



Mercedes-Benz

Press Release

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Mercedes-Benz USA reports Q4 2023 total sales of 90,014 vehicles

- Q4 2023 sales up 2% from Q4 2022 with 90,014 vehicles sold.
- 2023 total sales of 351,746 units, up by 0.2% compared to 2022.
- Electric Vehicles (EV) sales growth of 248% in 2023 compared to 2022 with 43,202 units.
- EV sales comprised 15% of overall passenger vehicle sales in 2023.
- Vans sales are up 8% in 2023 versus 2022 with 69,517 units sold.

Atlanta - Mercedes-Benz USA (MBUSA) today reported Q4 2023 sales of 72,313 Mercedes-Benz Passenger Cars. Additionally, Mercedes-Benz Vans reported Q4 2023 sales of 17,701 units, bringing MBUSA to a total of 90,014 vehicles for the quarter. Sales in the Top-End segment is up 15% for 2023 compared to 2022 with a total of 94,391 units sold. Strong, sustained demand for EVs propelled 2023 EV growth of 248% for a total of 43,202 vehicles.

"Our 2023 sales results demonstrate another year of strong brand and volume growth for Mercedes-Benz USA. In partnership with the best dealer network in the country, we delivered on our future-forward strategy to significantly grow Top-End Vehicle (TEV) and Electric Vehicle (EV) sales—with EVs comprising 15% of total passenger car sales, and TEV and EVs accounting for nearly half of total sales for the year. We have and will continue to focus relentlessly on transforming both the digital and physical experience for our customers, whether revitalizing stores with our dealer partners or building world-class digital tools that underpin our award-winning product portfolio. And with the all-new E-Class, CLE, AMG GT, G-Class with Electric Technology, eSprinter and more arriving at dealerships in the months ahead, 2024 is poised for even greater success."

Dimitris Psillakis, President and CEO of Mercedes-Benz USA

Top-End:

Total Top-End segment sales are up 15% in 2023 versus 2022, showing a strong and sustained demand in our Top-End ICE and EV segments for 2023. Sales for Mercedes-AMG high-performance models totalled 40,513 units, an impressive increase of 22% in 2023 versus 2022. Demand for the GLS increased 131% in Q4 2023 with 7,552 units sold versus the same period in 2022. The fully electric EQS SUV posted 8,989 total units in 2023, a 216% increase from last year.

Core:

Sales in the Core segment reached 39,481 units this quarter, an increase of 14% from Q4 2022. The C-Class remains a leader in the Core segment with an increase of 25% from last year with a total of 32,698 units sold in 2023. The fully electric EQE Sedan sales reached 1,195 units in Q4 2023, an increase of 211% from the same quarter last year.

Entry:

Total sales in the Entry segment reached 47,271 units, down slightly by -4% compared to 2022. However, the CLA saw an increase of 12% in 2023 total sales compared to 2022 with 9,802 units sold. The fully electric EQB recorded 5,093 unit sales, an increase of 446% from Q4 2022.

Vans:

Sales for Vans rose to 17,701 units in Q4 2023 an increase of 14% compared to the same quarter last year. Additionally, YTD sales are up 8% compared to 2022 with a total of 69,517 units sold. A strong sales growth as we are getting ready for the all-new eSprinter, the first fully electric van in North America from Mercedes-Benz USA.

Separately, Mercedes-Benz Certified Pre-Owned (MBCPO) models recorded sales of 137,518 vehicles for 2023, an increase of 2% versus 2022.

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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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