Mercedes-Benz

Press Release
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Mercedes-Benz USA Reports Q3 2024 Group Sales of 97,806 Vehicles

- PHEV group sales are up 213% in Q3 2024 compared to the same quarter last year.
- Top-End vehicle sales are up 33% in Q3 2024 vs Q3 2023.
- EV group sales mix represents 10% of overall passenger car sales in 2024.
- Total passenger car group sales are up 9% year-to-date versus the prior year.

Atlanta - Mercedes-Benz USA (MBUSA) today reported Q3 2024 group* sales of 85,037 Passenger Cars. Additionally, Mercedes-Benz Vans reported Q3 2024 sales of 12,769 units, bringing MBUSA to a total of 97,806 vehicles for the quarter.

"In the third quarter we regained momentum with year-over-year growth for all three months in the quarter, culminating in 9% growth overall year-to-date. Our strong Q3 sales results were fueled by robust demand for our outstanding product portfolio—particularly Plug-in Hybrid and top-end vehicle models—combined with stronger inventory supply at the retail level. The end of this quarter was not without its challenges, and we thank our incredible dealer partners for their tireless efforts serving and prioritizing the safety of customers and employees while facing catastrophic storms in the Southeast. Our thoughts remain with those impacted by Hurricane Helene and everyone bracing for another major storm this week."
Dimitris Psillakis, President and CEO of Mercedes-Benz USA

PHEV:
Group sales in the Plug-in Hybrid segment are up 213% compared to Q3 2023 following the introduction of the GLC 350e 4MATIC, AMG C 63 S E PERFORMANCE, AMG S 63 E PERFORMANCE and AMG GT 63 S E PERFORMANCE.

Top-End:
Top-End vehicles sales are up 33% in Q3 2024 compared to Q3 2023. Group sales for Mercedes-AMG high-performance models totaled 9,537 units, an increase of 31% from the same quarter last year.

Core:
Group sales are up 43% in the Core segment compared to the same quarter last year. Strong availability for the GLC made it the volume leader for the quarter, recording a year-over-year increase of 144%. Demand for the GLE is also up 34% in Q3 2024 versus Q3 2023.

Entry:
The Entry segment saw an increase of 27% from the same quarter last year due to availability of the CLA, GLA and GLB in Q3 2024. The CLA increased 114% compared to Q3 2023 with 4,717 units. The GLA is up 668% in Q3 2024 compared to Q3 2023.

Vans:
Group sales for Vans totaled 12,769 units in Q3 2024. The eSprinter, the first fully electric van in North America from Mercedes-Benz USA, bolstered sales of 667 total units year-to-date.

Mercedes-Benz USA Q3 2024 Group Sales

Model Line	Q3 2024	Q3 2023	Quarterly %	YTD 2024	YTD 2023	Yearly %
A-CLASS	-	6	-100%	3	74	-**
C-CLASS	9,828	7,460	32%	27,257	24,734	10%
E-CLASS	3,427	6,944	-51%	11,473	13,926	-18%
S-CLASS	1,061	1,034	3%	5,846	8,187	-29%
G-CLASS	1,642	1,780	-8%	7,119	7,583	-6%
CLA	4,717	2,209	114%	8,312	7,905	5%
CLE	5,754	-	-	10,037	-	-
CLS	19	605	-97%	37	1,225	-**
GLA	6,703	873	668%	13,449	10,938	23%
GLB	3,108	5,817	-47%	12,150	13,563	-10%
GLC	20,302	8,304	144%	46,407	28,693	62%
GLE	15,274	11,398	34%	46,150	43,083	7%
GLS	6,460	6,185	4%	20,707	17,846	16%
SL	233	1,195	-81%	1,085	3,344	-68%
GT	740	225	229%	2,492	1,765	41%
EQB	2,917	4,223	-31%	6,761	7,936	-15%
EQE	1,664	3,996	-58%	10,688	13,350	-20%
EQS	1,188	1,765	-33%	6,296	12,514	-50%
Passenger Car Total	85,037	64,019	33%	236,269	216,666	9%
Vans	12,769	21,831	-42%	39,756	56,021	-29%***
MB Total	97,806	85,850	11%	276,025	272,687	1%

** - 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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