



Mercedes-Benz

Press Release

April 10, 2024

Mercedes-Benz USA Reports Q1 2024 Group Sales of 82,623 Vehicles

- Q1 2024 group sales up 5% from Q1 2023 with 82,623 vehicles.
- Vans group sales up 15% in Q1 2024 versus Q1 2023 with 16,053 units sold.
- EV group sales mix 13% of overall sales in Q1 2024.
- Group sales in the Core segment are up 40% in Q1 2024 compared to Q1 2023.

Atlanta - Mercedes-Benz USA (MBUSA) today reported Q1 2024 group* sales of 66,570 Passenger Cars. Additionally, Mercedes-Benz Vans reported Q1 2024 sales of 16,053 units, bringing MBUSA to a total of 82,623 vehicles for the quarter, up 5% from the same quarter last year.

“Our Q1 results demonstrate the sustained volume growth for the Mercedes-Benz brand, a testament to the strong demand for our products, backed by the commitment of our dealer partners to deliver for our customers. Mercedes-Benz EVs accounted for 13% of our total group sales volume in Q1, combined with a healthier supply of our GLC and addition of the new E-Class and new CLE Coupe to our Core portfolio. We will continue to advance our growth path with the new G-Class, AMG GT and eSprinter in the months ahead, and remain uniquely positioned to cater to any customer need with our class-leading ICE, PHEV and EV offerings. We are off to a strong start to 2024.”

Dimitris Psillakis, President and CEO of Mercedes-Benz USA

Top-End:

Demand for the G-Class increased by 6% in Q1 2024 versus Q1 2023, with 3,007 units. Group sales for Mercedes-AMG high-performance models totaled 10,207 units. Maybach saw an increase of 9% this quarter compared to the same quarter last year.

Core:

Group sales in the Core segment saw a significant increase of 40% in Q1 2024 versus Q1 2023 with 35,330 units, showing a strong sustained demand for vehicles in this sector. The GLC remains a leader in this segment with 8,614 units in Q1 2024, which is a 224% increase from the same quarter last year. The Mercedes-Benz all-electric EQE also saw a significant increase this quarter of 163% compared to Q1 2023.

Entry:

Group sales in the Entry segment reached 8,583 units in Q1 2024. The GLB reached 5,566 group sales, an increase of 46% from Q1 2023.

Vans:

Group sales for Vans rose to 16,053 units in Q1 2024, an increase of 15% compared to the same quarter last year. In

addition to the strong sales growth in Q1, we introduced the all-new eSprinter, the first fully electric van in North America from Mercedes-Benz USA.

Mercedes-Benz USA Q1 2024 Group Sales						
Model Line	Q1 2024	Q1 2023	Quarterly %	YTD 2024	YTD 2023	Yearly %
A-CLASS	1	60	-98%	1	60	-98%
C-CLASS	8,052	8,294	-3%	8,052	8,294	-3%
E-CLASS	3,426	2,683	28%	3,426	2,683	28%
S-CLASS	2,380	2,998	-21%	2,380	2,998	-21%
G-CLASS	3,007	2,845	6%	3,007	2,845	6%
CLA	610	2,854	-79%	610	2,854	-79%
CLE	859	-		859	-	
CLS	11	371	-97%	11	371	-97%
GLA	2,247	4,516	-50%	2,247	4,516	-50%
GLB	5,566	3,802	46%	5,566	3,802	46%
GLC	8,614	2,656	224%	8,614	2,656	224%
GLE	15,096	16,744	-10%	15,096	16,744	-10%
GLS	7,458	6,362	17%	7,458	6,362	17%
SL	201	872	-77%	201	872	-77%
GT	706	763	-8%	706	763	-8%
EQB	671	2,025	-67%	671	2,025	-67%
EQE	5,113	1,944	163%	5,113	1,944	163%
EQS	2,552	4,759	-46%	2,552	4,759	-46%
Vans	16,053	13,921	15%	16,053	13,921	15%
MB Total	82,623	78,469	5%	82,623	78,469	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.*

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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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