

Press Release

German caravanning market: industry representatives give positive outlook

Interest in caravanning remains high. Industry and dealers are responding to current challenges together. Customers benefit from an attractive range of offers.

Frankfurt am Main, 17 December 2024

As a result of the pandemic and the war in Ukraine, manufacturers of motor caravans and caravans were faced with considerable production problems caused by faltering supply chains. As a result, significantly fewer vehicles could be delivered to dealers, which led to longer waiting times for ordered vehicles. However, the general conditions for the industry changed abruptly: after a lengthy phase of reduced production, production conditions normalised quite quickly. Numerous vehicles were produced and delivered to dealerships in a very short space of time. Industry and trade are now working together to reduce these vehicle stocks.

Manufacturers of motor caravans and caravans have faced considerable challenges in recent years. The coronavirus pandemic and the effects of the war in Ukraine led to massive disruptions in production processes. In the motor caravan sector in particular, faltering supply chains made the production of vehicles considerably more difficult. As a result, production capacities were severely restricted, which meant that fewer vehicles could be delivered to dealers than originally planned.

However, the situation for vehicle manufacturers changed abruptly: after production had been cut back over a longer period of time, mainly due to a lack of motor caravan chassis, production conditions stabilised. This not only led to a significant increase in production figures, but also had a noticeable impact on the market: vehicle stocks at dealerships grew considerably within a short period of time and the market situation changed from a shortage of supply to an oversupply.

Industry and trade respond to challenges together

Industry and trade had to react quickly to this development and intensified their close cooperation in order to cope with the new supply situation: Some vehicle manufacturers have adapted their production - for example by reducing production numbers or temporarily halting production. These measures are easing the pressure on the market. Trade partners are also being supported with financing assistance. The 'CARAVANING TAGE', the industry's first cross-brand campaign days, sent out an important signal in favour of close cooperation between all industry players. Organised by the CIVD with the support of the Deutscher Caravaning Handels-Verband e.V. and committed dealers from all over Germany, they laid the foundation for a successful joint start to the season in March 2024. The current market situation offers special advantages for prospective buyers: In addition to a large selection of immediately available caravans and motor caravans, there are numerous attractive conditions when buying a vehicle.

Interest in caravanning remains high

The measures taken by the industry and dealers are showing noticeable success: this is evident both in the continuing high registration figures - with double-digit growth in new motor caravan registrations - and in the large number of new registrations of leisure vehicles. The number of vehicles on the market is steadily decreasing. Despite the generally subdued consumer sentiment and difficult economic conditions for companies and consumers, the caravanning industry is proving to be remarkably stable.

Based on these developments, the leading industry and trade associations as well as the two largest financing companies in the sector are confident about the caravanning year 2025:

Daniel Onggowinarso, Managing Director Caravaning Industrie Verbandes e.V. (CIVD):

'Many vehicle manufacturers had to react quickly to the rapidly growing vehicle population and temporarily reduce their production measures. This strategy is already beginning to bear fruit: the continued positive trend in new registrations shows that the industry is on the right track. The vehicle stock will therefore be gradually reduced in the

foreseeable future and will have normalised under these conditions in the course of the coming year. Leading financing companies in the sector, such as Deutsche Leasing and Santander Consumer Bank, also confirm this. Their analyses of days on the market show that values are now back at a similar level to before coronavirus. Together with people's unbroken enthusiasm for caravanning as a form of holiday, there is every indication that the industry will remain stable and successful in the long term.'

Kai Dhonau, President of Deutscher Caravanning Handels-Verband e.V. (DCHV):

'The caravanning trade is currently experiencing a continued good order situation, although some places are still reporting high levels of old stock, meaning that there are currently attractive offers for customers interested in buying. Dealers in difficulties are exceptions. As demand is expected to remain stable, the stock situation should normalise over the next few months as a result of the measures currently being taken by the industry. The industry and retailers are working closely together to achieve this, as the successful realisation of the 'CARAVANING TAGE' is further proof. The challenges of recent years have further strengthened this partnership.'

Maik Kynast, Head of Sales Mobility Division, Santander Consumer Bank:

'As an important financing partner for potential buyers, we can only confirm the positive impressions of recent weeks and months: Customers' willingness to buy is significantly higher than in the previous year - not least thanks to more favourable interest rates. The targeted measures taken by manufacturers and dealers have had an effect and made the purchase of new vehicles more attractive. This increased interest is noticeable both at caravanning trade fairs and in dealers' yards and will continue in 2025.'

Matthias Scholz, Head of Sales Dealer stock financing leisure vehicles

'One of the historic strengths of the German caravanning industry is the close cooperation between the industry, dealers and financing specialists such as Deutsche Leasing. In order to provide our industry partners with the best possible support, we have continuously developed our financing models over the many years of cooperation

and adapted them to market conditions. Especially in the current market situation, the offer of financing for rental and used vehicles is particularly important and attractive for dealers. After all, for many newcomers and prospective buyers, renting is an important first step in getting to know and appreciate caravanning as a form of holiday. Our financing offers are very attractive for our customers - the dealerships - and are also important for the manufacturers to enable them to sell their vehicles.'

*At its **annual press conference on Monday, 20 January 2025, as part of the CMT trade fair in Stuttgart**, the CIVD will provide a comprehensive review of the caravanning year 2024, including current market figures and statistics.*

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

www.civd.de, where there are also photos available for downloading.

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About Caravaning Industrie Verband e. V.

Caravaning 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.