106,800 vehicles, and motor caravans down 5 percent to 86,340 units.

Only the German market has bucked this trend, having registered a sales increase of 3.8 percent, with caravan and motor caravan sales up 1.1 and 6.4 percent respectively. The most severe caravan segment shrinkage was registered in The Netherlands, Great Britain and France, where sales were down 11.6%, 10.7% and 8.7% respectively. Motor caravan sales were slowest in Italy, France and UK – down 20.9%, 7.8% and 7.3% percent respectively.

“This downward sales trend in the European market is likely to carry over into 2009, and it now looks as though we won’t see an improvement until early 2010,” noted ECF general secretary Hans-Karl Sternberg.

Definitive 2008 sales statistics for caravans and motor caravans in Europe are expected to be available this coming March.

For further information about caravanning, visit www.e-c-f.com.