

Optimism is back

Europe's leisure vehicle industry is on the mend

Frankfurt, 1 June 2010

More than 150 representatives of the European caravanning industry gathered on 7 May in Stockholm on the occasion of their 32nd annual general assembly. Key issue was the discussion on the effects of the global crisis on the leisure vehicle industry. In addition, successful European leisure vehicle manufacturers, dealers and suppliers gave talks on how the leisure vehicle industry can find its footing again and return to prosperity. Nick Howard from Bailey Caravans in the UK, Rob Dresen from Euramax in The Netherlands, and Carsten Thrun from WVG Caravan-Park Thrun in Germany each described the individual methods they used to achieve robust sales last year despite the downturn in the leisure vehicle market as a whole.

These three speakers restructured their organizations, cut costs, and focused on profitable segments. They also emphasized the crucial role of product innovation, advertising and PR.

Apart from these presentations, the meeting also elected a new European Caravan Federation (ECF) board, as follows: Francois Feuillet (president of the French federation UNI VDL) was re-elected president of the ECF. All other members of the ECF board were also confirmed in office unanimously: Sonja Gole (ADRIA Mobil), Bert de Winkel (KCI), Luca Bianchi (ANFIA), Anthony Trevelyan (NCC) and Klaus Förtsch (CIVD).

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