

AUTOMOTIVE

## Mercedes-Benz Canada reports steady growth in 2021

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2022 Mercedes-Benz GLE 350 4MATIC SUV. Image credit: Mercedes-Benz Canada

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz saw strong 2021 sales results in Canada, with particular growth in the SUV segment and S-class sedan.

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Last year, the automaker sold a total of 36,240 passenger vehicles and vans, with 31,243 of those sales being passenger cars and luxury light trucks. This represents a 2.4 percent increase in overall sales and a 3.4 percent increase in passenger car and luxury light truck sales, compared to 2020.

"2021 was another year that tested our teams and national dealer network to deliver creative solutions for our customers in a safe environment, and I'm proud of what we achieved together," said Eva Wiese, president and CEO of Mercedes-Benz Canada, in a statement.

2021 in review

Mercedes-Benz Canada saw continued demand for SUVs, which made up the majority of overall sales as a total of 22,572 units sold, compared to 8,671 passenger cars.

The pre-owned division of the brand also saw significant progress in 2021 and recorded its best sales month of all time in March. Overall, Mercedes-Benz Canada sold 16,795 pre-owned units in the year, representing a 9.8 percent increase compared to 2020.



*Mercedes hopes to set a new electric record with the EQXX by reaching 1,000 kilometers on a single battery charge. Image credit: Mercedes-Benz*

In 2021, the automaker saw continued success with its Certified Pre-Owned (CPO) program, hitting five record months: March, May, August, September and October. Mercedes hit its highest year-end CPO penetration rate at 89.9 percent, a 3.5 percentage point increase over the previous record year in 2020.

Mercedes-Benz Vans reported strong results, as well, delivering 4,997 vehicles. Although this was a 3.3 percent decrease from 2020, the brand sees this, primarily, as a reflection of global supply chain issues.

Last month, the global Mercedes-Benz brand teased the world premiere of its all-electric Vision EQXX, the brand's most efficient vehicle yet, with a series following the journey to achieve it. With the new electric vehicle, Mercedes-Benz is aiming to reach 1,000 kilometers, or 621 miles, in a single charge.

The automaker could be on the precipice of a world record and explored the inspiration, challenges and successes that are part of the journey to reinventing the automobile through "The Extra Mile" video series ([see story](#)).

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