

### **Back on a Record Run: Caravanning Industry with Sales Growth in the First Half-Year**

Sales of new and pre-owned leisure vehicles as well as accessories above "pre-Corona" level

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**Sales volume in the caravanning industry rose by more than 21 percent in the first half-year despite problems in the supply chain and delays in production. In the first half of 2020, sales had been declining due to the Corona pandemic. In total, 6.8 billion euros have been turned over with new and pre-owned leisure vehicles and accessories since January. The industry experienced the best half-year in its history and should close 2021 with a new record.**

The German caravanning industry is posting record figures again. After a corona-related decline in the first half of 2020, sales grew strongly again in the first six months of this year: 6.8 billion euros represent an increase of 21.5 percent. The total sales volume of the industry was, thus, not only above the "pre-Corona level", but also reached a new all-time best. In addition to the record demand for new and pre-owned motor caravans and caravans in Germany, this was also due to a significant increase in exports. Exports had declined significantly in the first half of the previous year. Consequently, sales of new vehicles climbed by 27.1 percent to 3.8 billion euros. Motor caravans accounted for 3.3 billion euros of total turnover, an increase of 26.8 percent and a new record. Business with new caravans even rose by 28.4 percent. German manufacturers turned over 550 million euros with this vehicle type.

#### **Turnover with pre-owned leisure vehicles also up**

Even in the "Corona year" 2020, sales on the German market for pre-owned vehicles had grown. They continued to rise in the first six months of 2021. Thus, dealerships have turned over 2.4 billion euros with pre-owned motor caravans and caravans since the beginning of the year - 13.0 per cent more than in the same period last year and

equivalent to a new record. "Demand on the German used vehicle market partly exceeds supply, as motor caravan and caravan owners are using their vehicles right now and do not want to give them away," explains Daniel Onggowinarso, Managing Director of the caravanning industry association CIVD.

The third division of the industry, the accessories business, also achieved the best half-year result in history. 585 million euros in sales correspond to an increase of 23.1 per cent. "Caravanning has been the number one trendy form of holiday not only since the Corona pandemic. Demand for new and pre-owned vehicles in Germany is rushing from record to record, and in 2021 foreign demand has also picked up massively again after a temporary slump in 2020. In all three business segments, the signs are clearly pointing to record sales for the year as a whole," says Onggowinarso optimistically.

**For further information about caravanning, please visit our web site:**

[www.civd.de](http://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 caravanning sector. Our members include German and European caravan and motor caravan manufacturers, numerous caravan and motor caravan supply vendors and service providers, as well as public institutions and associations. Founded in 1962, CIVD represents the interests of the German caravanning 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 caravanning industry trade show. In this capacity CIVD plays a pivotal role in promoting the progress and development of the European caravanning industry.