



Mercedes-Benz

Press Release

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Mercedes-Benz USA reports Q3 2023 total sales of 90,011 vehicles

- Electric Vehicles (EQ) sales growth of 284% in Q3 2023 compared to Q3 in 2022 with 10,423 units.
- Electric Vehicle lineup comprises 14% of overall passenger vehicle sales YTD in 2023.
- Strong Top-End Vehicles segment up by 11% with 21,020 units in Q3 2023.
- Vans sales up 24% in Q3 2023 versus the same quarter last year.
- YTD Vans sales are up 6% in 2023 versus this same time last year.

Atlanta - Mercedes-Benz USA (MBUSA) today reported Q3 2023 sales of 71,098 Mercedes-Benz models. Additionally, Mercedes-Benz Vans reported Q3 2023 sales of 18,913 units, bringing MBUSA to a total of 90,011 vehicles for the quarter. As part of its electric product offensive, MBUSA introduced five Electric Vehicles (EQ) to the Mercedes-Benz electric line-up, including EQS Sedan, EQS SUV, EQB, EQE Sedan and the EQE SUV. Strong, sustained demand for EQ and Top-End Vehicles propelled Q3 Top-End growth of 11% for a total of 21,020 vehicles.

“We are very encouraged by the strong and sustained demand of all our products and especially for the Alabama produced EQE SUV and EQS SUV. With the professionalism and dedication of our dealer partners, we achieved significant sales growth within both our Top-End Vehicle ICE and EV segments.”

Dimitris Psillakis, President and CEO of Mercedes-Benz USA

Top-End:

Sales in the Top-End segment rose to 21,020 units an increase of 11% in Q3 2023 compared to Q3 2022. Sales for Mercedes-AMG high-performance models totalled 8,698 units, a slight decrease of -4% versus Q3 2022. The S-Class saw a significant increase of 48% versus the same quarter last year, with 3,890 units in Q3 2023. Demand for the GLS increased 2% this quarter with 5,300 units. The fully electric EQS SUV posted 1,596 units in Q3 2023.

Core:

Sales in the Core segment reached 37,270 units. The E-Class also saw an increase of 25% with 4,827 units sold in Q3 2023. The fully electric EQE Sedan attracted 969 new customers and the EQE SUV reached 3,488 units in Q3 2023.

Entry:

Sales in the Entry segment reached 12,808 units up 11% compared to Q3 2022. The CLA saw an increase of 21% compared to Q3 2022 with 2,785 units sold. The fully electric EQB recorded 3,270 unit sales, an increase of 343% from Q3 2022. The GLA held strong in Q3 2023 with 2,529 units sold.

Vans:

Sales for Vans rose to 18,913 units in Q3 2023 an increase of 24% compared to the same quarter last year. Additionally, year-to-date sales are up 6% compared to the same time in 2022 with a total of 51,815 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 34,957 vehicles during the third quarter of 2023, an increase of 6% versus Q3 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 Mercedes-EQ family. 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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