



Mercedes-Benz

Press Release

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Mercedes-Benz USA Reports 9% Year-Over-Year Growth for Passenger Car Sales

- Q4 2024 Passenger Car sales of 88,259 are up 8% compared to Q4 2023.
- Top-End vehicle sales are up 52% in Q4 2024 vs Q4 2023.
- PHEV group sales are up 470% in Q4 2024 compared to the same quarter last year.
- EV and PHEV group sales mix represents 15% of overall passenger car sales in 2024.

Atlanta - Mercedes-Benz USA (MBUSA) today reported Q4 2024 group* sales of 88,259 Passenger Cars. This brings total Passenger Car sales for 2024 to 324,528 units, representing a 9% year-over-year increase.

"I am extremely proud to close out 2024 by celebrating our best-ever retail month in December and reporting strong sales momentum sustained from Q3 throughout the final quarter of 2024. This represents an outstanding result that directly reflects the resilience and hard work of our teams and the exceptional overall appeal of our brand and highly desirable product range. Our Top-End segment sales continued to dominate, setting new benchmarks with record-breaking Mercedes-AMG sales and an all-time high for sales of the iconic G-Class. We celebrate this substantial achievement and thank our fantastic dealer partners for their incredible support. Collectively, we remain steadfast in our commitment to be the most desired luxury brand with an unwavering commitment to innovation."

Dimitris Psillakis, President and CEO of Mercedes-Benz USA

PHEV:

Group sales in the Plug-in Hybrid segment are up 470% compared to Q4 2023. This was propelled by wider availability of our 5 long-range plug-in hybrids, alongside our high-performance hybrids, ensuring we provide even greater choice for our customers.

Top-End:

Top-End vehicle sales including Mercedes-AMG, Mercedes-Maybach and G-Class, are up 52% in Q4 2024 compared to Q4 2023. It was a record quarter for Mercedes-AMG high-performance models, totaling 16,169 units and representing a 50% increase from the same quarter last year. The G-Class group sales of 10,987 in 2024 exceeded 10,000 units for the first time ever, representing a 12% year-over-year increase.

Core:

Group sales are up 18% in the Core segment for 2024 versus 2023. With the introduction of the GLE 450 Coupe in Q4 2024, group sales of the GLE are up 12% in Q4 2024 versus Q4 2023. Strong availability for the GLC brought a year-over-year increase of 58%. The E-Class saw a 60% increase compared to Q4 2023, with 6,165 units for the quarter.

Entry:

The Entry segment saw an increase of 2% for the year compared to 2023 due to greater availability of the CLA, GLA and GLB in Q4 2024.

Vans:

Group sales for Vans totaled 9,819 units in Q4 2024. The eSprinter, the first fully electric van in North America from Mercedes-Benz USA, bolstered sales of 828 total units year-to-date. Total 2024 group sales reached 49,573 units.

2024 Year in Review

2024 was an exciting year for Mercedes-Benz USA, marked by standout innovations and remarkable achievements. MBUSA launched several highly anticipated new vehicles, including the groundbreaking all-electric G 580 with EQ Technology and the sporty and elegant CLE Coupe and Cabriolet. In addition, the Mercedes-Maybach SL celebrated its highly anticipated world premiere at the Pebble Beach Concours d'Elegance, showcasing the ultimate open-air driving experience that will be available to customers in the second half of 2025.

Mercedes-Benz received numerous prestigious accolades, including the E-Class earning the title of *MotorTrend Car of the Year*, the GLC 300 securing a place on the *Wards 10 Best Interiors & UX Awards* list, the E 450 Sedan capturing a spot on the *Car and Driver 10Best* list and *Kelley Blue Book* recognizing Mercedes-Benz as the *Most Refined Luxury Brand* and *Best Car Styling Luxury Brand*.

At the Tuscaloosa, Alabama manufacturing facility, personalization options were further expanded by introducing new MANUFAKTUR exterior colors and interior designs, paving the way for customers to enjoy even greater customization for select models in the future.

Mercedes-Benz USA Q4 2024 Group Sales						
Model Line	Q4 2024	Q4 2023	Quarterly %	YTD 2024	YTD 2023	Yearly %
A-CLASS	0	7	-	3	81	-**
C-CLASS	8,333	10,442	-20%	35,590	35,176	1%
E-CLASS	6,165	3,856	60%	17,638	17,782	-1%
S-CLASS	2,963	3,637	-19%	8,809	11,824	-25%
G-CLASS	3,868	2,267	71%	10,987	9,850	12%
CLA	2,054	2,676	-23%	10,366	10,581	-2%
CLE	4,296	0	-	14,333	0	-
CLS	0	234	-	37	1,459	-**
GLA	5,630	649	767%	19,079	11,587	65%
GLB	2,709	2,958	-8%	14,859	16,521	-10%

GLC	17,756	12,006	48%	64,163	40,699	58%
GLE	21,778	19,523	12%	67,928	62,606	9%
GLS	7,422	8,811	-16%	28,129	26,657	6%
SL	523	288	82%	1,608	3,632	-56%
GT	999	211	373%	3,491	1,976	77%
EQB	2,124	6,043	-65%	8,885	13,979	-36%
EQE	972	5,754	-83%	11,660	19,104	-39%
EQS	667	1,985	-66%	6,963	14,499	-52%
Passenger Car Total	88,259	81,347	8%	324,528	298,013	9%
Vans	9,825	19,069	-49%	49,573	75,090	-34***
MB Total	98,084	100,416	-5%	374,101	373,103	0%

** - 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 now reflect group sales (including wholesale). This change is designed to reinforce reporting consistency between our two entities.*

*** - Discontinued for the U.S. market*

**** - 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.

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

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