



Mercedes-Benz

Press Release
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Mercedes-Benz USA Reports Year-Over-Year Passenger Car Sales Growth for Q1 2025

- Passenger car sales totaled 67,400 (+1%) in Q1 2025.
- GLC and E-Class remained growth drivers in Q1 2025.
- AMG group sales are up 13% compared to Q1 2024.
- Plug-in Hybrid up 400% from Q1 2024.

Atlanta - Mercedes-Benz USA (MBUSA) today reported Q1 2025 group* sales of 67,400 Passenger Cars. Additionally, Mercedes-Benz Vans reported Q1 2025 group sales of 7,700 units, bringing MBUSA to a total of 75,100 vehicles for the first quarter of the year.

"I am proud to see our teams and valued dealer partners continue to work together with an unwavering focus on the core of our business - our valued customers. We closed Q1 in a very strong position for wholesale group sales and celebrated our best-ever March in MBUSA's history for retail sales. With an established longstanding legacy in the U.S. and a significant footprint and investments in both manufacturing and the retail service business, together with our dealers we will work tirelessly to make the best decisions for our customers and the business to proudly represent the three-pointed star in the communities we call home."

Dimitris Psillakis, President and CEO of Mercedes-Benz USA

PHEV:

Group sales in the Plug-in Hybrid segment are up 400% compared to Q1 2024. This was propelled by wider availability of five long-range models, alongside Mercedes-AMG high-performance hybrids, reinforcing the brand's promise to provide the luxury of choice to customers.

Top-End:**

Sales of Mercedes-AMG rose by 13% in the first quarter. The introduction of the AMG CLE 53 Cabriolet and Coupe, the AMG E 53 Sedan and the AMG C 43 Sedan have further broadened consumer offerings for driving enthusiasts, based on the core brand promise of exhilarating performance and dynamic handling. The AMG GT recorded stellar performance, up 32% from last year, as well as the AMG SL, which was up 109% from the same time last year.

Core:***

The GLC SUV and Coupe variants once again led the Core segment, nearly doubling sales in Q1 2025 compared to Q1 2024. Additionally, the Core segment overall saw an increase of 8% compared to 2024, further fueled by the performance of the E-Class Sedan, which was the 2025 MotorTrend Car of the Year and also named one of

Car and Driver’s 10 Best cars for 2025.

Entry:****

Stronger availability for the CLA and GLA propelled a year-over-year increase of 103% and 11%, respectively.

Vans:

Group sales for Vans totaled 7,700 units in Q1 2025 influenced by the planned discontinuation of the Metris. The eSprinter, the first fully electric van in North America from Mercedes-Benz USA introduced in 2024, is well accepted by our customers and saw an increase of 253% from Q1 2024.

Mercedes-Benz USA Q1 2025 Group Sales *****			
Model Line	Q1 2025	Q1 2024	Quarterly %
Passenger Cars	67,400	66,600	+1%
Vans*****	7,700	16,100	-52%

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

** - Starting with our Q1 2024 sales release, MBUSA reports sales figures in a manner congruent with Mercedes-Benz Group financial reports. Prior to Q1 2024, sales figures were reported at the retail level, and are now reflect group sales (including wholesale). This change is designed to reinforce reporting consistency between our two entities.*

*** - 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*

***** - Entry: A-Class, CLA, GLA, GLB, EQB*

****** - Starting with our Q1 2025 sales release, MBUSA reports sales figures in a manner congruent with Mercedes-Benz Group financial reports, segmented by Passenger Cars and Vans. Prior to Q1 2025, sales figures were reported at the model level. This change is designed to reinforce reporting consistency between our two entities.*

****** - Metris and Sprinter gas engine discontinued for the U.S. market.*

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About Mercedes-Benz

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 line-up 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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