



Mercedes-Benz

Press Release
October 7, 2025

Mercedes-Benz USA Reports a 6% Year-To-Date Increase in Passenger Car Retail Sales

- Mercedes-Benz USA has retailed 223,800 passenger car units year-to-date
- For Q3 2025, Mercedes-Benz USA returns to reporting retail sales numbers to better align with U.S. automotive industry reporting standards*
- Overall, robust demand for SUVs continued, with notable growth for GLC, GLE and G-Class retail sales which increased 30%, 15% and 41% respectively year-to-date compared to 2024

Atlanta – Mercedes-Benz USA (MBUSA) reported third-quarter retail sales of 73,500 passenger cars. Year-to-date, U.S. retail sales to customers rose 6% to 223,800 units, underpinned by significant demand for Mercedes-Benz SUV's and Top-End models. Mercedes-Benz Vans reported third quarter 2025 sales of 9,500 units, pushing MBUSA to an overall total of 83,000 units retailed in the third quarter.

“With sustained strong demand across our entire product lineup, our third-quarter sales results demonstrate the strength of the Mercedes-Benz brand and reflect the hard work and determination of our employees and outstanding dealer partners. We remain focused on consistently delivering our customers class-leading products and benchmark experiences with our 2026 models now arriving, including the stunning Mercedes-Maybach SL 680 at the very top end of the portfolio through to a highly compelling new all-electric entry point to the brand with the CLA that will reach U.S. dealerships before the end of the year.”

Adam Chamberlain, President and CEO of Mercedes-Benz USA

Top-End Highlights:

Retail sales of the iconic G-Class increased by 41% year-to-date compared to 2024. Sales of the awe-inspiring AMG GT rose by 33% over the same period, and overall AMG retail deliveries are ahead 18% year-to-date.

Core Highlights:

Strong availability for the CLE allowed for a year-to-date increase of 97%, while demand for core SUVs continued to underpin overall growth. GLC sales rose 30% and GLE retail deliveries climbed 15% compared to last year.

Entry Highlights:

The GLA led the entry segment with a 51% increase in retail sales year-to-date, underscoring its versatility and widespread market appeal.

Vans:

Retail sales for Vans totaled 9,500 units for the third quarter, representing a 4% increase compared to Q2 2025.

Mercedes-Benz Group:

Globally (reported by group sales), Mercedes-Benz sold 441,500 cars in the third quarter. Customer demand in the U.S. remained above the level of the previous year, which led to a 6% increase of retail deliveries to customers year-to-date (retail sales: 223,800 units).

“While sales in Europe, South America and the Gulf states are performing well, our sales in the third quarter were impacted by the market conditions in China. In the U.S., stock levels were carefully managed in Q3, while deliveries to customers increased year-to-date. Overall, we continue to see good demand for our Top-End vehicles and to receive excellent feedback for the electric CLA, which led EV sales to rise by 22% in the quarter. Our new products are creating fresh momentum and enthusiasm, setting the stage for further sales growth.”

Mathias Geisen, Member of the Board of Management of Mercedes-Benz Group AG, Marketing & Sales

Sales Overview: Mercedes-Benz Cars

	Q3 2025	Change Q2 2025	Change Q3 2024	YTD 2025	Change YTD 2024
Mercedes-Benz USA, Retail*	73,500	-6%	-13%	223,800	+6%
Mercedes-Benz USA, Group Sales	70,800	-5%	-17%	212,800	-10%

All figures rounded. Preliminary figures subject to change pending final reports.

Sales Overview: Mercedes-Benz Vans

	Q3 2025	Change Q2 2025	Change Q3 2024	YTD 2025	Change YTD 2024
Mercedes-Benz Vans USA, Retail*	9,500	+4%	-5%	27,600	-19%
Mercedes-Benz Vans USA, Group Sales	9,400	+16%	-26%	25,100	-37%

All figures rounded. Preliminary figures subject to change pending final reports.

* - Starting with the Q3 2025 sales release, MBUSA will return to reporting retail sales figures to better align with U.S. automotive industry reporting standards. Previously, beginning in Q1 2024, sales were reported at the group level to correspond to global Mercedes-Benz Group reporting.

**Top-End: Mercedes-AMG, Mercedes-Maybach, G-Class, S-Class, GLS, EQS and EQS SUV

***Core: C-Class, CLE, E-Class, CLS, GLC, GLE, EQE and EQE SUV

****Entry: CLA, GLA, GLB, EQB

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About Mercedes-Benz USA

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric vehicles from Mercedes-Benz. MBUSA is also responsible for Mercedes-Benz Vans in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and

www.mbvans.com. To learn more about all Mercedes-Benz entities in North America, visit <https://group.mercedes-benz.com/northamerica/>.

Accredited journalists can visit our media site at media.mbusa.com.

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