

Sales growth of new motor caravans and caravans continues apace

Holidaying in leisure vehicles a more popular pastime than ever

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Sales of new caravans and motor caravans in the German market are continuing to rise. During the first seven months of this year, more than 61,000 new leisure vehicles rolled out of dealer showrooms. This represents not only a 13 percent increase relative to the same period last year, but also an all-time record for this time frame. Between January and July, sales of new motor caravans rose by nearly 15 percent – likewise a record high. As for caravan sales, they are up a robust 10 percent for the period. Industry observers are anticipating higher sales than ever before for the year as a whole.

Germans' embrace of leisure-vehicle holidaying is more robust than ever before. During the first seven months of this year, a total of more than 61,000 new leisure vehicles rolled out of dealer showrooms – an all-time record. The 61,175 new vehicles sold represent an impressive 13.1 percent rise over the same period last year. What's more, both caravans and motor caravans registered double-digit sales increases for the period. Sales of new caravans climbed 10.1 percent, to 20,321 units. This is the best sales performance for this sector in nearly two decades. Demand for new motor caravans likewise rose strongly, by an impressive 14.7 percent, to 49,854 vehicles sold – a record high for the period January through July.

A substantial portion of these extremely satisfying sales results was registered in the month of July, during which 8,680 new leisure vehicles were sold. This represents a 14.9 percent rise over July of last year. Sales of new caravans climbed 8.6 percent, to 3,196 units. With 5,484 new vehicles sold, sales of new motor caravans rose by a staggering 19 percent, an all-time record for the month of July. Thus, the German caravanning industry is on track to set new sales records this year.

“The continued sales growth in the German market for both the motor caravan and caravan sectors attests to the tremendous popularity of caravanning amongst Germans from all walks of life and in all age groups,” noted Daniel Onggowinarso, Managing Director of the trade association CIVD. “Germans who own or lease motor caravans or caravans love the fact that this kind of holiday enables them to set their own course freely and flexibly as they motor around Germany and elsewhere in Europe. This popularity is bound to continue apace in the coming months,” Mr. Onggowinarso predicted.

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

caravanning-info.de or www.civd.de, where there are also photos available for downloading.

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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 public institutions and associations. 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.