



Mercedes-Benz

Press Release

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Mercedes-Benz USA Reports 2025 Year-Over-Year Retail Sales Growth

- Mercedes-Benz USA retailed 303,200 passenger cars in 2025.
- Demand for the Alabama-built GLE SUV continued to surge in the U.S. with 12% growth in Q4 which propelled year-over-year growth to 14%, representing the best retail sales year ever for GLE.
- The GLC closed 2025 recording an impressive 20% increase in retail sales year-over-year.
- Top-End vehicle sales showed robust gains, with Mercedes-AMG retail sales up 12% in 2025 to report its best year on record and the G-Class also achieving its best sales ever (+26%).

Atlanta – Mercedes-Benz USA (MBUSA) reported annual retail sales of 303,200 passenger cars, which represents an increase of 1% compared to 2024. Mercedes-Benz Vans reported 40,000 units retailed in 2025, resulting in a combined total of 343,200 units sold. Significant demand across the entire Mercedes-Benz SUV model portfolio, as well as continued robust interest in the awe-inspiring Mercedes-AMG performance luxury models, were key factors that contributed to this growth.

“I am extremely grateful for the dedication and resilience demonstrated by our employees and incredible dealer partners to successfully navigate this unprecedented year and close out 2025 showing year-over-year growth. We enter 2026 with a steadfast, customer-centric focus on excellence, and the relentless commitment to innovation that we have demonstrated from the first game-changing moment we invented the automobile 140 years ago. True to our unmatched heritage, we will mark this monumental anniversary throughout the year by reimagining the future of the automobile with the introduction of stellar, class-leading new products that further reinforce the strength, desirability and leadership of our brand.”

Adam Chamberlain, President and CEO of Mercedes-Benz USA

Top-End:

Mercedes-AMG recorded its best year on record with a 12% increase in retail sales year-over-year. Additionally, the iconic G-Class achieved its most successful year ever, with a 26% increase in sales compared to 2024.

Core:

The stylish and dynamic CLE experienced 53% growth in 2025, and GLE SUV sales rose 14% for the year to celebrate the best retail sales year ever for this model proudly manufactured in the U.S. in Tuscaloosa, Alabama. The GLC also continued to be extremely popular with U.S. consumers with sales up 20% from last year.

Entry:

The GLA led the entry segment with a 21% increase in retail sales year-over-year, underscoring its versatility and strong market appeal.

Vans:

Retail sales for Vans totalled 12,400 units for the fourth quarter. This represents a 1% increase compared to Q4 2024 and brought 2025 total sales to 40,000 units.

Mercedes-Benz Group:

On a global level, Mercedes-Benz Group sold 2,160,000 cars and vans in 2025 with a 7% surge in Mercedes-AMG deliveries and best-ever sales for the G-Class. With 558,400 cars and vans sold, Q4 marked the strongest quarter of 2025 (+6% vs. Q3 2025).

“In 2025 we kicked-off the biggest product and tech launch program at Mercedes-Benz with cutting-edge electric-drive systems and intelligent software. The all-new CLA underscores the depth of quality and innovation in our products. And the best is yet to come: In 2026, 140 years after we invented the automobile, we continue our launch program with unwavering commitment and team spirit to build the world’s most desirable cars.”

Ola Källenius, Chairman of the Board of Management of Mercedes-Benz Group AG

Sales Overview: Mercedes-Benz USA Retail Sales

	Q4 2025	Change Q3 2025	Change Q4 2024	FY 2025	Change YTD 2024
Mercedes-Benz USA Passenger Cars	79,350	+8%	-12%	303,200	+1%
Mercedes-Benz Vans USA	12,400	+24%	+1%	40,000	-14%

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

Sales Overview: Mercedes-Benz AG Group Sales

	Q4 2025	Change Q3 2025	Change Q4 2024	FY 2025	Change YTD 2024
Mercedes-Benz Group	558,400	+6%	-11%	2,160,000	-10%

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

** Mercedes-Benz reports retail sales at the 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*

****** - Metris and Sprinter gas engine discontinued for the U.S. market.*

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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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