



A bumpy Q1 ride for the European recreational vehicle industry - sales slightly stronger in April

28.6 percent decline reported in European caravan sales during the first quarter of 2009

Frankfurt, 2 June 2009

The European recreational vehicle market suffered a major setback in the first quarter of this year, during which 35,533 vehicles were sold – a 28.6 percent decrease relative to the same period last year. European caravan sales were particularly hard hit, dropping 32.3 percent to 18,379 units. Motor caravan sales were less severely effected, falling 24.2 percent to 17,154 vehicles. However, the first April sales reports from European Caravan Federation members indicate slightly stronger sales relative to the first quarter of this year.

“The recession hasn’t spared the European caravan industry, whose first quarter sales figures are reflective of the recession’s devastating effect on our sector,” said Hans-Karl Sternberg, general secretary of the European Caravan Federation (ECF). “However, some countries reported a slight upturn in sales for April. Relative to April 2008, the decline was considerably less severe in the German market, and Spanish motor caravan dealers even reported a slight sales increase.” Nonetheless, the positive signs are still too few and far between to speak in terms of a nascent recovery.

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