

Press Release

Strong first quarter sales for the European leisure vehicle industry

Motor caravan and caravan sales rose by nearly 12 percent

Frankfurt, 08 May 2015

The economic outlook of the EU zone has greatly improved. Echoing this positive development, the European leisure vehicle sector exhibited robust growth during the first three months of this year. According to European leisure vehicle industry calculations by the European Caravan Federation (ECF), a total of 35,401 new units rolled out of dealer showrooms during the period, an increase of 11.5 percent.

The European economy has clearly recovered from the recession – a trend reflected by new-vehicle sales figures for numerous European leisure vehicle markets. By contrast, during the first three months of last year, only around one quarter of European leisure vehicle markets registered sales growth.

This surge in sales was clearly led by Germany, where 11,521 motor caravans and caravans were sold, representing a huge sales jump of 21.1 percent over the prior year. Leisure vehicle sales were also strong in the UK and France, with sales of new leisure vehicles reaching 6,995 and 6,328 units respectively, or an increase of 9.1 percent and 3 percent respectively. Even markets such as Italy and The Netherlands, where sales had been on the decline for a number of years, registered sales growth in the first quarter of this year (2.6 percent and 1.2 percent respectively).

A total of 19,745 new motor caravans rolled out of European dealer showrooms during the first three months of this year, a 13.7 percent rise over the prior year. This positive trend also occurred for European caravan sales, which totaled 15,656 new units in the first quarter of this year, a 9 percent rise over the prior year.

Motor caravans sales in the UK, Germany and France, which are key markets for this sector, registered substantial growth for the first quarter of this year. Relative to the same period last year, 2015 Q1 sales of new motor caravans in the UK rose by 26.7 percent (2,546 units),

by 18.9 percent in Germany (7,139 units) and by 5.1 percent (4,396 units) in France. Caravan sales in Germany were also extremely brisk, amounting to 4,382 newly registered units, for a very substantial increase of 24.8 percent. Sales growth in the Danish and Norwegian caravan markets likewise exceeded 20 percent, with unit sales amounting to 671 (up 23.8 percent) and 367 (up 22.7 percent) respectively.

“Sales in the European leisure vehicle industry have definitely bottomed out, and are on the rise this year. Sales growth during the first three months of the year were also spurred by seasonal circumstances. The Easter holidays have traditionally been the kickoff of the caravanning season, and Easter fell this year in the first quarter,” noted Hans-Karl Sternberg, General Secretary of the European Caravan Federation (ECF). “We are expecting to see a continuation of this robust sales uptick in the guise of strong first-half sales growth in the European market for new caravans and motor caravans.”

For further information about caravanning, please visit our web sites:

www.cjvd.de or 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 and Hans-Karl Sternberg are, respectively, president and general secretary 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, 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. The ECF's head office is located in Zurich, Switzerland.