

Presse-Information

European leisure vehicle sales expected to be broadly flat

150,000 new leisure vehicle sales anticipated by the end of the year.

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According to the new leisure vehicle sales figures for Q4 of 2009 through Q3 of 2010, it appears that overall 2010 sales on the European leisure-vehicle market will turn out to have slipped slightly. During this period, sales on the European leisure-vehicle market from Sicily to Scandinavia amounted to 152,310 units, a 2.3 percent drop, with large discrepancies occurring between markets and types of vehicles: European sales of motor caravans rose 0.8 percent (68,817 units sold) while European caravan sales declined 4.8 percent (83,493 units sold). Norway, Sweden, Finland, Austria and Switzerland all registered sales increases, whereas sales were down in virtually every other European market.

The slight increase in new motor caravan sales was mainly attributable to France (up 3.5 percent with 18,673 units sold), Germany (up 3 percent with 18,280 units sold), Sweden (up 28.7 percent with 3,035 units sold), and Norway (up 25.5 percent with 1,857 units sold). And in Spain, despite the economic downturn there, motor caravan sales rose 0.5 percent (1,851 units sold). According to European Caravan Federation (ECF) figures, both Italy (7,645 units sold, down 10.9 percent) and Great Britain (7,169 units sold, down 10.7 percent) registered major sales decreases.

In Europe on the whole, new caravan sales were down 4.8 percent, or 4,171 units for a total of 83,493 units sold, and demand for this type of vehicle was down in virtually all European markets. The only gains were registered in Austria (up 11.7 percent to 819 units sold), Finland (up 4.5 percent to 1,103 units sold) and Switzerland (up 15.4 to 1,548 units sold).

“We’re expecting inhomogeneous European markets for the current year as well,” notes ECF General Secretary Hans-Karl Sternberg. “We’re projecting aggregate European sales of 150,000 new leisure vehicles by the end of the year.”