

## Press Release



### **Leisure Vehicle Sales Grow throughout Europe**

Sales up nearly 11 percent

Stuttgart, January 16, 2017

**The European motor caravan and caravan market did exceedingly well in 2016, registering its highest sales in seven years.**

**A total of 170,064 leisure vehicles was newly registered in Europe in 2016, a robust gain of 10.6 percent – a trend that reflects the continued popularity of caravan camping and travel in Europe as a whole.**

As in past years, the German market registered the highest sales in Europe – and in so doing ensured a successful year for the European leisure vehicle industry as a whole. 54,883 motor caravans and caravans were newly registered in Germany last year, representing a huge sales jump of 16.4 percent over the prior year. France, the United Kingdom and Germany constitute the top three sales markets in the European leisure vehicle industry. In the UK, a total of 35,950 leisure vehicles were newly registered last year, an increase of 7.1 percent. Sales in France grew by 8.3 percent to 27,443 newly registered caravans and motor caravans.

Sales of new leisure vehicles rose in virtually all European countries last year. For example, Sweden registered an impressive 22.3 percent increase to 8,808 leisure vehicles, while sales of new leisure vehicles in Spain rose by 14.7 percent, to 4,077 units. Also, markets where sales had been chronically anemic and which in 2015 had registered sales increases for the first time following a rough patch continued their upward trend. Sales of new caravans and motor caravans in The Netherlands, Denmark and Italy rose substantially, by 6.9 percent, 9.5 percent, and 6 percent respectively, and in so doing surpassed all of their respective growth rates for 2015.

The sales performance of the motor caravan segment last year was particularly striking. Relative to 2015, the European motor caravan market as a whole registered a sales increase

of nearly 15,000 units, which represents an impressive growth of 18.3 percent to 96,410 units in 2016. Germany stood out with an increase in motor caravan sales amounting to 23.9 percent (35,135 units).

In France, sales of new motor caravans were up 13.1 percent, to 19,698 units; and in the United Kingdom, sales rose strongly by 17.3 percent, to around 12,400 units.

Other major motor caravan markets also registered impressive increases. In Sweden, sales of new motor caravans were up 31.9 percent, to 5,321 vehicles, while the Spanish market registered an increase of 37.5 percent last year, to 2,675 units. Double-digit sales increases were also seen in a number of other markets such as Italy and Belgium (13.7 and 13.6 percent respectively).

With 73,654 new units sold, the European caravan market exhibited stable growth last year, whereby Great Britain led the pack with an increase of 2.4 percent to 23,550 newly registered caravans. New registrations in Germany amounted to 19,748 caravans (+5.1 percent). France was the only major market to register a sales decrease (-2.2 percent), but with 7,745 units sold France remains Europe's third largest caravan market – just ahead of The Netherlands, where sales of new caravans rose by 5 percent, to 6,078 units.

“Thanks to these outstanding results, the European leisure vehicle industry has greatly exceeded our expectations. And thus, we are expecting sales to continue to register substantial growth in 2017 as well,” said Jost Krüger, General Secretary of the European Caravan Federation (ECF).

This press release contains estimated figures, as at January 11, 2017.

For further information about caravanning, please visit our web sites: [www.e-c-f.org](http://www.e-c-f.org) and [www.caravanning-info.de](http://www.caravanning-info.de).

### **The European Caravan Federation**

The European Caravan Federation (ECF), which is headquartered in Zurich, Switzerland, is an umbrella organization that represents the interests of the national associations of the European leisure vehicle industry. François Feuillet is the president of the ECF. Founded in 1964, the ECF is composed of 12 national organizations, each of which represents the interests of the manufacturing arm of the leisure vehicle industry in each of the EU member states. The

ECF is the lobbying organization in Brussels for the European leisure vehicle industry. In this capacity, the ECF lobbies EU legislators on political, economic, and technical matters that are of concern to ECF members.