

AUTOMOTIVE

## Year-over-year EV sales up 123pc at Mercedes-Benz

July 11, 2023



Overall, second-quarter sales were up by 6 percent, reaching 515,700 units, and up by 5 percent in the first six months of the year. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz saw a significant increase in demand for electric vehicles in the second quarter of 2023.

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In the second quarter, battery electric vehicle (BEV) sales rose by 123 percent compared to the same time period in 2022. Top-End segment growth was also strong for the period, up 12 percent from the first quarter, buoying overall sales numbers which increased across all main regions.

"With our focus on sustainable growth, we posted higher sales across all main regions and segments, especially for our electric and Top-End vehicles," said Britta Seeger, member of the board of management at [Mercedes-Benz Group AG](#), in a statement.

"Our pipeline of desirable products remains fresh, for example with the introduction of the new E-Class and CLE," Ms. Seeger said. "The transformation of our sales network continues with the successful introduction of the direct sales model in Germany and Turkey in Q2, following the UK earlier this year."

Green growth

Overall, second-quarter sales were up by 6 percent, reaching 515,700 units, and up by 5 percent in the first six months of the year.

Mercedes-Benz cars sales grew in the three main regions of the world, including Europe, Asia and North America, during the second quarter of 2023. European sales specifically grew by 5 percent during the period, reaching 157,100 units.

Top-End and battery electric vehicles (BEV) lifted sales of [#MercedesBenz](#) Cars in the second quarter by 6% to 515,700 units. The brand continues to remain disciplined, even in a dynamic market environment.

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Mercedes-Benz Press (@MB\_Press) July 11, 2023

Top-End segment sales in the continent were up 28 percent, while fully electric Mercedes-Benz passenger cars increased by 62 percent. The region also saw an 18 percent increase in BEV-shares year-to-date, compared to 14 percent in 2022's same period.

The automaker's home market of Germany was especially profitable, seeing a 23 percent rise in sales during the second quarter, Top-End sales up 26 percent. BEV sales also grew by 31 percent during 2023's first half year-over-year, accounting for 17 percent of Mercedes-Benz cars sales in the country.

Belgium is also proving to be an electric haven, seeing a rise of 186 percent during the quarter Mercedes-Benz continues to explore this successful technology throughout the world ([see story](#)).

Sales in Asia increased by 10 percent in the second quarter, China's sales specifically growing by 12 percent thanks to the E-Class, which was up by 43 percent in sales year-over-year during the period. Japan also saw increased sales for the quarter, rising 16 percent with Top-End and BEV sales up 49 percent and 734 percent, respectively.

North American sales grew by 3 percent in the second quarter and 2 percent in the first six months of 2023 compared to the year before.

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Mercedes-Benz USA (@MercedesBenzUSA) July 7, 2023

The United States specifically is showing strong demand for the BEV segment, its sales growing by 697 percent overall sales in the country increased by 6 percent. Electric vehicle sales accounted for 15 percent of total passenger vehicle sales in the second quarter for the nation.

On an international basis, fully electric vehicles now make up 11 percent of total sales year-to-date.

In the "rest of the world category," year-to-date sales are down 18 percent from 2022. The brand halted Russian business activities in March 2022 and continues this barring.

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