

Press Release

European leisure vehicle sales slip

Only Germany, Austria and Switzerland able to buck trend.

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Sales of new leisure vehicles slipped during the 2011/2012 season (September 2011 to August 2012) in virtually the entire European market, with sales off 4.4 percent on average relative to the prior season. Only Germany, Austria and Switzerland were able to buck this trend. Sales losses for caravans and motor caravans differed considerably: motor caravan sales were off only 1 percent, while caravan sales dropped 7.6 percent.

A total of 148,138 new leisure vehicles rolled out of European dealer showrooms between September 2011 and August 2012, a 4.4 percent decline relative to the previous season. Of these new units sold, 73,011 were motor caravans and 75,127 were caravans. Despite this trend, seven out of Europe's 15 national motor caravan markets registered between 0.8 and 17.8 percent sales growth, with the leaders in this regard being Switzerland, Austria and Germany. The largest motor caravan sales losses occurred in Portugal, Italy and Slovenia. On the other hand, caravan sales grew in only four European markets this past season, at rates varying from 0.3 to 7.5 percent, with the top sales figures likewise being registered in Austria, Switzerland and Germany. The lowest caravan sales figures occurred in Slovenia, Portugal, and Spain. In terms of absolute figures, Germany was far and away Europe's strongest leisure vehicle market with 41,352 new units sold, followed by the U.K. with 28,063 and France with 27,630.

"The debt crisis had a devastating impact on the European leisure vehicle market during the 2011/2012 season," said Hans-Karl Sternberg, General Secretary of the European Caravan Federation (ECF). "Nor is a recovery in the offing. Sales in the few national markets where sales figures remained relatively steady did not offset the losses in the majority of such markets."

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About Caravaning Industrie Verband e. V.

Caravaning Industrie Verband (CIVD) is the trade association for the industrial arm of the German leisure vehicle sector. Our members include German and European leisure vehicle manufacturers, numerous leisure-vehicle supply vendors and service providers, as well as government institutions. Founded in 1962, CIVD represents the interests of the German leisure vehicle industry for all matters of concern to its members, through lobbying and other communication measures directed at German and European political institutions and government authorities. The CIVD is also the ideal sponsor for Caravan Salon, the world's largest vehicle leisure industry trade show. In this capacity CIVD plays a pivotal role in promoting the progress and development of the European leisure vehicle industry.