Mercedes-Benz

Press Release
July 10, 2024

Mercedes-Benz USA Reports Q2 2024 Group Sales of 95,596 Vehicles

- PHEV group sales are up 524% in Q2 2024 compared to the same quarter last year.
- EV group sales mix 11% of overall passenger car sales in Q2 2024.
- Mercedes-AMG high-performance models increased 28% from last quarter.
- Group sales in the Core segment are up 12% compared to this time last year.

Atlanta - Mercedes-Benz USA (MBUSA) today reported Q2 2024 group* sales of 84,662 Passenger Cars. Additionally, Mercedes-Benz Vans reported Q2 2024 sales of 10,934 units, bringing MBUSA to a total of 95,596 vehicles for the quarter.

"The industry and our dealer partners have navigated a challenging second quarter, but I'm very proud of our dealer partners' unwavering focus on serving Mercedes-Benz's valued customers. Stronger availability of models propelled Q2 passenger car group sales up 27% compared to Q1, and this momentum will continue to build as we expand our Plug-In Hybrid portfolio with the highly anticipated U.S. launch of the GLC 350e and the stunning AMG SL 63e S in Q3. We also look forward to welcoming an all-electric variant of our iconic new G-Class in the fall, further bolstering our compelling offerings at the top end of the market and providing customers an unmatched luxury of choice."

Dimitris Psillakis, President and CEO of Mercedes-Benz USA

Top-End:
Total Top-End vehicles are up 5% in Q2 2024 compared to Q2 2023. Demand for the GLS increased by 28% in Q2 2024 versus Q2 2023, totaling 6,789 units. Group sales for Mercedes-AMG high-performance models totaled 13,061 units, an increase of 28% from last quarter.

Core:
Group sales are up 12% in the Core segment for the year, driven by improved availability of vehicles, including GLC, E-Class and CLE. The GLC remains the sales leader with 17,491 units in Q2 2024, up 28% so far in 2024 compared to 2023. Demand for the GLE is up 6% in Q2 2024 versus Q2 2023, and the E-Class increased 15% for the year.

Entry:
Group sales in the Entry segment reached 13,654 units in Q2 2024, an increase of 7% from the same quarter last year. The all-electric EQB increased 88% compared to the same quarter last year with 3,173 group sales.

Vans:
Group sales for Vans totaled 10,934 units in Q2 2024. The all-new eSprinter, the first fully electric van in North America from Mercedes-Benz USA, bolstered sales of 642 total units year-to-date.

Mercedes-Benz USA Q2 2024 Group Sales						
Model Line	**Q2 2024**	**Q2 2023**	**Quarterly %**	**YTD 2024**	**YTD 2023**	**Yearly %**
A-CLASS	2	8	-75%	3	68	- **
C-CLASS	9,377	8,980	4%	17,429	17,274	1%
E-CLASS	4,620	4,299	7%	8,046	6,982	15%
S-CLASS	2,405	4,155	-42%	4,785	7,153	-33%
G-CLASS	2,470	2,958	-16%	5,477	5,803	-6%
CLA	2,985	2,842	5%	3,595	5,696	-37%
CLE	3,424	-	-	4,283	-	-
CLS	7	249	-97%	18	620	-**
GLA	4,499	5,549	-19%	6,746	10,065	-33%
GLB	3,476	3,944	-12%	9,042	7,746	17%
GLC	17,491	17,733	-1%	26,105	20,389	28%
GLE	15,780	14,941	6%	30,876	31,685	-3%
GLS	6,789	5,299	28%	14,247	11,661	22%
SL	651	1,277	-49%	852	2,149	-60%
GT	1,046	777	35%	1,752	1,540	14%
EQB	3,173	1,688	88%	3,844	3,713	4%
EQE	3,911	7,410	-47%	9,024	9,354	-4%
EQS	2,556	5,990	-57%	5,108	10,749	-52%
Vans	10,934	20,269	-46%	26,987	34,190	-21%***
MB Total	95,596	108,368	-12%	178,219	186,837	-5%

**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 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.

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