



Mercedes-Benz

Press Information

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Mercedes-Benz Canada reports Q3 2025 sales results

MISSISSAUGA, ON – Mercedes-Benz Canada and its national dealer network today announced Q3 2025 sales results. In the third quarter of 2025, the company retailed 10,080 passenger vehicles and vans (+8.2% compared to Q3 2024). This number included 8,640 passenger cars and luxury light trucks, and 1,440 Vans.

The total of 8,640 passenger vehicles represents an increase of 13.1% compared to Q3 2024. It included 6,135 SUVs (71% of passenger vehicle sales) and 2,505 passenger cars (29% of passenger vehicle sales).

The GLC (SUV & Coupe) continues to be the overall volume leader this quarter, joined by the compact GLA SUV, with 2,305 and 1,302 units retailed respectively. The compact GLB SUV was the growth leader for the quarter with 571 units retailed (+126.6% compared to Q3 2024). On the passenger car side, the CLA Coupe continues to be the volume leader (1,194 units retailed) followed by the C-Class Sedan (599 units retailed).

Mercedes-Benz Vans Canada retailed 1,440 units in Q3 (-14.3% compared to Q3 2024), including 103 eSprinters.

Electrified vehicles represented 11% of Mercedes-Benz's overall volume (passenger cars & vans) in Q3 with 1,098 electrified vehicles retailed, including 381 all-electric vehicles retailed (278 passenger vehicles & 103 vans) and 717 hybrid vehicles retailed.

In Q3 2025, Mercedes-Benz Canada's Pre-Owned division delivered a total of 3,153 pre-owned units.

"Mercedes-Benz Canada's strong Q3 results reflect the continued appeal of an exceptional lineup and the dedication of our national dealer network," says Andreas Tetzloff, CEO, Mercedes-Benz Canada. "We are well positioned as we head into the final quarter of the year and enthusiastic about welcoming two new additions to our E-Class line-up this fall. The Mercedes-AMG E 53 HYBRID 4MATIC+ Wagon and the Mercedes-Benz E 450 4MATIC All-Terrain Wagon will further expand the selection for Canadian customers seeking performance, versatility, and luxury."

SALES	Q3			Year-To-Date (Q1 – Q3) Totals		
	2025	2024	%	2025	2024	%
Mercedes-Benz Passenger Vehicles	8,640	7,638	+13.1	23,989	20,669	+16.1
Mercedes-Benz Vans	1,440	1,680	-14.3	4,792	4,882	-1.8
TOTAL	10,080	9,318	+8.2	28,781	25,551	+12.6

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About Mercedes-Benz Canada

Mercedes-Benz Canada Inc. is responsible for the distribution, marketing and customer service of Mercedes-Benz, Mercedes-AMG, Mercedes-Maybach, and all-electric vehicles from Mercedes-Benz, as well as Mercedes-Benz Vans. Headquartered in Mississauga, Ontario, Mercedes-Benz Canada employs approximately 250 people across Canada. Through a nationwide network of 57 authorized dealerships, Mercedes-Benz Canada sold 34,484 vehicles in 2024.

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Further information from Mercedes-Benz Canada is available at media.mercedes-benz.ca