Mercedes-Benz

Press Information
January 12, 2026

Mercedes-Benz sold 2.2 million cars and vans in 2025; Mercedes-AMG deliveries +7% and best-ever year for the G-Class

- 1.8 million cars and 359,100 vans sold globally in 2025; Q4 strongest quarter of the year
- Increased customer demand underscored by growth in passenger car deliveries to customers in the U.S., Germany, Gulf States and South America
- Battery electric passenger car sales up +18% in Q4 vs. Q3; xEV-share in Europe reached 40% in 2025; electric van sales increased by +46%
- Customer orders for new electric CLA and GLC significantly above expectations; order bank filled until well into the second half of 2026
- Mercedes-AMG deliveries +7%, best-ever sales for the G-Class in 2025; Top-End Vehicle share at 15%
- Product launch program continues in 2026: Major updates for S-Class, GLE and GLS; premiere of new Mercedes-AMG GT 4 Door Coupe, electric C-Class and VLE; market introduction of new electric GLC and GLB

Stuttgart (Germany) – Mercedes-Benz Group sold 2,160,000 cars and vans in 2025 with a 7% surge in Mercedes-AMG deliveries and best-ever sales for the G-Class. With 558,400 cars and vans sold, Q4 marked the strongest quarter of 2025 (+6% vs. Q3 2025). Overall, customer order intake for Battery Electric Vehicles increased driven by the new electric CLA and GLC models as well as electric Vans.

"In 2025 we kicked-off the biggest product and tech launch program at Mercedes-Benz with cutting-edge electric-drive systems and intelligent software. The all-new CLA underscores the depth of quality and innovation in our products. And the best is yet to come: In 2026, 140 years after we invented the automobile, we continue our launch program with unwavering commitment and team spirit to build the world's most desirable cars."

Ola Källenius, Chairman of the Board of Management of Mercedes-Benz Group AG

Mercedes-Benz Cars delivered 459,400 units in the fourth quarter with sales up in all regions compared to the third quarter. Full-year 2025 sales reached 1.8 million units with robust sales in Europe, growth in South America (+54%) and the Gulf States (+3%), while sales in China remained below the prior year. In the U.S., deliveries to customers came in at 303,200 units (+1%), whereas group sales were impacted by stock management. Overall, sales were influenced by tariffs and the competitive market environment.

"Following the outstanding start of the new CLA, demand for the new all-electric GLC is now also significantly exceeding our expectations. This strong momentum is also demonstrated by one of the most successful years in AMG's history and the best-ever sales for the G-Class. It confirms the attractiveness of our products."

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

In 2025, Mercedes-Benz Passenger Cars achieved sales growth in European markets such as Germany (+1%, excluding smart run out), Spain (+6%) and Poland (+6%), as well as other important markets such as South America (+54%), Australia (+10%), Turkey (+11%) and the Gulf States (+3%). In the U.S. market, tariffs and diligent stock management impacted group sales in 2025. However, deliveries to customers increased by 1% in the U.S. market. In a competitive market environment in China, Mercedes-Benz continues to focus on providing long-term value for customers and superior product and tech experiences. In 2025, Mercedes-Benz retained its leading market share in the segment priced 1 million RMB and above in China.

Top-End Vehicle sales in 2025 reached 268,000 units, representing a 15%-share of overall sales.
Mercedes-AMG achieved one of its best sales results in its history with 145,000 performance vehicles (+7%) delivered to customers in 2025 as the brand enters a new dimension of performance with the upcoming Mercedes-AMG GT 4-door Coupe, based on the high-performance electric architecture (AMG.EA) launching in 2026. The CONCEPT AMG GT XX as a pioneering technology program that offers technical insights into AMG.EA already set a total of 25 performance records in 2025.
Furthermore, the success story of the Mercedes-Benz off-road icon G-Class continues with best-ever sales in 2025 reaching 49,700 customer deliveries (+23%) and sales growth in all key regions. The electric G-Class has substantially contributed to this sales performance, attracting an expanded customer base. Customers can also look forward to new models of the G-Class that will expand the product offering.
Mercedes-Maybach demonstrated its resilience in 2025 with a growing sales share of the S-Class. Every third S-Class sold in 2025 was a Mercedes-Maybach model, and in China even every second. The company is set to present the most extensive update of the S-Class on January 29, followed by the Mercedes-Maybach S-Class and GLS update in the course of the year.

Fourth quarter Battery Electric Vehicle (BEV) sales increased by 3% compared to Q4 last year and 18% compared to the prior quarter, mainly driven by the new electric CLA. Global Plug-in Hybrid Electric Vehicle (PHEV) sales increased by 9% in 2025, thereby leading to 368,600 electrified vehicle sales (+0%) worldwide in the full-year. In Europe, Mercedes-Benz Cars achieved its highest-ever sales of electrified vehicles (xEV) in 2025, resulting in a 40% xEV-share. In many markets, including France, Denmark, India and Australia, the company sold more Battery Electric Vehicles (BEV) than ever before.

The all-new electric CLA, fueled by its recognition as the best vehicle ever tested by the German car magazine 'Auto Motor und Sport' and by the "Car of the Year 2026" award by the European Car of the Year jury, sees demand significantly rising, with order books filling rapidly. This momentum now extends to the wider portfolio: The CLA Shooting Brake, the all-new electric GLB and the highly efficient electrified models of the CLA are now also available to order in Europe, offering customers the full range of choices. The all-new electric GLC celebrated its world premiere at the IAA in Munich with order books already filled well into the second half of 2026.

Mercedes-Benz Cars enters 2026 continuing its biggest product and tech launch program in the company's history. Key highlights will include the major update of the S-Class, GLE and GLS, the market introduction of the new electric GLC and CLA Shooting Brake, the premiere of the first series model on the AMG electric architecture as well as the premiere of the new electric C-Class and the new GLA. All new products will deliver an exceptional customer experience, powered by the new Mercedes-Benz Operating System (MB.OS) with intuitive digital features and a 'Welcome Home' feeling of comfort and safety.

Mercedes-Benz Vans

Mercedes-Benz Vans sales rose quarter-on-quarter to 99,000 units in Q4 increasing sales by 18% compared to Q3. For the full year, Mercedes-Benz Vans reached 359,100 units in a highly competitive market environment. In the German market, Mercedes-Benz Vans has managed to keep sales at prior year's level.
Sales of eVans are up by 46% in 2025 leading to a global EV share of 8% for the full-year with Europe reaching 11%. The development is mainly driven by the full availability of the electric van portfolio and is proving that Mercedes-Benz eVans match customers' needs.

2025, the Sprinter has celebrated 30 years of success, still marking namesake for an entire vehicle class. In October, Mercedes-Benz Vans offered a first glimpse of how Mercedes-Benz Vans will be reinventing the commercial van once again. In addition, on March 10, Mercedes-Benz Vans will redefine the privately positioned van with the world premiere of the new all-electric VLE, built on the new, modular, and highly flexible van architecture.

"Amidst a highly dynamic and volatile market condition, we closed the year with a solid sales performance, thanks to our strong product portfolio. We want to sincerely thank our customers for their continued trust and loyalty in our brand. We are looking forward to 2026, where we will begin a new era at Mercedes-Benz Vans, presenting our all-new electric VLE that will reinvent the privately positioned van segment."

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

Group sales overview

	Q4 2025	Change Q3 2025	Change Q4 2024	FY 2025	Change FY 2024
Mercedes-Benz Group	558,400	+6%	-11%	2,160,000	-10%
– thereof BEVs	58,700	+15%	+5%	197,300	-4%

Group sales overview Mercedes-Benz Cars

	Q4 2025	Change Q3 2025	Change Q4 2024	FY 2025	Change FY 2024
Mercedes-Benz Cars	459,400	+4%	-12%	1,800,800	-9%
– thereof BEVs	50,400	+18%	+3%	168,800	-9%
– thereof xEVs	91,500	-5%	-9%	368,600	0%
Mercedes-Benz Cars sales by segments*					
Top-End	70,200	+4%	-15%	268,000	-5%
Core	262,500	+5%	-15%	1,049,600	-10%
Entry	126,700	+2%	-2%	483,300	-10%
Mercedes-Benz Cars sales by regions and markets					
Europe**	165,500	+3%	0%	634,600	-1%
– thereof Germany	63,500	+23%	0%	213,200	0%
Asia	182,500	+4%	-21%	747,000	-16%
– thereof China	133,600	+7%	-22%	551,900	-19%
North America***	83,100	+4%	-18%	320,600	-12%
– thereof U.S.	71,900	+2%	-19%	284,600	-12%
Rest of World	28,400	+13%	+18%	98,700	+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. EQC, EQE and EQE SUV
* Entry: All derivatives from A- and B-Class incl. EQA, EQB and smart
** Europe: European Union, United Kingdom, Switzerland and Norway
*** North America: USA, Canada, Mexico
All figures rounded. Preliminary figures subject to change pending final reports.

Group sales overview Mercedes-Benz Vans

	Q4 2025	Change Q3 2025	Change Q4 2024	FY 2025	Change FY 2024
Mercedes-Benz Vans	99,000	+18%	-6%	359,100	-11%
– thereof eVans	8,300	-3%	+19%	28,500	+46%

Mercedes-Benz Vans sales by segments*					
Commercial Vans	83,700	+18%	-3%	298,700	-13%
– thereof commercial large vans	53,400	+18%	-1%	188,900	-14%
– thereof commercial midsize vans	23,100	+13%	-5%	86,800	-14%
– thereof commercial small vans	7,200	+53%	-13%	22,900	-2%
Private Vans	15,300	+16%	-21%	60,500	-2%
– thereof private midsize vans	13,500	+15%	-23%	53,700	-5%
– thereof private small vans	1,700	+17%	+3%	6,800	+32%

Mercedes-Benz Vans sales by regions and markets					
Europe**	68,600	+19%	-8%	248,700	-8%
– thereof Germany	27,100	+1%	-15%	102,700	-1%
Asia	6,400	-6%	-18%	28,300	-17%
– thereof China	4,400	-17%	-16%	20,000	-25%
North America***	12,000	+6%	-2%	43,400	-28%
– thereof U.S.	10,200	+9%	+4%	35,300	-29%
Rest of World	11,900	+52%	+5%	38,700	-4%

* 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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[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 fuel consumption, 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 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-attacks, political unrest, armed conflicts, industrial accidents and their effects on 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. 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 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. 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 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.