Mercedes-Benz

Press Information
08 July 2026

Mercedes-Benz Group sold 511,900 Cars and Vans in Q2: sales outside China up 3%; BEV sales up 50%

- Mercedes-Benz Cars BEV sales rose 51% in Q2, driven by strong growth in Europe (+87%)
- Total car sales outside China increased year-on-year, with growth including Europe (+4%) and North America (+13%)
- Car sales in Germany grew by 6%, with BEV sales more than doubling
- Sales in China reflected a significantly weaker overall market and macroeconomic environment, intense competition and the timing of the company's current product ramp-ups
- Customer demand across the new model portfolio remains strong, with customer orders for the all-new electric GLC, electric CLA, electric GLB, and S-Class in Europe reaching into the next year
- Mercedes-Benz Vans sales remained stable at 94,100 units in Q2; strong performance in North America (+23%) and Europe (+5%); double-digit sales growth for eVans (+46%); overall robust demand

Stuttgart. In the second quarter of 2026, Mercedes-Benz Group sold 511,900 cars and vans, up quarter-on-quarter (+2%), despite ongoing macroeconomic and geopolitical headwinds and softer consumer sentiment in parts of Asia. Outside China, total sales of cars and vans rose by 3% compared to the previous year quarter. Driven by strong demand for new model launches, Group-wide sales of battery electric vehicles rose by 50% year-on-year. As more new models from its launch plan reach the markets and with order books well filled, Mercedes-Benz is on track to sell more cars and vans in the second half of the year compared to the first half.

Mercedes-Benz Cars

Mercedes-Benz Cars sold 417,800 vehicles in Q2 2026 (-8%). As in the first quarter, total sales outside China exceeded prior-year levels (+2%), supported by continued growth in key Western markets, including North America (+13%), Europe (+4%), with Germany up 6%. In China, an intensifying competitive environment and the timing of the company's current product ramp-ups led to a year-on-year sales decline.

“Our largest-ever model launch plan is gaining traction. BEV sales rose by more than 50 per cent in the second quarter. Demand for the all-new electric GLC, electric CLA, and electric GLB is exceptionally strong. The new S-Class has made a successful start in Europe, with further regions to follow in the coming months. With the all-new electric C-Class, available to order since May, and the world premiere of the all-new electric GLA at the end of July, we are taking the next steps in our launch plan.”

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

Mercedes-Benz Cars sold 52,900 BEVs globally in Q2, an increase of 51% compared with the prior-year period. In Europe, BEV sales increased by 87% to 43,500 units, nearly doubling the BEV share to 26%. In Germany, BEV sales more than doubled, and the BEV share nearly doubled to 24%. This development underscores the success of the company’s new electric vehicle portfolio and forms a strong basis for Mercedes-Benz’s ambition to significantly increase electric vehicle sales in 2026 as the availability of new models increases. The all-new electric C-Class has been available to order since May in Europe. Market introduction in Europe is planned in the coming months, expanding the electric offering in the Core segment.

The global BEV share increased significantly to 13% (Q2 2025: 7.7%), despite the new electric models still ramping up across markets. Electrified vehicles also continued to grow in importance in the European sales mix. The xEV share reached 43% in Europe. Globally, xEV sales reached 87,500 vehicles in Q2, representing an xEV share of 21%.

Mercedes-Benz Cars sales by regions and markets

In Europe, Mercedes-Benz Cars continued its positive momentum. Sales increased by 4% in Q2 to 166,400 vehicles, with year-to-date sales up 5%. Sales in Germany remained particularly encouraging, rising 6% to 56,000 vehicles in Q2 and 7% year-to-date. This performance was driven by the successful ramp-up of new products and a clear acceleration in electric vehicle sales, with the electric CLA, the electric GLC and the electric GLB as key contributors to the strong product story.

North America remained an important contributor to growth. Sales increased by 13% to 91,300 vehicles in Q2, while sales in the U.S. grew by 10% to 81,900 vehicles. In the U.S., growth was particularly visible in the Core segment, which rose by 21%, supported by strong demand for models such as the GLE and GLE Coupé. In the second quarter, Mercedes-Benz continued to ensure product availability for dealers ahead of further model launches in the third quarter.

In Asia, sales totalled 138,300 vehicles, mainly reflecting trends in China. In China, Mercedes-Benz Cars sales declined amid intense competition, cautious consumer sentiment, ongoing model transitions and active sales steering. Market headwinds intensified in the second quarter, particularly in the segment of vehicles with combustion engines, prompting the China Passenger Car Association to revise its full-year market outlook downwards again in June. However, Mercedes-Benz maintained its leading position in the segment above RMB 1 million. China remains a key market for Mercedes-Benz and plays a central role in the company's localisation and innovation strategy. A new generation of models specifically tailored to Chinese customers, including the electric GLC L with long-wheelbase, the new S-Class and Mercedes-Maybach S-Class, as well as the new GLE, will enter the market in the second half of the year. These new models will feature a first-tier infotainment system designed to meet local customers’ expectations for a more intelligent in-car experience. An AI-powered cockpit and top-tier intelligent driving assistance system will also be rolled out across almost the entire product portfolio over the next 6 to 12 months. Mercedes-Benz continues to focus on disciplined sales management and the roll-out of its new model portfolio, while closely monitoring market dynamics and customer demand.

In the second quarter, various Mercedes-Benz Studios opened in attractive inner-city locations across Europe, Asia, and North America. The Mercedes-Benz Studios combine immersive brand experiences with product consultation, test-drive opportunities and customer events, supporting the sales network especially during new model launches.

Mercedes-Benz Cars by segments

Top-End sales reached 58,100 vehicles in Q2 (-10%), reflecting planned product changeovers and timing of model availability. The Top-End share for the first half of the year stood at slightly above 14%, within the company's target range.

Within the Top-End portfolio, the G-Class performed strongly. Global G-Class sales in Q2 were up 3% year-on-year. In Europe, G-Class sales increased by 25%, with sales in Germany up 42%. In the Rest of World region, G-Class sales increased by 66%. The new S-Class has launched successfully, with order books well filled for Europe for the remainder of the year and further key markets yet to come.

The Core segment sold 249,300 vehicles in Q2, supported by strong demand for the GLE and GLC. High order volumes for the electric GLC are expected to drive further deliveries in the second half of the year. The Entry segment sold 110,400 vehicles in Q2 with the new CLA and the new GLB as strong contributors. At the end of July, the all-new electric GLA will celebrate its world premiere and sales start, further broadening the segment's highly attractive product offering.

Sales overview Mercedes-Benz Group

	Q2 2026	Change Q1 2026	Change Q2 2025	YTD 2026	Change YTD 2025
Mercedes-Benz Group	511,900	+2%	-6%	1,011,500	-6%
– thereof BEVs	63,000	+25%	+50%	113,300	+30%

Sales overview Mercedes-Benz Cars

	Q2 2026	Change Q1 2026	Change Q2 2025	YTD 2026	Change YTD 2025
Mercedes-Benz Cars	417,800	0%	-8%	837,200	-7%
– thereof BEVs	52,900	+19%	+51%	97,100	+28%
Mercedes-Benz Cars sales by segment*					
Top-End	58,100	-6%	-10%	119,600	-8%
Core	249,300	0%	-9%	497,300	-7%
Entry	110,400	+1%	-4%	220,300	-5%
Mercedes-Benz Cars sales by regions and markets					
Europe**	166,400	+5%	+4%	325,000	+5%
– thereof Germany	56,000	+13%	+6%	105,300	+7%
Asia	138,300	-9%	-27%	291,000	-25%
– thereof China	98,600	-12%	-30%	210,200	-28%
North America***	91,300	+2%	+13%	180,900	+15%
– thereof U.S.	81,900	+1%	+10%	163,000	+15%
Rest of World	21,700	+16%	-10%	40,300	-11%

*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: U.S., Canada and Mexico
All figures rounded. Preliminary figures subject to change pending final reports.

Mercedes-Benz Vans

"The growth within our commercial vans portfolio reflects the sustained positive customer response to these vehicles. Moreover, the continued strong increase in eVan sales and the resulting rise in our global electric share clearly underlines steady customer demand in that segment and growing traction across our markets. At the same time, with the all-new electric VLE, we are redefining the privately positioned van segment and further expanding our electric portfolio, starting to offer our Grand Limousine to customers in our markets."

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

Mercedes-Benz Vans recorded second-quarter sales of 94,100 units, reflecting stable overall global demand. Sales were shaped by a continued volatile and competitive market environment, as well as lower demand for mid-sized vans in China. At the same time, strong growth in North America helped to offset these effects, with sales rising by 23%, driven particularly by increased customer demand in the U.S. (+28%). Europe also contributed positively, with Q2 sales up 5% year-on-year. Outside China, total sales rose by 5% in the second quarter compared to the previous year quarter.

Electrified vans saw sustained growth, with eVan sales rising by 46% compared to the previous year. Consequently, the global electric share increased to 11% (Q2 2025: 7%), with Europe reaching a higher level of 13% (Q2 2025: 10%).

The commercial vans segment continued to expand, with sales increasing by 6% compared to the previous year. Demand for large vans remained especially strong, with volumes up by 15%, underlining the segment's strategic importance for Mercedes-Benz Vans.

Within the private vehicle range, the all-new electric VLE is now available for order in the first 16 markets and serves as the perfect companion for a wide range of use cases – from a flexible solution for families and leisure-oriented customers to exclusive shuttle services. It is the first vehicle based on the specially developed, modular and drivetrain-flexible Van Architecture, which is being produced at its Vitoria plant in Spain and just celebrated its start of series production.

Sales overview Mercedes-Benz Vans

	Q2 2026	Change Q1 2026	Change Q2 2025	YTD 2026	Change YTD 2025
Mercedes-Benz Vans	94,100	+17%	+1%	174,300	-1%
– thereof eVans	10,100	+64%	+46%	16,200	+39%
Mercedes-Benz Vans sales by segment*					
Commercial Vans	81,100	+20%	+6%	148,800	+3%
– thereof commercial large vans	54,500	+23%	+15%	98,900	+10%
– thereof commercial midsize vans	20,500	+24%	-14%	37,200	-14%
– thereof commercial small vans	6,100	-10%	+8%	12,800	+16%
Private Vans	13,000	+4%	-22%	25,500	-20%
– thereof private midsize vans	11,100	+2%	-25%	21,800	-23%
– thereof private small vans	1,900	+13%	-0%	3,600	+2%
Mercedes-Benz Vans sales by regions and markets					
Europe**	68,300	+20%	+5%	125,400	+3%
– thereof Germany	27,500	+31%	+1%	48,600	-0%
Asia	3,400	+24%	-57%	6,200	-59%
– thereof China	1,700	+171%	-70%	2,400	-77%
North America***	12,400	+38%	+23%	21,300	+6%
– thereof U.S.	10,300	+42%	+28%	17,600	+12%
Rest of World	10,000	-13%	-5%	21,400	+13%

* Commercial vans: large vans include (e)Sprinter, midsize vans include (e)Vito, small vans include (e)Citan* Private vans: mid-size vans include V-Class and EQV, small vans include T-Class and EQT
** 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.

Contact:
Mercedes-Benz Cars:
Willem Spelten, +49 151 586 24395, willem.spelten@mercedes-benz.com
Johannes Leifert, +49 176 3090 4735, johannes.leifert@mercedes-benz.com
Benjamin Kraft, +49 176 3095 7277, benjamin.b.kraft@mercedes-benz.com
Tilman Stadie, +49 176 3095 2243, tilman.stadie@mercedes-benz.com

Mercedes-Benz Vans:
Kathrin Fritz, +49 160 8620005, kathrin.fritz@mercedes-benz.com
Ganja Goldbach, +49 160 8640319, ganja.goldbach@mercedes-benz.com

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

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 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** is available at www.mercedes-benz.com and on our **LinkedIn channel** under Mercedes-Benz AG | LinkedIn.
Press information and digital services for journalists and multipliers can be found on our **Mercedes-Benz Media online platform** at media.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.