



Mercedes-Benz

Press Release

July 8, 2026

Mercedes-Benz USA Reports 84,500 Retail Sales in Q2 2026

- Mercedes-Benz USA retailed 84,500 vehicles in Q2 2026, including 75,000 passenger cars and 9,500 vans.
- Customer demand for the brand's SUV portfolio remained particularly strong, led by year-over-year growth for the GLE (+30%), GLC (+8%) and GLB (+40%).
- Mercedes-Maybach retail sales increased 25% and AMG sales grew 1.5% for the quarter.

Atlanta – Mercedes-Benz USA (MBUSA) reported retail sales of 84,500 vehicles in the second quarter of 2026, comprised of 75,000 passenger cars and 9,500 vans. Strong demand for SUVs remained a key driver of Q2 sales performance, with the Alabama-built GLE reporting nearly 30% year-over-year growth and the Mercedes-Maybach GLS, Mercedes-AMG SUVs, the GLC and the GLB also each posting strong year-over-year gains. Together, these models supported performance across Entry, Core and Top-End segments, underscoring a strong foundation as Mercedes-Benz prepares to bring many refreshed and all-new vehicles to market in the second half of the year, including the all-electric GLC, a refreshed GLE and GLS and a new S-Class.

“Despite challenging market conditions, our team and incredible dealer network remained squarely focused on serving the needs of our customers and welcoming them home to our showrooms and our brand. Our U.S. product portfolio and range of SUVs continued to strongly resonate with U.S. consumers, and we now enter the second half of 2026 by kicking off one of our largest-ever product offensives to offer customers an unprecedented luxury of choice from entry and core through to our unparalleled top-end vehicle range.”

Adam Chamberlain, President and CEO of Mercedes-Benz USA

Top-End:

Mercedes-Maybach retail sales grew 25% in the second quarter, reflecting sustained demand for the company's pinnacle luxury models. The Maybach GLS stood out as a key contributor to the segment's performance, while demand for high-performance utility vehicles also remained robust with AMG SUV sales increasing 17% in the quarter.

Core:

SUVs remained the cornerstone of the Core segment in the second quarter. The GLE delivered the strongest performance in the Mercedes-Benz lineup, with retail sales increasing nearly 30% year-over-year. The GLC also remained one of the brand's highest-volume vehicles and a key contributor to the strength of the Core segment.

Entry:

The GLB led growth in the Entry segment during the second quarter, with retail sales increasing 40% year-over-year. Its strong performance reflects continued customer demand for versatile and accessible luxury SUVs, while serving as an important gateway to the Mercedes-Benz portfolio.

Vans:

Mercedes-Benz Vans retail sales increased 4.4% in the second quarter resulting in 9,500 units. The business continues to benefit from demand for premium commercial transportation solutions while supporting customers with a broad portfolio of versatile offerings to meet any transportation need.

Mercedes-Benz Group:

In the second quarter of 2026, Mercedes-Benz Group sold 511,900 cars and vans, up quarter-on-quarter (+2%), despite ongoing macroeconomic and geopolitical headwinds and softer consumer sentiment in parts of Asia. Driven by strong demand for new model launches, Group-wide sales of battery-electric vehicles increased 50% year-over-year.

“Our largest-ever model launch plan is gaining traction. BEV sales rose by more than 50 percent in the second quarter. Demand for the all-new electric GLC, electric CLA, and electric GLB is exceptionally strong. The new S-Class has made a successful start in Europe, with further regions to follow in the coming months. With the all-new electric C-Class, available to order since May, and the world premiere of the all-new electric GLA at the end of July, we are taking the next steps in our launch plan.”

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

Sales Overview: Mercedes-Benz USA Retail Sales

	Q2 2026	Change Q1 2026	Change Q2 2025	FY 2026	Change YTD 2025
Mercedes-Benz USA Passenger Cars	75,000	+7%	-3.7%	145,000	-3.5%
Mercedes-Benz Vans USA	9,500	+12%	+4.4%	17,900	-0.6%
Total Sales	84,500	+8%	-2.9%	162,900	-3.2%

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

Sales Overview: Mercedes-Benz AG Group Sales

	Q2 2026	Change Q1 2026	Change Q2 2025	YTD 2026	Change YTD 2025
Mercedes-Benz Group	511,900	+2%	-6%	1,011,500	-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

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

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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.

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