

AUTOMOTIVE

Mercedes-Benz moves 23pc more units y-o-y in Q3

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Mercedes' GLC, GLE, and C-Class model lines led the third quarter's sales volume. Image credit: Mercedes-Benz USA

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is reporting an increase in passenger car and van units sold year-over-year.

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The luxury leader has released Q3 2022 stats, claiming U.S. sales of 87,682 vehicles. MBUSA partially attributes the growth to the growing popularity and subsequent proliferation of electric vehicles in the states.

"Our Mercedes-EQ electric offensive accelerated in September with the arrival of the EQB and US-built EQS SUV at dealerships, two exciting new electric models in high-demand segments," said Dimitris Psillakis, president and CEO at [Mercedes-Benz USA](#) (MBUSA), in a statement.

"With the upcoming launch of the highly anticipated EQE Sedan, we expect a strong close in the final quarter of 2022."

Growth by the numbers

Headquartered in Atlanta, MBUSA is sharing a positive sales shift in the period from July 2022 to September 2022.

The brand's unit sales are up by 3.5 percent y-o-y, as compared to last, at 262,456 units sold year-to-date versus 253,543 in 2021.



The Mercedes-Benz logo originated in the early 20th century. Image credit: Mercedes-Benz

Mercedes' GLC, GLE, and C-Class model lines led the third quarter's sales volume, at 19,456, 18,802 and 8,980 units sold respectively. Year-to-date, top models stay consistent with sales totals of 55,515, 46,250 and 18,124 respectively.

On the electric front, the company's all-electric Mercedes-EQ saw 2,717 units sold in Q3. In addition, Mercedes moved 1,701 EQS sedans, 277 EQS SUVs and 739 EQB SUVs.

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A post shared by Mercedes-EQ (@mercedeseq)

High-performance models made up a smaller percentage of total sales, at 9,021 units, but grew by 25.6 percent in Q3 as compared to the same quarter, last year.

Finally, pre-owned models saw less substantive growth in Q3, recording sales of 33,624 vehicles with an y-o-y quarter increase of 1.6 percent. 99,652 used models have been sold year-to-date.

Amid committing to a fully electric fleet by 2030 ([see story](#)), Mercedes-Benz is meeting electric demand with innovative EQ marketing efforts.



In the latest iteration of the "Innovations by Mercedes-Benz: Magical Garage" campaign series, the brand continues to usher in a new era for EVs. Image credit: Mercedes-Benz

The automaker is leading luxury's electric wave with its "Innovations by Mercedes-Benz" campaign series. This time around, Mercedes offers electric visuals and an interactive platform, asking viewers to meet the automaker in a "Magical Garage" where innovation and technology are in full view ([see story](#)).

Mercedes-Benz's garage concept brings its EV car's full capabilities to light, trialing them in a controlled, creative environment, as sales begin to reflect the effectiveness of recent EV pushes.

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