Mercedes-Benz

Press Information
July 07, 2025

Mercedes-Benz sold 547,100 cars and vans in Q2 as CLA order intake gains momentum

- Mercedes-Benz Cars Q2 deliveries to customers (retail sales) of 464,600 units underpins solid demand particularly in the U.S. (+26%) and Germany (+7%)
- Mercedes-Benz Cars Q2 group sales at 453,700 units slightly lower; especially due to diligent management of stock to counter tariff impacts
- In the U.S. demand for Top-End vehicles remains strong; leading position in Top-End luxury segment in China
- All-new CLA debuts in Europe, incoming orders gain momentum
- Mercedes-Benz Cars xEV-share in Europe at 40%, strong demand for PHEV (+34%) globally
- Mercedes-Benz Vans sold 93,400 vehicles in the second quarter, EV share reached 7% globally, in Europe 10%, with all regions recording an improvement against Q1 2025

Stuttgart (Germany) - Mercedes-Benz Group sold 547,100 cars and vans (-9%) in the second quarter. Underlying customer demand for Mercedes-Benz Cars, particularly in the U.S. and Germany remained strong, reflected in a 26% and 7% rise in deliveries to customers. Deliveries to dealerships were carefully calibrated to navigate new global tariff policies, impacting sales of Mercedes-Benz Cars in the U.S. and China in particular. Mercedes-Benz Vans sold 93,400 units in the second quarter with a 32% year-on-year rise in eVans, reflecting solid customer demand for fully electric vans.

Mercedes-Benz Cars

"Overall, we see good customer demand in the U.S. and Germany for our products including our Top-End vehicles, despite tariffs impacting our global sales in the second quarter. In China, in a highly competitive environment, we could keep the number one position in the Top-End luxury segment in the first half of the year. The all-new CLA received very positive feedback. This product marks the beginning of further electric vehicle sales growth ahead of the biggest series of car launches at Mercedes-Benz."

Mathias Geisen, Member of the Board of Management of Mercedes Benz Group AG. Marketing & Sales

Mercedes-Benz Cars sold 453,700 cars (-9%) in the second quarter. Overall group sales were influenced by the ongoing dynamic market environment and especially due to diligent management of stock to counter tariff impacts. Customer demand in the U.S. and Europe remained above the prior-year's level. Sales in other markets of the world increased significantly by 24% in the second quarter, driven by Turkey and markets in South America.

Top-End sales represented 14.3% of overall sales. Top-End deliveries to customers (retail sales) increased by 5% reaching 69,000 units driven by ongoing strong customer demand for Mercedes-AMG vehicles (+19%) and the G-Class (+56%). Especially in the U.S., customer demand for Top-End vehicles remained strong, leading to a surge in retail deliveries to customers of 15%. As the second largest market, Mercedes-Benz strengthened its position in the U.S. with strong investments including the update of the brand center in Manhattan. In China, Mercedes-Benz retained its number one position in the Top-End luxury segment in the first half of the year.

The GLC remained the top-selling car globally in the first half of 2025. Group sales of the GLC increased by 9% in the second quarter, while the new CLE proved popular with sales up 30% in Q2 and 66% in the first half of 2025.
Global Plug-In-Hybrid sales increased by 34% in the second quarter. In Europe, the share of electrified vehicles (xEVs) reached 40%, and 21% on a global level in the second quarter.

In terms of model changeovers, 2025 is the beginning of a multi-year product and technology launch campaign. After the first models of the all-new CLA were introduced in Europe in the first half, more models and markets will follow during this year. In September, the all-new electric GLC will be revealed which will strengthen the electric vehicle portfolio in the mid-size segment.

Mercedes-Benz Vans

"The Mercedes-Benz Vans result for Q2 2025 shows a positive development of 13% relative to Q1 2025. The growth on the quarter is driven by an increased momentum in both private and commercial vans. We are encouraged to see the intensification of our efforts to deliver a premium customer experience and electrification of the portfolio, translated into a 7% growth for private vans and 42% for eVans in the first half of the year."

Sagree Sardien, Head of Mercedes-Benz Vans Sales & Marketing

Due to increased demand, deliveries to customers rose 18% on the quarter. Overall retail sales momentum remains influenced by a highly competitive market environment. German retail sales were up by 27% on the quarter supported by strong customer demand. Second quarter sales of eVans, which increased by 32% year-on-year, leading eVans to account for 7% of overall sales, and to total 10% of Europe sales. A further customer highlight was that Mercedes-Benz Vans concluded the largest single order of eVans ever with 5,000 electric vans to be delivered to the Amazon's transportation network within the coming months.

In the first half of the year, commercial segment sales amounted to 82% of total sales, thus demonstrating the continued high relevance of commercial vans. Private vans represented 18% of overall sales. Beginning of next year, Mercedes-Benz Vans intends to expand its model portfolio within the private van segment with the VLE, which lately successfully underwent long-range testing traveling almost 1,100 kilometers from Stuttgart to Rome with only two short charging stops of 15 minutes each.

Group sales overview Mercedes-Benz Cars

	Q2 2025	Change Q1 2025	Change Q2 2024	YTD 2025	Change YTD 2024
Mercedes-Benz Group	547,100	+3%	-9%	1,076,300	-8%
– thereof BEVs	41,900	-8%	-18%	87,300	-14%
Mercedes-Benz Cars	453,700	+2%	-9%	900,000	-6%
– thereof BEVs	35,000	-14%	-24%	75,700	-19%
– thereof xEVs	94,000	+8%	+4%	180,800	+0%
Mercedes-Benz Cars sales by segments*					
Top-End	64,800	+0%	-8%	129,900	-5%
Core	273,800	+4%	-6%	537,300	-4%
Entry	115,100	-2%	-16%	232,800	-12%
Mercedes-Benz Cars sales by regions and markets					
Europe**	159,700	+7%	+1%	308,300	-3%
– thereof Germany	52,800	+16%	+7%	98,100	-2%
Asia	189,200	-5%	-16%	389,000	-11%
– thereof China	140,400	-8%	-19%	293,200	-14%
North America***	80,600	+5%	-14%	157,500	-6%
– thereof U.S.	74,600	+11%	-12%	142,000	-6%
Rest of World	24,200	+16%	+24%	45,100	+20%

*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
** Europe: European Union, United Kingdom, Switzerland and Norway
*** North America: USA, Canada and Mexico
All figures rounded. Preliminary figures subject to change pending final reports.

Group sales overview Mercedes-Benz Vans

	Q2 2025	Change Q1 2025	Change Q2 2024	YTD 2025	Change YTD 2024
Mercedes-Benz Vans*	93,400	+13%	-10%	176,300	-16%
– thereof eVans	6,900	+44%	+32%	11,600	+42%
Mercedes-Benz Vans sales by segments*					
Commercial Vans	76,800	+14%	-11%	144,300	-19%
– thereof commercial large vans	47,400	+11%	-10%	90,100	-17%
– thereof commercial midsize vans	23,900	+23%	-11%	43,200	-25%
– thereof commercial small vans	5,600	+2%	-20%	11,100	-9%
Private Vans	16,600	+8%	-4%	32,000	+7%
– thereof private midsize vans	14,700	+6%	-6%	28,400	+5%
– thereof private small vans	1,900	+20%	+21%	3,600	+26%
Mercedes-Benz Vans sales by regions and markets					
Europe**	65,000	+13%	-8%	122,300	-11%
– thereof Germany	27,300	+27%	+11%	48,800	+1%
Asia	7,900	+11%	-24%	15,000	-25%
– thereof China	5,700	+23%	-37%	10,400	-38%
Noth America***	10,000	+1%	-24%	20,000	-39%
– thereof U.S.	8,100	+5%	-26%	15,700	-42%
Rest of World	10,500	+24%	+10%	18,900	+1%

*Private vans: mid-size vans include V-Class and EQV, small vans include T-Class and EQT[1].
*Commercial vans: large vans include (e)Sprinter, mid-size vans include (e)Vito, small vans include (e)Citan
** Europe: European Union, United Kingdom, Switzerland and Norway
*** North America: USA, Canada and Mexico
All figures rounded. Preliminary figures subject to change pending final reports.

The comparative period for the percentage changes stated in this document is the respective prior-year period, unless otherwise stated.

Contact:

Mercedes-Benz Cars:
Edward Taylor, +49 176 3094 1776, edward.taylor@mercedes-benz.com
Benjamin Kraft, +49 176 3095 7277, benjamin.b.kraft@mercedes-benz.com
David Börsig, +49 176 30940756, david.boersig@mercedes-benz.com

Mercedes-Benz Vans:
Simonette Illi-Haußmann, +49 176 3099 9812, simonette.illi@mercedes-benz.com
Sabrina Wolters, +49 176 3091 6823, sabrina.wolters@mercedes-benz.com

Further information about **Mercedes-Benz Group** is available at:
media.mercedes-benz.com and group.mercedes-benz.com

[1] (Mercedes-Benz EQT 200 standard: energy consumption combined: 20.9 - 19.3 kWh/100 km | CO_2 emissions combined: 0 g/km | CO_2 class: A). The stated values were determined in accordance with the prescribed WLTP (Worldwide harmonised Light vehicles Test Procedure) measurement procedure. The ranges given refer to the German market. The energy consumption and CO_2 emissions of a car depend not only on the car's efficient use of the fuel or energy source, but also on driving style and other non-technical factors.)

Forward-looking statements

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 negative change in market conditions in our most important markets; a deterioration of our refinancing possibilities on the credit and financial markets; events of force majeure including natural disasters, pandemics, 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, customs and foreign trade provisions; changes in laws, regulations and government policies (or changes in their interpretation), particularly those relating to vehicle emissions, fuel economy and safety or to the communication regarding sustainability topics (environmental, social or governance topics); price increases for fuel, raw materials or energy; disruption of production due to shortages of materials or energy, labour strikes or supplier insolvencies; a shift in consumer preferences towards smaller, lower-margin vehicles; a limited demand for all-electric vehicles; a possible lack of acceptance of our products or services which limits our ability to achieve prices and adequately utilize our production capacities; 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 we hold a significant equity interest; the successful implementation of strategic cooperations and joint ventures; the resolution of pending governmental investigations or of investigations requested by governments and the outcome 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 or in the current Interim Report. If any of these risks and uncertainties materialises 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. We do 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 Group at a glance

Mercedes-Benz Group AG is one of the world’s most successful automotive companies. With Mercedes-Benz AG, the Group is one of the leading global suppliers of high-end passenger cars and premium vans. Mercedes-Benz Mobility AG specialises in financial and mobility services. The products range from financing, leasing, vehicle subscription, rental and fleet management to insurance, innovative mobility services, digital payment solutions as well as products and services around charging. The company founders, Gottlieb Daimler and Carl Benz, made history by inventing the automobile in 1886. As a pioneer of automotive engineering, Mercedes-Benz sees shaping the future of mobility in a safe and sustainable way as both a motivation and obligation. The company’s focus therefore remains on innovative and green technologies as well as on safe and superior vehicles that both captivate and inspire. Mercedes-Benz continues to invest systematically in the development of efficient powertrains and sets the course for an all-electric future. Mercedes-Benz is consistently implementing its strategy to transform itself toward a fully electric and software-driven future. The company’s efforts are also focused on the intelligent connectivity of its vehicles, autonomous driving and new mobility concepts as Mercedes-Benz regards it as its aspiration and obligation to live up to its responsibility to society and the environment. Mercedes-Benz sells its vehicles and services in nearly every country of the world and has production facilities in Europe, North and Latin America, Asia and Africa. In addition to Mercedes-Benz, the world’s most valuable luxury automotive brand (source: Interbrand study, 10. Oct. 2024), Mercedes-AMG, Mercedes-Maybach as well as the brands of Mercedes-Benz Mobility: Mercedes-Benz Bank, Mercedes-Benz Financial Services and Athlon. The company is listed on the Frankfurt and Stuttgart stock exchanges (ticker symbol MBG). In 2024, the Group had a workforce of around 175,000 and sold around 2.4 million vehicles. Group revenues amounted to €145.6 billion and Group EBIT to €13.6 billion.