



Mercedes-Benz

Press Release

April 9, 2026

Mercedes-Benz USA Reports 78,500 Retail Sales in Q1 2026

- Mercedes-Benz USA retailed 78,500 vehicles in Q1 2026, including 70,000 passenger cars and 8,500 vans.
- Q1 retail sales results were underpinned by continued demand for core SUVs, with the GLC and the U.S.-built GLE and GLS growing by more than 22% and representing 61% of Q1 passenger car retail sales.
- Top-end U.S. vehicle sales remained strong, led by double-digit growth from the G-Class, SL and Mercedes-Maybach.

Atlanta – Mercedes-Benz USA (MBUSA) reported retail sales of 78,500 vehicles in the first quarter of 2026, which is comprised of 70,000 passenger cars and 8,500 vans. This strong performance, despite significant market headwinds, was primarily driven by sustained demand across the versatile portfolio of SUVs. Overall, sales of the GLC and the Alabama-built GLE and GLS grew by 22% and accounted for 61% of passenger-car retail sales, with each posting year-over-year gains respectively for the quarter.

“Our first-quarter results reflect the resilience of our incredible dealer network and strong demand despite challenging market conditions across the U.S. auto industry. Our core SUV lineup continues to resonate with customers, and top-end vehicle sales remain brisk with strong sustained interest in our awe-inspiring AMG models. With a highly desirable product range that will be further strengthened with exceptional new products on the way, together with our dealer partners we remain squarely focused on delivering an outstanding ownership experience at every touchpoint.”

Adam Chamberlain, President and CEO of Mercedes-Benz USA

Top-End:

The G-Class recorded a 16% year-over-year sales increase in the first quarter. Retail sales of the iconic SL climbed 47% in the same period, and overall AMG retail deliveries are up 3% year-to-date. Maybach retail sales surged 22%, underscoring continued demand for the brand’s most exclusive offerings.

Core:

The GLE, proudly built in Alabama, delivered a 19% year-over-year increase for first-quarter sales. The Tuscaloosa, Alabama production facility celebrated the 5 millionth vehicle produced in the U.S. last week. The GLC also posted notable sales gains with retail deliveries up 17% over the same period.

Entry:

Customer interest and excitement surrounding the CLA continues to build across the U.S. market, with wider availability expected in the second quarter as current production has been prioritized to meet strong demand in Europe.

Vans:

Mercedes-Benz Vans reported retail sales of 8,500 units in the first quarter. The brand remains focused on delivering versatile, premium van solutions that support evolving business needs.

Mercedes-Benz Group:

In the first quarter of 2026, Mercedes-Benz Group sold 499,700 cars and vans globally, in line with the company's expectations. Strong demand for newly launched models and continued growth in key markets supported the ongoing product ramp-up in 2026.

"The first quarter was characterized by sales growth outside of China, alongside an excellent market response to our newly launched models. The new electric GLC has generated more orders in the first three months than any other electric vehicle in our history, while order intakes for the other new models, including the new Mercedes-Benz S-Class, significantly exceed our expectations. Further tailwinds will come from the recently unveiled GLE and GLS, alongside the upcoming world premiere of the all-new electric C-Class. As the availability of our new products scales up, we remain highly focused on converting this strong customer interest into overall sales momentum in the coming months."

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

Sales Overview: Mercedes-Benz USA Retail Sales

	Q1 2026	Change Q1 2025
Mercedes-Benz USA Passenger Cars	70,000	-3%
Mercedes-Benz Vans USA	8,500	-6%
Total Sales	78,500	-3%

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

Sales Overview: Mercedes-Benz AG Group Sales

	Q1 2026	Change Q1 2025
Mercedes-Benz Group	499,700	-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 been driven by one defining ambition: to continually innovate and create the world's most desirable cars. This vision has shaped every breakthrough – from the world's first automobile in 1886 to today's intelligent and safe electric vehicles, including the all-new GLC and the award-winning all-new CLA. With the introduction of the new S-Class, the company continues the largest product launch program in its history. Guided by a passion for performance, pioneering power, excellence and an unwavering commitment to customer service, the brand has consistently shaped the future of mobility. The result extends far beyond engineering achievement – it creates the unmistakable feeling that defines everything Mercedes-Benz does: Welcome home.

To mark 140 years of innovation, Mercedes-Benz is embarking on an extraordinary transcontinental journey,

driving three new S-Class sedans to 140 locations around the world. Each place highlights the brand's technology, heritage, pioneering spirit and global presence. Along the way, customers, fans and colleagues are invited to take part in the celebration - an epic adventure running through October. Follow the "140 Years. 140 Places" drive across six continents on our "[140 years of innovation | Mercedes-Benz Media](#)" special.

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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