

COMMERCE

Mercedes-Benz sales dip 6pc in Q1

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The U.S. is the only major market seeing sales increase compared to last year. Image credit: Mercedes Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is reporting a decline in global performance.

In the first quarter of 2024, the brand saw its sales drop by 6 percent year-over-year (y-o-y), totaling 568,400 units across its cars and vans segments. The struggle is attributed to supply chain bottlenecks in Asia, as the region was the largest outlier among all markets despite worldwide availability issues.

"Our customers can look forward to an exciting year 2024 with a series of fantastic new product launches in 2024, particularly in the Top-End segment," said Britta Seeger, member of the Board of Management at [Mercedes-Benz Group AG](#), in a statement.

"One of the highlights is just around the corner with the long-awaited world premiere of the all-new electric G at Auto China in Beijing in two weeks."

Electric decline

Although the U.S. improved sales metrics by 3 percent compared to Q1 2023, North America overall floundered by a single percentage point.

Europe saw a 2 percent decrease, representing nearly 4,000 cars. In Asia, deliveries plummeted by 15 percent y-o-y as local production failed to meet demand.



The vans segment witnessed a 7 percent y-o-y jump in sales. Image credit: Mercedes-Benz

Meanwhile, the “rest of the world” saw a 7 percent boost in this department, but only represented 18,000 cars or 3 percent of the total global output.

Top-end and entry-level models’ sales declined by 27 percent and 21 percent respectively, while core-priced vehicles increased by 8 percent. Widespread shortages of in-demand models, such as the GLC and E-Class, has been a major contributing factor to decreasing sales, per the company.

Together, EVs and plug-in hybrids represented 19 percent of all Mercedes-Benz cars sold, although electric vehicle sales dropped by 2 percent compared to last year. Experts have warned that demand for EVs may have recently topped out ([see story](#)), leading to declining figures for luxury automotive brands.

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