

AUTOMOTIVE

Mercedes sees record-breaking H1 of 2018

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Mercedes-Benz sees record breaking sales. Image credit: Mercedes

By STAFF REPORTS

German automaker Mercedes-Benz is celebrating a major milestone for its company, as it hit 1.18 million cars sold in the first half of the year.

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The second quarter of 2018 has been the strongest quarter for the automaker of all time, and the best first half of the year. In June, Mercedes sold more than 200,000 vehicles across the world.

Mercedes breaking records

For Mercedes, China remains the most important market with more than 340,000 units sold in the first half of the year, a jump of 16.2 percent.

Asia as a whole saw growth of 12.5 percent for the brand, with 493,358 units sold.

Compared to the first half of last year, global sales grew 3.9 percent.

In Germany, France, Russia, Switzerland, Portugal, South Korea, Australia, the United States and Canada, Mercedes was designated the top brand for the first half of 2018.

About one-third of Mercedes vehicles sold in Europe were sold in Germany, with a total of 150,000 units, but this was about 0.2 percent lower than last year.



Mercedes celebrates its major milestone. Image credit: Mercedes

However, for France, Spain, Sweden, Poland and Denmark, the automaker sold more than ever before in these regions in the first half of 2018.

"Thanks to an outstanding team performance, we can look back on the most successful half-year in the history of Mercedes-Benz," said Britta Seeger, member of the board of management of Daimler AG. "With more than 1.18 million cars sold in the first six months, we have laid a good foundation for a successful year 2018.

"The new A-Class has had a very successful reception from the markets and we will launch the new C-Class in July," she said. "These two volume models will make a significant contribution to the sales success of Mercedes-Benz in the second half of the year."

Mercedes has been focusing on building technology and offerings for its customers. The brand recently established a program to help owners of its older models stay savvy with modern technology.

The range of digital services Mercedes offers as part of its Mercedes me application and program will now be extended to older models. Through an adapter, older models will be able to receive connected information similar to new models ([see story](#)).

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