



Mercedes-Benz

Press Release

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Mercedes-Benz USA reports Q2 2023 total sales of 96,109 vehicles

- Electric Vehicles (EQ) sales growth of 693% in Q2 2023 compared to Q2 in 2022 with 11,927 units and a total of 19,268 units for the first half of 2023.
- Electric Vehicle lineup comprises 15% of overall passenger vehicle sales in Q2 2023.
- Strong Top-End segment up by 40% with 26,927 units.
- Mercedes-AMG 66% growth in Q2 2023 compared to the same quarter last year.

Atlanta - Mercedes-Benz USA (MBUSA) today reported Q2 2023 sales of 77,287 Mercedes-Benz models. Additionally, Mercedes-Benz Vans reported Q2 2023 sales of 18,732 units, bringing MBUSA to a total of 96,109 vehicles for the quarter. MBUSA has introduced five Electric Vehicles (EQ) in 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 Q2 Top-End growth of 40% for a total of 26,927 vehicles.

"We are very encouraged by the exponential demand of our electric vehicle line-up and Top-End offerings. Especially, the EQS SUV and EQE SUV, both proudly manufactured in Alabama, continue to advance our electric offensive and welcome new customers to the Mercedes-Benz brand."

Dimitris Psillakis, President and CEO of Mercedes-Benz USA

Top-End:

Sales in the Top-End segment rose to 26,927 units an increase of 40% in Q2 2023 compared to Q2 2022. Sales for Mercedes-AMG high-performance models totalled 11,835 units, an increase of 66% versus Q2 2022. Demand for the G-Class remains consistently high with sales up 553% from the comparable quarter in 2022, with 3,088 units. The fully electric EQS SUV posted 3,077 units in Q2 2023, while the EQS Sedan saw a 25% increase from Q2 2022 with 2,456 units.

Core:

Sales in the Core segment reached 38,470 units. The CLA saw an increase of 30% compared to Q2 2022 with 2,521 units sold. The C-Class held strong with 8,623 units sold in Q2 2023. The fully-electric EQE Sedan attracted 1,682 new customers in Q2 2023.

Entry:

Sales in the Entry segment reached 11,890 units. Released in summer 2022, the fully electric EQB recorded 1,867 unit sales. The GLA saw strong demand in Q2 2023 with 5,071 units sold, an increase of 47% to the comparable quarter last year.

Separately, Mercedes-Benz Certified Pre-Owned (MBCPO) models recorded sales of 35,031 vehicles during the first quarter of 2023, an increase of 6% versus Q2 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.

Accredited journalists can visit our media site at media.mbusa.com.

Contacts:

Anne McGregor anne.mcgregor@mbusa.com

Amanda Painter amanda.painter@mbusa.com