



Mercedes-Benz

Press Release

October 7, 2026

Mercedes-Benz USA Reports Quarterly Passenger Car Sales Growth of 4%

- Mercedes-Benz USA retailed 76,200 passenger cars in Q3 2026, representing a 4% increase over Q3 2025.
- Third-quarter retail sales totaled 85,800 units (+3%), comprised of 76,200 passenger cars and 9,600 vans.
- The Core segment delivered double-digit quarterly growth (+12%) and year-to-date gains (+5%), underpinned by outstanding demand for Mercedes-Benz SUVs.
- Top-End vehicle sales remained strong, led by 47% S-Class growth and high demand across the Mercedes-Maybach model range.

Atlanta – Mercedes-Benz USA (MBUSA) today reported third-quarter passenger car sales of 76,200 vehicles, which represents a 4% increase for passenger car sales over Q3 2025. With 9,600 vans delivered throughout Q3, overall MBUSA retail sales for the quarter were up 3% with 85,800 units sold.

The quarterly growth and strong momentum was fueled by sustained demand across the Mercedes-Benz SUV lineup, the Core vehicle portfolio, and the Top-End vehicle range. The Alabama-built GLE delivered double-digit year-to-date growth, while the GLC remained one of the brand's highest-volume models with positive year-to-date gains. The E-Class and S-Class also delivered exceptional quarterly gains of 39% and 47%, respectively.

“Together with our fantastic dealer partners, we delivered positive growth and outperformed a challenging automotive market. Our gains reflect the strong appeal of our broad and versatile family of SUVs, the continued strength of our top-end vehicle range and the enduring power of the Mercedes-Benz brand. With a robust pipeline of new, highly compelling products arriving at U.S. dealerships including the new GLE and GLS SUVs and the new S-Class, we will further strengthen our U.S. vehicle portfolio to build on this momentum.”

Adam Chamberlain, President and CEO of Mercedes-Benz USA

Top-End:

Demand for the Mercedes-Benz Top-End vehicle portfolio remained strong in the third quarter, led by continued momentum from the S-Class which reported 47% growth in Q3. Mercedes-Maybach sales increased 21% year-to-date, highlighting continued customer desire for the brand's most exclusive models. The successful launch of the highly anticipated new S-Class Sedan marks the next chapter in its long history, reinforcing its position as the flagship luxury sedan setting the benchmark in the industry.

Core:

The Core segment remained strong, delivering growth both in the quarter (+12%) and year-to-date (+5%). The GLC and GLE remained key pillars of the Mercedes-Benz portfolio in the third quarter. The GLE, proudly built in Tuscaloosa, Alabama, delivered double-digit year-to-date growth, underscoring the unwavering customer demand for premium SUVs in the U.S. market.

Entry:

Entry vehicle retail sales were up 3% in the third quarter, with the GLA posting notable sales gains of 63% for Q3.

Vans:

Demand for premium commercial mobility solutions remained resilient, driving Mercedes-Benz Vans retail sales up 1% to 9,600 units in the third quarter. Supported by a comprehensive lineup that combines versatility, capability, and innovation, the Vans business continues to provide customers with tailored transportation solutions to meet a diverse range of operational and industry needs.

Mercedes-Benz Group:

Globally, Mercedes-Benz continued to gain momentum from its product offensive in the third quarter, driven by growing customer demand for new combustion-engine and battery-electric vehicles. Mercedes-Benz Group sold 491,700 cars and vans, while group-wide battery-electric vehicle (BEV) sales across Cars and Vans increased by 52%.

“Mercedes-Benz Cars achieved the highest quarterly BEV sales in the company’s history, led by the electric GLC, whose sales more than tripled compared with Q2. Outside China, car sales increased for the third consecutive quarter in 2026. Our new electric models GLC, CLA, GLB and GLA are sold out in Europe for the rest of the year, with order books extending into 2027. This demonstrates that our product launch program is in full swing”

Mathias Geisen, Member of the Board of Management of Mercedes-Benz Group AG,
Sales & Customer Experience

Sales Overview: Mercedes-Benz USA Retail Sales

	Q3 2026	Change Q2 2026	Change Q3 2025	YTD 2026	Change YTD 2025
Mercedes-Benz USA Passenger Cars	76,200	+2%	+4%	221,200	-1%
Mercedes-Benz Vans USA	9,600	+1%	+1%	27,500	0%
Total Sales	85,800	+2%	+3%	248,700	-1%

All figures rounded. Preliminary figures subject to change pending final reports.

Sales Overview: Mercedes-Benz AG Group Sales

	Q3 2026	Change Q2 2026	Change Q3 2025	YTD 2026	Change YTD 2025
Mercedes-Benz Group	491,700	-4%	-6%	1,503,200	-6%

All figures rounded. Preliminary figures subject to change pending final reports.

* Mercedes-Benz reports retail sales at the U.S. market level and group sales at a global level.

**Top-End: Mercedes-AMG, Mercedes-Maybach, G-Class, S-Class, GLS, EQS and EQS SUV

***Core: All derivatives from C- and E-Class, incl. EQE and EQE SUV

****Entry: All derivatives from A- and B-Class incl. EQA, EQB

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Mercedes-Benz Anniversary Year “140 Years of Innovation”

Since Carl Benz filed the patent for the first automobile 140 years ago and Gottlieb Daimler built his motorized carriage shortly afterwards, Mercedes-Benz has dedicated itself to constant innovation and to creating the world’s most desirable cars for customers. This ambition has driven every innovation – from the world’s first automobile in 1886 to the biggest product launch program in the company’s history that is currently underway. With its passion for performance and pioneering power, excellence and an unwavering commitment to customer service, the brand has consistently shaped the future of mobility. The result goes well beyond engineering achievement – it creates the unmistakable feeling that leads through everything Mercedes-Benz does: Welcome home.

Mercedes-Benz is celebrating 140 years of innovation by driving three new S-Class sedans on a trans-continental journey to 140 locations worldwide. Each place highlights the brand’s technology, heritage, pioneering spirit and worldwide presence. Along the way customers, fans and colleagues will get to join in the celebrations - on an epic adventure that will run until October. Follow the “140 Years. 140 Places” drive across six continents on our “[140 Years of Innovation | Mercedes-Benz Media](#)” special and via the [Mercedes-Benz Community](#).

About Mercedes-Benz USA

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 lineup 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. To learn more about all Mercedes-Benz entities in North America, visit <https://group.mercedes-benz.com/northamerica/>.

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

Contacts:

Cathleen Decker	cathleen.decker@mbusa.com
Emily Rieders	emily.rieders@mbusa.com