



Outstanding performance by the European leisure vehicle sector in 2015

Leisure-vehicle sales up nearly 12 percent in the European market

Stuttgart, January 18, 2016

The European motor caravan and caravan market did exceedingly well in 2015, registering its highest sales in five years. New leisure-vehicle sales registered a substantial rise of 10.2 percent relative to the prior year, to 151,293 units.

The European leisure-vehicle export sector scored a remarkable turnaround in 2015, with virtually all European markets reporting sales increases – a considerable improvement over 2014, when sales increased in only seven European markets.

Germany continued in its role as the driver of sales growth in the European leisure vehicle market, with exceptionally high sales of new leisure vehicles in 2015. 47,143 motor caravans and caravans were sold in Germany last year, representing a huge sales jump of 9.8 percent over the prior year. Along with Germany, the United Kingdom counts as one of Europe's strongest leisure vehicle markets. UK sales of new motor caravans and caravans last year amounted to a total of 31,577 units, a 16.1 percent jump over the prior year. The French leisure vehicle market also did well in 2015, with leisure vehicle sales climbing by 9 percent, to 25,334 units. And sales were even robust in European markets whose performance has been relatively poor of late: sales of leisure vehicles in The Netherlands, Denmark and Italy rose substantially, by 6.3 percent, 5.8 percent, and 5.3 percent respectively. This same positive trend was observed in the Spanish market, where sales had been down for many years. In this market, 2015 sales of new leisure vehicles were up by a whopping 43.9 percent, to 3,354 units.

In 2015, motor caravan sales in the European market rose by a robust 12.7 percent, to 81,298 units, with the key motor-caravan markets reflecting this upward sales trend as well. In Germany, which is traditionally the European motor-caravan sales leader, sales of new motor caravans rose by 10.1 percent, to 28,348 units; in France sales of motor caravans were up 12.8 percent, to 17,414 units; and in the UK, sales of motor caravans rose by 21.1 percent, to 10,577 units.

This past year saw the same robust sales in the European caravan sector, where sales were up 7.5 percent relative to last year, to 69,995 units. Sales performance in the key European caravan markets also reflected this trend. In the United Kingdom, the traditional market leader in this sector, sales of new caravans were up 13.7 percent, to 21,000 units; in Germany, caravan sales were up by 9.3 percent, to 18,795 units; and in France, caravan sales rose by 1.6 percent, to 7,920 units.

"We're exceedingly pleased that these outstanding sales increases actually exceeded our 2015 sales projections by nearly 100 percent," said European Caravan Federation (ECF) General Secretary Hans-Karl Sternberg.

For further information about caravanning, please visit our web sites:
www.e-c-f.org and www.caravanning-info.de.

The European Caravan Federation (ECF)

The European Caravan Federation (ECF), which is headquartered in Zurich, Switzerland, is the 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 industrial arm of the leisure vehicle industry in each of the EU member states. The ECF is the lobbying organization for the European leisure vehicle industry in Brussels. In this capacity, the ECF lobbies EU legislators on political, economic, and technical matters that are of concern to ECF members. The ECF is headquartered in Zurich, Switzerland.