

AUTOMOTIVE

Mercedes-Benz sees double-digit growth in Q1

April 7, 2021



Worldwide retail sales of Mercedes-Benz went up 21.8 percent in Q1. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz sold almost 590,999 passenger vehicles in Q1 2021 due to sales in China and the U.S., as well as a strong demand for hybrid and electric vehicles.

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In Europe, one in four cars sold by Mercedes-Benz was an electric vehicle. Globally, plug-in hybrids and all-electric cars made up about 10 percent of overall sales, with more than 16,000 all-electric vehicles sold.

"With around 20,000 orders already received, the customer feedback for the EQA provides a promising kick-start into our Mercedes-EQ year 2021," said Britta Seeger, member of the board of management at Daimler AG and MercedesBenz AG, in a statement.

Electrification

To further expand the line-up of all-electric models, Mercedes-Benz expects to release three new vehicles in 2021: EQS, EQB and EQE. On April 15, the brand will release the EQS as its electric flagship model.

The company also plans to continue extending xEV product range by offering its customers a total of about 30 plug-in hybrid variants until the end of 2021.

A supply shortage in certain semiconductor components affected deliveries in the first quarter and will continue to affect sales in Q2. Mercedes-Benz has said it is monitoring the situation and is in constant contact with the suppliers.



Mercedes-Benz sales in China increased 60.1 percent in Q1. Image credit: Mercedes-Benz

Sales of Mercedes-Benz in the Asia-Pacific region rose 46.6 percent due to continuing sales developments in China where 222,520 cars were delivered in Q1. In January, sales in China almost reached 100,000 vehicles within a single month.

In Europe, brand deliveries were slightly higher than Q1 2020, despite ongoing lockdown measures in many markets at the beginning of the year.

Sales in the North America region totaled 88,318 units with 78,256 passenger cars delivered to customers in the United States.

During a virtual annual meeting on March 31, representatives from Mercedes-Benz parent company Daimler AG discussed ways the company is moving forward with a structural realignment and acceleration toward electric mobility. They stated that a prerequisite for the breakthrough of electric mobility is an efficient public charging infrastructure.

To meet the European Commission's CO2 targets, Europe needs three million public charging points by the end of the decade ([see story](#)).