

Mercedes-Benz surpasses its sales record for March

Mercedes-Benz sold 237,307 cars during March, surpassing its sales record from the prior-year month by 3.9%.

March was the strongest-selling month that the company has ever achieved and the past three months were the most successful quarter of all time with a total of 594,304 customers taking delivery of their car with the three-pointed star (+6.0%).

Mercedes-Benz was the premium-market leader with the most registrations in March in countries including Great Britain, Germany, France, Italy, Russia, Switzerland, Sweden, Portugal, Japan, South Korea, Australia, Canada and Brazil.



“We once again emphasized our claim to leadership in the first quarter: With sales of more than 237,000 Mercedes-Benz vehicles in March, we achieved our strongest-selling month of all time and our best-ever quarter,” stated Britta Seeger, Member of the Board of Management of Daimler AG responsible for Mercedes-Benz Cars Marketing and Sales.

“We started the spring season with our Mercedes-Benz dream cars worldwide: The new C-Class Cabriolet and Coupé were presented to the world public for the first time in New York and the new CLS has been available in Europe since March,” she continued.

In the Europe region alone, 109,252 cars with the star were sold last month, setting a new sales record for a month, and 238,131 units were sold in the first quarter (+2.1%). Germany was responsible for a large proportion of this success with a 5.2% increase in first-quarter sales to 74,262 units. In nearly all major European markets, Mercedes-Benz delivered more cars in the first three months of 2018 than in the prior-year period. New records were set for first-quarter unit sales in France, Spain, Belgium, Switzerland, Sweden, Poland and Portugal.

Meanwhile, in the North American (NAFTA) region, 33,986 customers received their new cars with the star in March (-2.7%) and 93,375 in the first quarter (-0.8%). The very high prior-year levels were therefore nearly matched. In the USA, Mercedes-Benz delivered a total of 78,474 cars in the first quarter (-0.8%). In the first quarter, Mercedes-Benz was the best-selling premium brand in the USA.

The SUVs from Mercedes-Benz constituted the most popular segment in the first quarter. In March, more than 80,000 units were sold for the first time in one single month (+13.9%). Also in the first quarter of this year they achieved a new sales record: A total of 211,636 customers chose an SUV with the three-pointed star (+12.5%).

The current bestselling SUV from Mercedes-Benz, the GLC, achieved unit sales 33.4% higher than the number sold in the first quarter of last year. Sales of the GLC Coupé also set a new first-quarter record.

The new S-Class contributed to the company’s success with strong growth rates. In the first quarter, demand for the luxury saloon was 29.4% higher than in the prior-year period at 22,691 units. The Mercedes-Maybach S-Class Saloon posted record sales in March and the first quarter, although its model change is coming up soon. In the first quarter, more than one in eight S-Class Saloons sold was a Mercedes-Maybach.

Mercedes-Benz increased its sales of roadsters, coupés and convertibles to 42,788 units in the first three months of this year (+4.0%). Nothing now stands in the way of the dream car season: The S-Class Coupé and Cabriolet are available in the United States as of now. The CLS is in the showrooms in Europe while the new C-Class Coupé and Cabriolet were recently presented at the New York International Auto Show.

The completely renewed C-Class family has therefore now been presented and should continue contributing to the sales

growth at Mercedes-Benz.