Mercedes-Benz

Press Information
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Mercedes-Benz sold 499,700 cars and vans in Q1, with double-digit BEV growth and strong demand for new models supporting 2026 ramp-up

- **Overall global car sales grew 5%, excluding China, supported by strong sales in Europe and the U.S.**
- **Strong BEV growth for Mercedes-Benz Cars in Europe (+34%) and Germany (+36%), driven by the all-new electric CLA**
- **Order books for electric CLA, GLB and GLC filled well into the second half of the year; Order intake for the new S-Class in Europe above expectations following January sales release**
- **Double-digit sales growth in eVans (+29%) and stable demand for commercial vans**
- **Strong pipeline of new products: Q1 highlights included the world premieres of the new S-Class, VLE, Mercedes-Maybach S-Class, GLE, and GLS**

Stuttgart (Germany) – In the first quarter of 2026, Mercedes-Benz Group sold 499,700 cars and vans, in line with the company's expectations. Battery-electric vehicle sales increased by 11% at Group level. Strong demand for newly launched models and continued growth in key markets supported the ongoing product ramp-up in 2026.

Mercedes-Benz Cars

In line with expectations, Mercedes-Benz Cars recorded wholesale deliveries of 419,400 (-6%) cars in the first quarter. Excluding China, global sales increased by 5% compared with the prior year. Growth in the U.S. and Europe partially offset lower sales in China amid model-cycle effects, macroeconomic uncertainties and challenging market conditions. While recent model launches are supporting sales prospects in the coming quarters, the company continues to closely monitor the geopolitical environment, the conflict in the Middle East and its potential impact on global consumer sentiment.

"The first quarter was characterised 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 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

Mercedes-Benz Cars sales by regions and markets

In **Europe**, the positive trend of the previous quarter continued. Sales increased by 7% in the region. The development in Germany was particularly encouraging, with sales rising by 9%. Driven by the all-new electric CLA, Mercedes-Benz recorded exceptional overall battery-electric vehicle (BEV) growth in Europe (+34%) and Germany (+36%). As demand for the new CLA exceeds global production capacities, output is running at full capacity in three shifts at the Rastatt plant. In Rastatt, manufacturing of the all-new CLA Coupé and CLA Shooting Brake started last year, alongside the A-Class, GLA, and EQA. The Bremen plant is producing the electric GLC in three shifts, including additional Saturday shifts. In addition, the recent market introduction of the high-tech hybrid versions of the new CLA is expected to further support growth in the upcoming months.

The **United States** proved to be a growth driver in the quarter, with sales increasing by 20% compared with the prior-year period. Strong wholesale growth reflects seasonal phasing and targeted network preparation to optimally equip retail partners for the coming months. Mercedes-AMG (+5%) and Mercedes-Maybach (+34%) recorded clear year-on-year growth, underlining continued demand for Top-End vehicles in the U.S. Going forward, the company will place even greater focus on the localisation of products and value creation in this region. This commitment is exemplified by the Tuscaloosa plant, which recently celebrated its 30th anniversary and marked the production of its five-millionth vehicle.

As expected, first-quarter sales in **China** declined, primarily due to active steering and the planned phase-out of current models ahead of upcoming generational changeovers, particularly in the Entry segment. Despite this, Mercedes-Benz maintained its leading position in the vehicle segment priced above 1 million RMB. 2026 marks a transition year for Mercedes-Benz in China, influenced by the replacement of several key models. The company is rapidly expanding its portfolio of both battery-electric and state-of-the-art electrified combustion-engine vehicles. To meet strong local demand for highly intelligent cars, these new models are being equipped with the latest China-specific premium infotainment systems and advanced driver-assistance systems powered by the Mercedes-Benz Operating System (MB.OS). The recently unveiled Mercedes-Benz S-Class and Mercedes-Maybach S-Class exemplify this strategy, launching as the first Top-End combustion-engine models in China to feature these state-of-the-art smart technologies.

Sales development in the **'Rest of the World'** (RoW) region saw an overall decline in the past quarter (-14%). This was primarily driven by lower volumes in Turkey, alongside the impact of ongoing geopolitical challenges and the conflict in the Middle East. However, Argentina provided a very positive counterweight within the region: Following an overall improvement in the economic environment and the elimination of the local luxury tax, Mercedes-Benz recorded a noticeable revival in customer demand, which translated into an encouraging increase in sales.

Mercedes-Benz Cars Battery Electric sales

Mercedes-Benz recorded solid growth (+9%) in BEV sales, driven by strong demand for the company's new generation of fully electric models. The attractiveness of the all-new electric CLA is particularly reflected in strong BEV growth in Europe (+34%) and Germany (+36%), where the CLA is already available to customers. Whereas in Europe the xEV share rose to 41% (Q1 2025: 37%), a planned phase-out of Plug-In Hybrid models in China led to a global xEV share of 19% (Q1 2025: 20%).

The strong market response to the electric CLA, which was awarded "Car of the Year 2026" in Europe, the electric GLC and GLB, as well as the upcoming world premiere of the all-new electric C-Class later this month, underpins the company's ambition to significantly increase electric vehicle sales this year and double the xEV share in the medium term.

Mercedes-Benz Cars Top-End

The Top-End segment remains a cornerstone of the brand's success, securing a 15% share in the first quarter, perfectly in line with expectations. Following the launch of the new flagship S-Class, the new Mercedes-Maybach S-Class has now been presented to the public and will reach markets in a stepwise rollout throughout the year. Furthermore, the product launch programme in the Top-End SUV segment continued with the recent world premiere presentation of the new GLS at the Tuscaloosa plant.

Overall sales in the Top-End segment (-5%) were affected by model changeovers, particularly for the Mercedes-Benz S-Class and the Mercedes-AMG derivatives of the A-Class. Demand for Mercedes-AMG was driven in particular by the E 53 HYBRID 4MATIC+ Saloon and Estate (+43%) and the CLE 53 4MATIC+ Coupé and Cabriolet (+32%).

Mercedes-AMG E 53 HYBRID 4MATIC+ Saloon | combined energy consumption, weighted: 18.1–17.5 kWh/100 km plus 3.3–2.9 l/100 km | combined fuel consumption with discharged battery: 9.2–8.6 l/100 km | combined CO_2 emissions, weighted: 75–66 g/km | combined CO_2 class weighted: B | CO_2 class with discharged battery: G[1]
Mercedes-AMG E 53 HYBRID 4MATIC+ Estate | combined energy consumption, weighted: 18.4–17.8 kWh/100 km plus 3.5–3.1 l/100 km | combined fuel consumption with discharged battery: 9.5–8.9 l/100 km | combined CO_2 emissions, weighted: 80–70 g/km | combined CO_2 class weighted: B | CO_2 class with discharged battery: G[1]
Mercedes-AMG CLE 53 4MATIC+ Coupé | combined fuel consumption: 9.6–9.1 l/100 km | combined CO_2 emissions: 218–207 g/km | CO_2 class: G[1]
Mercedes-AMG CLE 53 4MATIC+ Cabriolet | combined fuel consumption: 9.8–9.3 l/100 km | combined CO_2 emissions: 223–213 g/km | CO_2 class: G[1]

Sales overview Mercedes-Benz Cars

	Q1 2026	Change Q1 2025
Mercedes-Benz Group	499,700	-6%
– thereof BEVs	50,400	+11%
Mercedes-Benz Cars	419,400	-6%
– thereof BEVs	44,300	+9%
Mercedes-Benz Cars sales by segment*		
– Top-End	61,500	-5%
– Core	248,000	-6%
– Entry	109,800	-7%
Mercedes-Benz Cars sales by regions and markets		
Europe**	158,400	+7%
– thereof Germany	49,300	+9%
Asia	153,500	-23%
– thereof China	111,600	-27%
North America* **	89,600	+16%
– thereof U.S.	81,100	+20%
Rest of World	17,900	-14%

*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.

Mercedes-Benz Vans

“With the world premiere of the VLE showcased at the beginning of March, Mercedes-Benz Vans has entered into a new era. The VLE is redefining the segment of the privately positioned van. Its powerful combination of space, comfort, and an unparalleled digital experience creates fresh momentum in the market and opens up new potential for future sales growth. In addition, our focus remains on exceeding the expectations of our commercial customers by delivering an end-to-end customer experience across the entire vehicle lifecycle, thus strengthening customer loyalty and fostering sustainable growth.“

Thomas Klein, Head of Mercedes-Benz Vans

Mercedes-Benz Vans sold 80,300 units in the first quarter of 2026. Overall, sales were influenced by the ongoing volatile and competitive market environment, as well as lower consumer demand for midsize vans in China. This was partially compensated by positive development in the Rest of World region (+35%) due to healthy customer demand across various markets. In Europe, including Germany, sales in Q1 reached previous year’s level. Furthermore, Q1 saw stronger customer order intake compared to the same quarter last year (+2%).

Sales of commercial vans remained at a stable level compared to the previous year. Especially the large vans continued to be in solid demand with sales up by 4%, once again proving the relevance of the commercial segment for Mercedes-Benz Vans. Sales of eVans continued to grow in Q1 by 29% compared to the previous year’s quarter, leading to a slightly increased global EV share of 8% (Q1 2025: 6%) with Europe reaching 10% (Q1 2025: 8%).

Mercedes-Benz Vans entered 2026 by presenting the all-new electric VLE built on the new, modular, and highly flexible van architecture. The VLE reinvents the privately positioned van segment, combining limousine-like ride and handling with MPV-style versatility.

Sales overview Mercedes-Benz Vans

	Q1 2026	Change Q1 2025
Mercedes-Benz Vans	80,300	-3%
– thereof eVans	6,100	+29%
Mercedes-Benz Vans sales by segments*		
Commercial Vans	67,800	+0%
– thereof commercial large vans	44,400	+4%
– thereof commercial midsize vans	16,600	-14%
– thereof commercial small vans	6,800	+24%
Private Vans	12,500	-19%
– thereof private midsize vans	10,800	-22%
– thereof private small vans	1,700	+5%
Mercedes-Benz Vans sales by regions and markets		
Europe**	57,100	-0%
– thereof Germany	21,000	-2%
Asia	2,800	-61%
– thereof China	600	-86%
North America***	8,900	-11%
– thereof U.S.	7,200	-5%
Rest of World	11,400	+35%

*Private vans: mid-size vans include V-Class and EQV, small vans include T-Class and EQT 200 standard (energy consumption combined: 20.9 - 19.3 kWh/100 km | CO_2 emissions combined: 0 g/km | CO_2 class: A)[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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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 motorised carriage shortly afterwards, Mercedes-Benz has dedicated itself to constantly innovate and to create the world’s most desirable cars for customers. This ambition has driven every innovation – from the world's first automobile in 1886 to today's intelligent and safe electric vehicles, like the all-new GLC and the award-winning all-new CLA. With the new S-Class, the company continues the biggest product launch programme in its history. With its passion for performance and pioneering power, excellence and an unwavering commitment to customer service, the brand has consistently shaped the future of mobility. The result goes well beyond engineering achievement – it creates the unmistakable feeling that leads through everything Mercedes-Benz does: Welcome home.

Mercedes-Benz is celebrating 140 years of innovation by driving three new S-Class saloons on a trans-continental journey to 140 locations worldwide. Each place highlights the brand's technology, heritage, pioneering spirit and worldwide presence. Along the way customers, fans and colleagues will get to join in the celebrations - on an epic adventure that will run until October. Follow the "140 Years. 140 Places" drive across six continents on our "140 years of innovation | Mercedes-Benz Media" special and via the Mercedes-Benz Community.

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

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 offers a wide range of high-end passenger cars and premium vans. Mercedes-Benz Financial Services is another key pillar of the Group and plays a central role in the financial services business. 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.

Mercedes-Benz continues to invest systematically in the development of efficient powertrains and sets the course for an all-electric future. The company seeks to offer customers the most desirable option in every segment - by relying on advanced technologies, extraordinary designs and an incomparable customer experience. The company's efforts are also focused on the intelligent connectivity of its vehicles and autonomous driving 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. The brand portfolio includes, in addition to Mercedes-Benz, Mercedes-AMG, Mercedes-Maybach as well as the brands in the areas of financial services and 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 2025, the Group had a workforce of around 164,000 and sold more than 2.1 million vehicles. Group revenues amounted to €132.2 billion and Group EBIT to €5.8 billion.

[1]The specified values were determined in accordance with the prescribed measurement procedure WLTP (Worldwide harmonized Light-duty vehicles Test Procedures). The energy consumption and CO2 emissions of a passenger car depend not only on the efficient utilisation of fuel or the respective energy carrier by the car, but also on the driving style and other non-technical factors.