

Press Release

European leisure-vehicle sales show slight rise

155,000 new units sold during the 2010-2011 season

Frankfurt, 7.November 2011

The European leisure vehicle industry ended the 2010-2011 season with a slight sales growth amounting to 1.1 percent (154,800 units sold). Motor caravan sales registered a robust 6.7 percent increase for the period, while the caravan segment registered a 3.5 percent sales decrease. Thus, the European caravan market, which currently accounts for 52.5 percent of all new leisure vehicles sold, registered a rather moderate development.

The extremely strong showing of the new motor caravan segment during the period was mainly attributable to 34.2, 29.7 and 24.9 percent sales growth in Switzerland, Norway and Sweden respectively. In Portugal, however, new motor caravan sales were off 35.1 percent relative to the prior year.

New caravan sales were down by 24.8, 21.0, and 19.9 percent in Spain, Portugal and Denmark respectively, while Switzerland and Germany registered sales growth of 10.5 and 8.2 percent respectively in this segment.

“We’re confident that our projection of 150,000 new leisure vehicle sales for this year will be considerably exceeded,” said Hans-Karl Sternberg, General Secretary of the ECF.

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