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| Embargoed until April 7, 2021, 11.15 a.m. CEST |  |  |
|  |  | Press Information  April 7, 2021 |
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# Mercedes-Benz Cars delivers 590,999 passenger cars in Q1, achieves double-digit growth

* Global xEV share of Mercedes-Benz Cars at about 10%, in Europe above 25%
* Worldwide retail sales of Mercedes-Benz 21.8% up in Q1 (581,270 units)
* Mercedes-Benz sold a record 222,520 cars in China: highest Q1 sales to date (+60.1%)
* Around 20,000 orders received for the all-electric EQA (combined power consumption: 15.7 kWh/100 km; combined CO2 emissions: 0 g/km)\*

Stuttgart. Mercedes-Benz Cars sold 590,999 passenger cars (+22.3%) in the first quarter of 2021 driven by China and US retail sales as well as strong demand for plug-in hybrids and all-electric vehicles. In Europe, one in four cars sold by Mercedes-Benz and smart was an xEV. Globally, plug-in hybrids and all-electric cars made up about 10% of overall sales, with approximately 59,000 units and thereof more than 16,000 all-electric vehicles sold. The EQA, presented in January, achieved a high level of order intake and customer inquiries. “With around 20,000 orders already received, the customer feedback for the EQA provides a promising kick-start into our Mercedes-EQ year 2021”, stated Britta Seeger, Member of the Board of Management of Daimler AG and Mercedes‑Benz AG responsible for Marketing and Sales. First deliveries of the EQA started at the end of March.

With the EQS, EQB and EQE, three more Mercedes-EQ world premieres will take place in 2021 to further expand the line-up of six all-electric models at Mercedes-Benz Cars. “We will keep up the pace for electrification: On April 15, we will present the EQS as our electric flagship model. I am convinced that the EQS will fascinate customers across the world as it is a game changer in terms of driving experience and connected services”, said Britta Seeger. The company will also continue to extend its wide and attractive xEV product range by offering its customers a total of about 30 plug-in hybrid variants until the end of 2021.

The current worldwide shortage of supply in certain semiconductor components affected deliveries in the first quarter and will continue to affect sales in Q2. The company monitors the situation closely and is in constant contact with the suppliers.

Mercedes-Benz passenger car sales by regions and markets

Sales of Mercedes-Benz in the Asia-Pacific region rose 46.6% due to the continuing strong sales development in China: where a new record was achieved with 222,520 cars delivered in Q1 (+60.1%). In January, sales in China almost reached the milestone of 100,000 vehicles within a single month. In the Europe region, brand deliveries were despite ongoing lockdown measures in many markets at the beginning of the year slightly above Q1 2020 (+1.8%). In Germany, Mercedes-Benz sold a total of 54,446 cars (‑15.4%). Sales in the North America region totalled 88,318 units (+12.5%) with 78,256 passenger cars delivered to customers in the USA (+15.5%). Moreover, in the USA, Mercedes-Benz was the strongest-selling luxury car brand in Q1.

Mercedes-Benz Cars & Vans unit sales

Mercedes-Benz sold 581,270 cars worldwide from January to March (+21.8%). With a total of more than 50,000 orders received, customer demand and order intakes remain at high level for the new S-Class. Moreover, the S-Class (+17.0%), the SUVs (+54.3%) and the E-Class saloon and estate (+23.9%) achieved in Q1 strong double-digit growth rates in deliveries. At the smart brand, global unit sales totalled 9,729 two- and four-door urban microcars - a strong growth of 65.9% due to the high demand in Germany for all-electric vehicles.

Despite ongoing corona-related partial lockdowns in several countries, Mercedes-Benz Vans sold significantly more commercial vans in the first quarter of 2021 compared to the same period of the previous year (+18.2%). In total, 76,328 Sprinter, Vito, Vito Tourer and Citan vans were sold from January to March. In particular, in the USA with a best first quarter and in Europe, significantly more commercial Mercedes-Benz Vans were sold than in the same period of the previous year. In Europe, the eSprinter and eVito contributed to growth.

“With almost 1,200 electrified vans sold in the first quarter, we exceeded last year's result by around 150% in the same period. This underlines our strategic aim of ‘lead in electrive drive’,” stated Marcus Breitschwerdt, Head of Mercedes-Benz Vans. “In the second half of this year, we will bring the new Citan to market, followed by its electric version next year. This will make us a provider of electric vans in every segment.”

Overview of retail unit sales by Mercedes-Benz Cars & Vans

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|  | Q1 2021 | Change in % |
| Mercedes-Benz\* | 581,270 | +21.8 |
| smart | 9,729 | +65.9 |
| Mercedes-Benz Cars | 590,999 | +22.3 |
| Mercedes-Benz Vans (commercial models) | 76,328 | +18.2 |
| Mercedes-Benz Cars & Vans | 667,327 | +21.8 |
|  |  |  |
| Mercedes-Benz passenger cars sales by region and market |  |  |
| Europe | 192,302 | +1.8 |
| - thereof Germany | 54,446 | -15.4 |
| Asia-Pacific | 291,578 | +46.6 |
| - thereof China | 222,520 | +60.1 |
| North America | 88,318 | +12.5 |
| - thereof USA | 78,256 | +15.5 |

\*Including the V-Class and the X-Class

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Please note:

In this document, unless otherwise stated, Mercedes-Benz stands for the Mercedes-Benz passenger car brand. Mercedes-Benz sales by region and market represent only a partial view of total Mercedes-Benz unit sales. A model may be listed in different segments. There is no double counting of models with regard to total Mercedes-Benz unit sales. The comparative period for the percentage changes stated in this document is the respective prior-year period, unless otherwise stated. The term “orders” in this document refers to orders received from end customers as well as from the national companies of Mercedes-Benz AG.

This document contains forward-looking statements that reflect our current views about future events. The words “anticipate,” “assume,” “believe,” “estimate,” “expect,” “intend,” “may,” ”can,” “could,” “plan,” “project,” “should” and similar expressions are used to identify forward-looking statements. These statements are subject to many risks and uncertainties, including an adverse development of global economic conditions, in particular a decline of demand in our most important markets; a deterioration of our refinancing possibilities on the credit and financial markets; events of force majeure including natural disasters, acts of terrorism, political unrest, armed conflicts, industrial accidents and their effects on our sales, purchasing, production or financial services activities; changes in currency exchange rates and tariff regulations; a shift in consumer preferences towards smaller, lower-margin vehicles; a possible lack of acceptance of our products or services which limits our ability to achieve prices and adequately utilize our production capacities; price increases for fuel or raw materials; disruption of production due to shortages of materials, labor strikes or supplier insolvencies; a decline in resale prices of used vehicles; the effective implementation of cost-reduction and efficiency-optimization measures; the business outlook for companies in which the Mercedes-Benz AG holds a significant equity interest; the successful implementation of strategic cooperations and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending government investigations or of investigations requested by governments and the conclusion of pending or threatened future legal proceedings; and other risks and uncertainties, some of which are described under the heading “Risk and Opportunity Report” in the current Annual Report of Daimler AG. If any of these risks and uncertainties materializes or if the assumptions underlying any of our forward-looking statements prove to be incorrect, the actual results may be materially different from those we express or imply by such statements. The Mercedes-Benz AG does not intend or assume any obligation to update these forward-looking statements since they are based solely on the circumstances at the date of publication.

Mercedes-Benz AG at a glanceMercedes-Benz AG is responsible for the global business of Mercedes-Benz Cars and Mercedes-Benz Vans, with over 170,000 employees worldwide. Ola Källenius is Chairman of the Board of Management of Mercedes-Benz AG. The company focuses on the development, production and sales of passenger cars, vans and vehicle-related services. Furthermore, the company aspires to be the leader in the fields of electric mobility and vehicle software. The product portfolio comprises the Mercedes-Benz brand with the sub-brands of Mercedes-AMG, Mercedes-Maybach, Mercedes-EQ, G-Class and the smart brand. The Mercedes me brand offers access to the digital services from Mercedes-Benz. Mercedes-Benz AG is one of the world's largest manufacturers of luxury passenger cars. In 2020 it sold around 2.1 million passenger cars and nearly 375,000 vans. In its two business segments, Mercedes-Benz AG is continually expanding its worldwide production network with around 35 production sites on four continents, while gearing itself to meet the requirements of electric mobility. At the same time, the company is constructing and extending its global battery production network on three continents. As sustainability is the guiding principle of the Mercedes-Benz strategy and for the company itself, this means creating lasting value for all stakeholders: for customers, employees, investors, business partners and society as a whole. The basis for this is Daimler's sustainable business strategy. The company thus takes responsibility for the economic, ecological and social effects of its business activities and looks at the entire value chain.