Mercedes-Benz

Press Information
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# Mercedes-Benz sold 525,300 cars and vans in Q3; Electric vehicle sales up 22% vs Q2

- Mercedes-Benz Cars sold 441,500 units in Q3 influenced by the market environment in China and diligent stock management to mitigate U.S. tariffs; Growth in Europe, South America and Gulf States
- Q3 Top-End vehicle sales increased by 10% driven by the G-Class and the S-Class family; Top-End vehicle share reaches 15.4%
- EV sales gain traction thanks to first electric CLA deliveries to customers; Mercedes-Benz Cars Q3 BEV sales up 22% vs Q2; Plug-in-Hybrid sales up 20%
- Mercedes-Benz Vans sold 83,800 vehicles in Q3; EV sales up 25% compared to Q2

Stuttgart (Germany) - Mercedes-Benz Group third-quarter sales reached 525,300 cars and vans, mainly influenced by the market environment in China, while Top-End vehicle sales increased on a global level. Battery electric vehicle sales of cars and vans rose 9% on the year and 22% on the quarter, thanks to the launch of the electric CLA and improved availability of eVans amid the start of the biggest product launch campaign in Mercedes-Benz history.

## Mercedes-Benz Cars

"While sales in Europe, South America and Gulf States are performing well, our sales in the third quarter were impacted by the market conditions in China. In the U.S., stock levels were carefully managed in Q3, while deliveries to customers increased year-to-date. Overall, we continue to see good demand for our Top-End vehicles and to receive excellent feedback for the electric CLA which led EV sales to rise by 22% on the quarter. Our new products are creating fresh momentum and enthusiasm, setting the stage for further sales growth."

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

Mercedes-Benz Cars sold 441,500 cars in the third quarter, influenced by the market environment and tariff policies which impacted sales mainly in the U.S. and China. Stock levels in the U.S. were carefully calibrated to mitigate tariff impacts. Customer demand in the U.S. remained above the prior-year's level, which led customer deliveries to increase by 6% year-to-date (retail sales: 223,800 units). In China, the company continues to focus on providing long-term value for customers and superior product and tech experiences. Top-End sales in China increased by 13% year-over-year and by 4% compared to Q2 2025, retaining Mercedes-Benz's leading market share in the segment priced 1 million RMB and above.

Q3 sales in Europe increased by 2%, driven by Germany (+3%), Spain (+5%) and Poland (+20%) and in other important markets of the world, including the Gulf States (+33%), Turkey (+15%) and South America (+45%).

Top-End Vehicle sales rose 5% on the quarter and were up 10% year-on-year to 67,800 units, representing a high Top-End Vehicle share of 15.4%. Q3 sales of the S-Class product family increased to 28,300 units, a plus of 11% compared to Q2 and 9% compared to Q3 2024. In the third quarter, every third S-Class sold globally was a Mercedes-Maybach model. Furthermore, customer demand for Mercedes-AMG vehicles and the iconic G-Class remained strong, resulting in a sales increase of +6% and +31% respectively.

Battery electric vehicle (BEV) sales increased by 22% quarter-on-quarter driven by the first deliveries of the electric CLA in Europe. Plug-In-Hybrid sales increased by 20% in Q3 driving xEV sales to 96,300 units (+10%).

In September, Mercedes-Benz embarked on the biggest series of product and tech launches in the company's history at the IAA MOBILITY 2025 in Munich. The brand promise "Welcome home" underlines the commitment to the brand experience that every Mercedes-Benz creates the same feeling: familiar, intuitive and unmistakable. With the new electric GLC, which will be launched in early 2026, and new models such as the CLA, the CLA Shooting Brake and the upcoming electric C-Class, the company will further strengthen its electric vehicle portfolio. In addition, the Mercedes-Benz G-Class Cabriolet will expand the Top-End Vehicle portfolio in the near future.

## Mercedes-Benz Vans

**"In the third quarter of 2025, Mercedes-Benz Vans achieved sales of 83,800 vehicles. In Europe, the share of electric vehicles accounted for 14% of our van sales during the third quarter, highlighting that our commitment to EVs is resonating with customers and contributing to steady growth. Additionally, we launched our Van Uptime Monitor across many European markets, which also resonated well, continuing our commitment to providing premium services for our customers."**

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

Mercedes-Benz Vans is committed to enhancing value for customers by maximizing vehicle uptime. The Van Uptime Monitor Digital Extra offers a complimentary premium tool that provides real-time vehicle status and diagnostics. This feature supports operational efficiency for commercial customers. In Q3, the Digital Extra became available in many European markets.

Year-to-date, Mercedes-Benz Vans sold 260,200 units with 20,200 electric vans – a 61% increase over the year-earlier period and reflects the growing enthusiasm for the electric van portfolio. Furthermore, overall vehicle sales in the German market (+6% year-to-date) continue to show growth, compared to the same period last year. Market conditions in the U.S. and China remain dynamic and are characterized by strong competition.

Mercedes-Benz Vans saw solid sales for both private and commercial midsize vans in the third quarter of 2025, with commercial midsize models experiencing a 7% increase compared to the same quarter last year. Marking the 30th jubilee, the midsize van Vito stands as a testament to adaptability and advanced features, serving the commercial midsize van market for three decades since its launch in 1995.

## Group sales overview Mercedes-Benz Cars

| | Q3 2025 | Change Q2 2025 | Change Q3 2024 | YTD 2025 | Change YTD 2024 |
|---|---|---|---|---|---|
| Mercedes-Benz Group | 525,300 | -4% | -12% | 1,601,600 | -9% |
| – thereof BEVs | 51,200 | +22% | +9% | 138,600 | -7% |
| | | | | | |
| Mercedes-Benz Cars | 441,500 | -3% | -12% | 1,341,400 | -8% |
| – thereof BEVs | 42,600 | +22% | 0% | 118,400 | -13% |
| – thereof xEVs | 96,300 | +3% | +10% | 277,100 | +4% |
| | | | | | |
| Mercedes-Benz Cars sales by segments* | | | | | |
| Top-End | 67,800 | +5% | +10% | 197,700 | 0% |
| Core | 249,800 | -9% | -17% | 787,100 | -8% |
| Entry | 123,800 | +8% | -12% | 356,600 | -12% |
| | | | | | |
| Mercedes-Benz Cars sales by regions and markets | | | | | |
| Europe** | 160,800 | +1% | +2% | 469,100 | -1% |
| – thereof Germany | 51,600 | -2% | +3% | 149,700 | 0% |
| Asia | 175,500 | -7% | -22% | 564,500 | -15% |
| – thereof China | 125,100 | -11% | -27% | 418,300 | -18% |
| North America*** | 80,000 | -1% | -17% | 237,500 | -10% |
| – thereof U.S. | 70,800 | -5% | -17% | 212,800 | -10% |
| Rest of World | 25,200 | +4% | +12% | 70,300 | +17% |

*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

| | Q3 2025 | Change Q2 2025 | Change Q3 2024 | YTD 2025 | Change YTD 2024 |
|---|---|---|---|---|---|
| Mercedes-Benz Vans* | 83,800 | -10% | -8% | 260,200 | -13% |
| – thereof eVans | 8,600 | +25% | +96% | 20,200 | +61% |
| | | | | | |
| Mercedes-Benz Vans sales by segments* | | | | | |
| Commercial Vans | 70,600 | -8% | -10% | 215,000 | -16% |
| – thereof commercial large vans | 45,400 | -4% | -19% | 135,500 | -18% |
| – thereof commercial midsize vans | 20,500 | -14% | +7% | 63,700 | -17% |
| – thereof commercial small vans | 4,700 | -16% | +57% | 15,800 | +4% |
| Private Vans | 13,200 | -20% | +4% | 45,200 | +6% |
| – thereof private midsize vans | 11,700 | -20% | -3% | 40,200 | +3% |
| – thereof private small vans | 1,500 | -24% | +135% | 5,000 | +46% |
| | | | | | |
| Mercedes-Benz Vans sales by regions and markets | | | | | |
| Europe** | 57,900 | -11% | -3% | 180,200 | -9% |
| – thereof Germany | 26,800 | -2% | +18% | 75,700 | +6% |
| Asia | 6,800 | -14% | +13% | 21,900 | -17% |
| – thereof China | 5,300 | -8% | +14% | 15,600 | -27% |
| Noth America*** | 11,300 | +13% | -25% | 31,400 | -34% |
| – thereof U.S. | 9,400 | +16% | -26% | 25,100 | -37% |
| Rest of World | 7,800 | -25% | -22% | 26,800 | -7% |

*Private vans: mid-size vans include V-Class and EQV, small vans include T-Class and EQT 200 standard[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.*


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Further information about **Mercedes-Benz Group** is available at:
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[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.