

European recreational vehicle sales crater

25 percent sales drop registered during the first half of this year;
German exports particularly hard hit

Frankfurt/Dusseldorf, 28 August 2009

European recreational vehicle sales are in the doldrums. The industry registered a total of 91,369 units sold during the first half of this year, a 26 percent decline compared to the same period last year. Caravan sales were particularly hard hit, with a 28.6 percent drop to 47,458 units. The results were somewhat better for motor caravans, which registered “only” a 22.6 percent sales decline. As the largest European exporter of recreational vehicles, the German caravanning industry was particularly hard hit by this evolution.

“The current financial and economic crisis has had a greater impact on European export markets than on the German market,” notes Caravanning Industrie Verband (CIVD) Director General, Hans-Karl Sternberg. The 19.1 and 11.9 percent sales drop registered respectively by the German motor caravan and caravan sectors was lower than the average sales decrease in the European market as a whole.

This evolution has cut deeply into German caravan exports, which are normally very robust. Export sales of German motor caravans were particularly hard hit, dropping 48.3 percent to 6,384 units. Caravan exports were off 35.7 percent to 12,689 units.

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