



Mercedes-Benz

Press Information

7 October 2026

Mercedes-Benz Group sold 491,700 cars and vans in Q3, with record global BEV sales

- Mercedes-Benz Cars Q3 sales outside China increased, supported by growth in Europe and North America
- Mercedes-Benz Cars achieves record quarterly BEV sales in Q3, up 61% compared to the prior-year quarter
- Electric GLC, CLA family, GLB and GLA are sold out in Europe for the remainder of the year 2026, with order books extending well into 2027
- One in four Mercedes-Benz cars sold globally in Q3 is now either a plug-in hybrid or BEV
- Mercedes-Benz Vans increased global sales to 84,400 units in Q3, with growth of 6% outside China; double-digit growth for eVans (+12%); continued strong demand for Commercial Vans (+4%)

Stuttgart. Mercedes-Benz advanced its product launch programme in the third quarter of 2026 as the latest models reached more customers and markets. Mercedes-Benz Group sold 491,700 cars and vans. Battery-electric vehicle (BEV) sales across Cars and Vans increased by 52%. Outside China, Group sales increased by 2%. Continued challenging market conditions in China weighed on overall Group sales, which declined by 6% year on year.

Mercedes-Benz Cars

Mercedes-Benz Cars sold 407,200 vehicles in the third quarter of 2026. Outside China, sales increased by 1%, supported by growth in Europe and North America. Global sales were 8% below the prior-year quarter, mainly reflecting the challenging market environment in China. Mercedes-Benz Cars set a new quarterly BEV sales record in the third quarter, with sales reaching 68,400 vehicles, up 61% year on year and up 29% compared with the second quarter.

“Mercedes-Benz Cars achieved the highest quarterly BEV sales in the company’s history, led by the electric GLC, whose sales more than tripled compared with Q2. Outside China, car sales increased for the third consecutive quarter in 2026. Our new electric models GLC, CLA, GLB and GLA are sold out in Europe for the rest of the year, with order books extending into 2027. This demonstrates that our product launch programme is in full swing.”

Mathias Geisen, Member of the Board of Management of Mercedes-Benz Group AG,
Sales & Customer Experience

Sales of the electric CLA variants increased by 24% compared with the second quarter as the model line expanded into more markets, including the U.S. and Japan. The new electric GLB made a successful start, building on the success of its predecessor.

As a result, the global BEV share reached an all-time high of 16.8%, up 7.2 percentage points from the prior-year quarter. In Europe, Mercedes-Benz Cars achieved record quarterly BEV sales, up 78% year on year and 24% compared with the second quarter, with almost one in three Mercedes-Benz cars sold being fully electric. Including plug-in hybrids, electrified vehicles (xEV) accounted for 25% of global Mercedes-Benz Cars sales in the quarter.

Customer demand for the new electric portfolio continued to accelerate. The battery electric variants of the GLC, CLA, GLB and GLA are sold out in Europe for the remainder of the year, with order books extending well into 2027. To meet this strong demand, the Bremen, Rastatt and Kecskemét plants operate on three-shift schedules.

Mercedes-Benz Cars sales by regions and markets

In Europe, Mercedes-Benz Cars maintained its strong momentum, with third-quarter sales increasing by 5% to 168,700 vehicles. Growth was broad-based across markets, led by sales success in Germany (+13%) and the United Kingdom (+7%). Both markets recorded continuous increases in each of the first three quarters of 2026. Mercedes-Benz also ranked first in Germany's BEV fleet market in August, demonstrating strong demand among fleet customers.

In North America, Mercedes-Benz Cars sales increased by 4% to 83,200 vehicles in the third quarter and recorded double-digit growth of 11% in the first nine months of 2026. U.S. sales grew 12% in the first nine months and rose 6% in the third quarter. The U.S. product portfolio was further strengthened in September with the arrival of the new GLE, GLE Coupé and GLS at U.S. dealerships, refreshing the SUV offering.

In Asia, Mercedes-Benz Cars sales totalled 132,300 vehicles in the third quarter, down 25% from the same quarter last year, mainly reflecting the market development in China. In China, Mercedes-Benz Cars sales declined by 31% amid continued challenging passenger market conditions and intense competition. Together, the GLC and E-Class accounted for almost two-thirds of Mercedes-Benz Cars sales in China and remained more resilient than the overall market. The new electric GLC L, launched in July, is successfully ramping up and has been well received by customers in China. In mid-September, Mercedes-Benz launched the new locally produced GLE L SUV.

Mercedes-Benz also expanded its customer touchpoints: since April 2026, 15 Mercedes-Benz Studios have opened worldwide in major urban centres, with three more to follow in the coming months. More than 1.5 million visitors have experienced the brand at these locations, which also staged three world premieres and several market launches, including the C-Class, the GLS and the GLA.

Mercedes-Benz Cars by segments

SUVs accounted for 56% of Mercedes-Benz Cars sales in the first nine months of 2026, led by the GLC. The renewal of the SUV portfolio continues across Entry, Core and Top-End into 2027.

Top-End sales reached 53,900 vehicles in the third quarter, representing 13.2% of total Mercedes-Benz Cars sales. In the first nine months of 2026, Top-End vehicles accounted for around 14% of sales. The segment was affected by the weaker market environment in China and ongoing model changeovers. The S-Class is seeing strong customer demand as the new model ramps up. Outside China, sales of the S-Class more than doubled compared with the second quarter.

Sales in the Core segment reached 234,200 vehicles in the third quarter, down 6% from the same quarter last year, reflecting lower sales in China. Outside China, Core sales increased by 5%, supported by double-digit growth in Europe. The electric GLC was the main growth driver in the segment and was named [‘German Premium Car of the Year 2027’](#) in September. The C-Class portfolio expanded further during the quarter: the new Saloon and Estate with electrified high-tech combustion engines, which received the most comprehensive technical upgrade in the model's history, opened for orders in August, followed by the electric C 300 4MATIC in Europe in September. The all-new electric C-Class is receiving positive customer feedback as showroom availability increases.

Entry segment sales reached 119,200 vehicles in the third quarter, 4% below the prior-year quarter. Compared with the second quarter, sales increased by 8%, driven by the ramp-up of the new CLA in additional markets. The Entry offering will be further strengthened by the all-new GLA, which entered series production in Rastatt in September and has seen encouraging initial customer orders.

Sales overview Mercedes-Benz Group

	Q3 2026	Change Q2 2026	Change Q3 2025	Q1-Q3 2026	Change Q1-Q3 2025
Mercedes-Benz Group	491,700	-4%	-6%	1,503,200	-6%
– thereof BEVs	78,100	+24%	+52%	191,400	+38%

Sales overview Mercedes-Benz Cars

	Q3 2026	Change Q2 2026	Change Q3 2025	Q1-Q3 2026	Change Q1-Q3 2025
Mercedes-Benz Cars	407,200	-3%	-8%	1,244,400	-7%
– thereof BEVs	68,400	+29%	+61%	165,500	+40%

Mercedes-Benz Cars sales by segment*

Top-End	53,900	-7%	-21%	173,500	-12%
Core	234,200	-6%	-6%	731,500	-7%
Entry	119,200	+8%	-4%	339,400	-5%

Mercedes-Benz Cars sales by regions and markets

Europe**	168,700	+1%	+5%	493,700	+5%
– thereof Germany	58,300	+4%	+13%	163,600	+9%
Asia	132,300	-4%	-25%	423,200	-25%
– thereof China	86,800	-12%	-31%	297,000	-29%
North America***	83,200	-9%	+4%	264,200	+11%
– thereof U.S.	75,300	-8%	+6%	238,300	+12%
Rest of World	23,000	+6%	-8%	63,400	-10%

Segments include battery-electric models and derivatives:

* Top-End: Mercedes-AMG and Mercedes-Maybach models, G-Class, S-Class, GLS, EQS and EQS SUV

* Core: C-Class, E-Class, CLE, GLC, GLE, EQE and EQE SUV

* Entry: A-Class, B-Class, CLA, GLA, GLB, EQA and EQB

** Europe: European Union, United Kingdom, Switzerland and Norway

*** North America: U.S., Canada and Mexico

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

Mercedes-Benz Vans

“The ongoing positive development of our commercial vans portfolio worldwide underlines the trust our customers place in our products and services. At the IAA Transportation, we showcased our business ecosystem Mercedes-Benz PRO, which combines vehicles, Digital Extras and services into tailored solutions for our customers’ efficient day-to-day operations. In addition, the all-new electric VLE celebrated its trade fair premiere in Hanover and demonstrated the potential of our new Van Architecture.”

Mathias Vaitl, Head of Marketing & Sales Mercedes-Benz Vans

Mercedes-Benz Vans recorded 84,400 units sold worldwide in the third quarter, while sales outside China increased by 6% year on year. The development was driven by growing customer demand in North America (+8%) and strong growth in the Rest of the World region (+25%) compared to the previous year quarter. Overall, Mercedes-Benz Vans sales rose by 1% year on year.

Electrified vans saw continued growth, with eVan sales rising by 12% compared to the previous year. Consequently, the global electric share increased to 11% (Q3 2025: 10%), with Europe reaching an even higher level of 15% (Q3 2025: 14%).

The commercial vans segment grew, with sales increasing by 4% compared to the previous year. Demand for large vans remained strong, with volumes up by 15%, underlining their strategic importance for Mercedes-Benz Vans.

At IAA Transportation 2026, Mercedes-Benz Vans highlighted its comprehensive commercial van portfolio and the Mercedes-Benz PRO business ecosystem, demonstrating how integrated vehicle and digital solutions create added value for professional customers. Another key highlight was the all-new electric VLE for professional use as a shuttle vehicle in an eight-seater variant.

Sales overview Mercedes-Benz Vans

	Q3 2026	Change Q2 2026	Change Q3 2025	Q1-Q3 2026	Change Q1-Q3 2025
Mercedes-Benz Vans	84,400	-10%	+1%	258,800	-1%
– thereof eVans	9,600	-4%	+12%	25,800	+28%

Mercedes-Benz Vans sales by segment*

Commercial Vans	73,500	-9%	+4%	222,400	+3%
– thereof commercial large vans	52,200	-4%	+15%	151,000	+11%
– thereof commercial midsize vans	19,800	-4%	-3%	57,000	-11%
– thereof commercial small vans	1,600	-74%	-67%	14,400	-9%
Private Vans	10,900	-16%	-17%	36,400	-20%
– thereof private midsize vans	10,100	-8%	-14%	32,000	-20%
– thereof private small vans	800	-60%	-47%	4,400	-12%

Mercedes-Benz Vans sales by regions and markets

Europe**	59,200	-13%	+2%	184,600	+2%
– thereof Germany	27,300	-1%	+2%	75,900	0%
Asia	3,200	-8%	-54%	9,300	-57%
– thereof China	1,100	-34%	-78%	3,500	-78%
North America***	12,300	-1%	+8%	33,600	+7%
– thereof U.S.	10,500	+2%	+12%	28,000	+12%
Rest of World	9,800	-1%	+25%	31,300	+17%

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

*Commercial vans: large vans include (e)Sprinter, midsize vans include (e)Vito, small vans include (e)Citan

** Europe: European Union, United Kingdom, Switzerland and Norway

*** North America: U.S., Canada and Mexico

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

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

Mercedes-Benz C 300 4MATIC electric | Combined energy consumption: 17.8–14.1 kWh/100 km |
Combined CO₂ emissions: 0 g/km | CO₂ class: A¹

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 constant innovation and to creating the world's most desirable cars for customers. This ambition has driven every innovation – from the world's first automobile in 1886 to the biggest product launch programme in the company's history that is currently underway. 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 runs 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

Forward-looking statements

This document contains forward-looking statements that reflect current views of the Mercedes-Benz Group 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, material examples of which include (1) an adverse development of global economic conditions, in particular a negative change in market conditions in the most important markets e.g. a shift in consumer preferences towards smaller, lower-margin vehicles; a limited demand for all-electric vehicles; a possible lack of acceptance of products or services which limits the ability to achieve prices and adequately utilize production capacities; a decline in resale prices of used vehicles; (2) the business outlook for companies in which the Mercedes-Benz Group holds a significant equity interest; (3) the successful implementation of strategic cooperations and joint ventures; (4) a deterioration of refinancing possibilities on the credit and financial markets; (5) the effective implementation of cost-reduction and efficiency-optimization measures; and (6) 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. Further examples for such risks include events of force majeure including natural disasters, pandemics, acts of terrorism, cyber-incidents, political unrest, armed or other conflicts, industrial accidents and their effects on sales, purchasing, production or financial services activities; changes in currency exchange rates, tariffs and other protectionist measures; 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. 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 Group 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 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 way as both a motivation and obligation. Sustainability is a guiding principle of the Mercedes-Benz strategy. Mercedes-Benz considers the impacts of its business activities across the entire value chain and takes economic, environmental and social aspects into account in equal measure. Mercedes-Benz Cars and Mercedes-Benz Vans are prepared for all market scenarios in order to meet different customer preferences – whether for all-electric drive systems or electrified high-tech combustion engines. 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. 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 and Mercedes-Benz Financial Services. 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.