

Press Release

European leisure vehicle sales slip

Germany and Norway are the only markets to register sales growth for the 2012-2013 season

Leipzig, 18 November 2013

The European leisure vehicle market ended the 2012-2013 season with a 6.2 percent sales loss. Motor caravan sales were off 2.7 percent, while caravan sales dropped markedly 9.6 percent.

Germany and Norway were the only countries whose leisure vehicle markets registered an increase in the period beginning September 2012 and ending August 2013. Sales in the German market were up 0.4 percent, while the figure was 2.8 percent for Norway.

In all, 138,833 new leisure vehicles were registered in the European market during the 2012-2013 season. Motor caravan sales remained stable for the most part with sales of 71,086 units, whereby the highest growth in this segment was registered in Norway and Austria, where sales were up 13.4 and 8.2 percent respectively. However, sales of new motor caravans plummeted in Portugal (down 33.7 percent), Portugal (down 25 percent) and Finland (down 23.5 percent).

Caravan sales, which amounted to 67,747 units, were down in all European markets, the hardest hit being Italy, Portugal, Spain and The Netherlands.

The figures show that Germany remains far and away the number one leisure vehicle market in Europe, with 41,525 new leisure vehicles sold in the 2012-2013 season, a 0.4 percent increase. The UK was in second place, with 28,069 new vehicles registered (down 2.1 percent), followed by France with 24,207 units sold (down 12.4 percent).

“The leisure vehicle market is still feeling the effects of the weak European economy, whereby a turnaround will not come easily. Hence this also means that the prospects for the coming season are not particularly good,” said Hans-Karl Sternberg, Secretary General of the European Caravan Federation (ECF).

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.