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2010 model generation even more customer-friendly

Carado successful despite difficult times

In times of economic hardship, consumers pay closer attention to price, but still want the same quality. These are ideal conditions for Carado leisure vehicles, which boast a high standard of quality coupled with unbeatable cost-effectiveness. Consequently, Carado's production and sales record remains healthy despite the general instability of the economic climate.

According to Sales Director Thomas Gross, Carado's current product and marketing concept has been well received by customers, who are delighted with its reasonably priced motorhomes and caravans and "made in Germany" quality guarantee. The company's cost-effectiveness and comprehensive equipment features, which meet all basic requirements in terms of functionality, comfort and design, have won over many new customers.

Over the past financial year, over 1,500 Carado motorhomes and caravans have left the production line – a very pleasing increase on the previous year.

Especially noteworthy is the high level of motivation and flexibility of the Carado production team at Capron GmbH, who are unwavering in their motivation and quality consciousness in spite of difficult economic conditions.

This exceptional commitment is typical not only of the production department, but also the entire sales organisation: the Carado distribution network now numbers over 60 contract partners in Germany and 115 in the export sector. This represents an increase of nearly 20 dealerships on the previous year. Notably, new contract partners were acquired in the discerning Scandinavian market – a clear indication of the high level of trust placed in the Carado brand and the quality it represents.