

Press Release

European leisure vehicle market continues to be buffeted by unfavorable market conditions

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The European leisure vehicle market suffered a 5.5 percent sales loss in 2013 relative to the prior year, with 138,390 new vehicles sold. Only the Norwegian, German and UK markets were able to maintain the sales levels of 2012. The unfavorable market conditions in many European countries posed a major challenge for the European leisure vehicle industry as a whole in 2013.

Initial ECF figures show that both motor caravan and caravan sales are increasingly suffering the adverse effects of Europe's weak economy. In Europe as a whole, new motor caravan sales were down 3.1 percent in 2013, to a total of 71,016 units sold; caravan sales slipped 7.9 percent relative to the prior year, to 67,374 units. Sales results were positive solely in Norway, Germany and the UK, where sales figures from 2012 were matched in 2013.

In 2013, Germany continued to be the European market leader for new leisure vehicle sales. With 41,474 new caravans and motor caravans sold last year, Germany was once again ahead of the UK and France, where sales amounted to 28,540 and 23,712 units respectively.

"We already expressed concerns in early 2013 about the increasingly problematic market conditions and projected that the few markets where sales were relatively strong would not be able to compensate for the severe sales declines in European nations whose economies are in crisis. The German market had a stabilizing effect in

this regard,” noted Hans-Karl Sternberg, General Secretary of the European Caravan Federation (ECF).

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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.