

European caravanning market experiences moderate first quarter growth

Caravan sales in Europe rise; motor caravan sales down slightly

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The European caravanning market registered 1.7 percent growth in the first quarter, to 48,792 new vehicles. This positive performance is mainly attributable to the 4.7 percent increase in caravan sales, to 28,472 units. The motor caravan market grew 2 percent, with 20,500 units rolling out of showrooms.

Sales results were very mixed in Europe's three largest caravanning markets. For example, the British caravan market grew 6 percent to 12,304 caravans and motor caravans during the first quarter. Sales in Germany rose 3.8 percent to 9,154 units, whereas first quarter sales in France declined by 8.9 percent to 7,975 vehicles.

The national market rankings also varied for caravans and motor caravans. The strongest caravan markets in the first quarter of 2007 were Great Britain (9,928 units), Germany (4,256) and The Netherlands (3,463). In terms of motor caravans, Germany was the sales leader with 4,898 vehicles, followed by France with 4,810 and Italy with 4,450.

For further information about the European caravanning market, please visit our web site:
www.e-c-f.com