

Press Release

European leisure vehicle market hit hard by sovereign-debt crisis

Sales of new leisure vehicles in Europe were down for the most part last year, with only the German, Austrian and Switzerland markets showing sales increases

Stuttgart, Germany, 14 January 2013

The European leisure vehicle market has been hard hit by the sovereign-debt crisis and the resulting sales fall-offs in numerous European countries. In 2012, only Germany, Austria and Switzerland registered increases in new leisure vehicle sales, according to the initial calculations of the European Caravaning Federation (ECF) for the year as a whole. According to the ECF, European leisure vehicle sales declined by 6.3 percent last year, to around 145,650 units.

This decrease was registered for both types of leisure vehicles, albeit to differing degrees. Whereas new caravan sales declined by 9.5 percent to around 73,250 units, new motor caravan sales fell by only 3 percent, to around 72,400 units. In the caravan sector, only the German, Austrian and Swiss markets registered sales increases. As for motor caravans, sales rose in Norway and remained stable in the UK, in addition to the growth in the aforementioned three markets. Germany registered by far the highest sales of new leisure vehicles (41,700), followed by the UK (27,385) and France (27,210).

“The weakness in European markets also poses a problem for the German leisure vehicle industry. Prior to the economic crisis, around 60 percent of all leisure vehicles manufactured in Germany were exported to other European countries. This figure has now fallen to around 50 percent. Should this market weakness persist, severe production cutbacks are sure to follow,” said Hans-Karl Sternberg, Secretary General of the European Caravaning Federation (ECF).

Definitive 2012 sales figures for European leisure vehicles will be available this coming March.

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

www.civd.de or www.caravanning-info.de.

About Caravanning Industrie Verband e. V.

Caravanning 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.