



Mercedes-Benz

Press Information

April 7, 2025

Mercedes-Benz Canada reports Q1 2025 sales results

MISSISSAUGA, ON – Mercedes-Benz Canada and its national dealer network today announced Q1 2025 sales results. In the first quarter of 2025, the company retailed 8,607 passenger vehicles and vans (+12.8% compared to Q1 2024). This number included 6,813 passenger cars and luxury light trucks, and 1,794 Vans.

The total of 6,813 passenger vehicles represents an increase of 15.0% compared to Q1 2024. It included 5,322 SUVs (78% of passenger vehicle sales) and 1,491 passenger cars (22% of passenger vehicle sales).

The GLC (SUV & Coupe) and GLE (SUV & Coupe) continue to be overall volume leaders with 1,894 and 1,621 units retailed respectively in the quarter. The compact GLA SUV was the growth leader for the quarter with 528 units retailed (+249.7% compared to Q1 2024). On the passenger car side, the CLA Coupe was the volume leader (357 units retailed) followed by the C-Class (Sedan & Coupe) (325 units retailed).

Mercedes-Benz Vans Canada retailed 1,794 units in Q1 (+5.0% compared to Q1 2024), including 98 eSprinters.

Electrified vehicles represented 9% of Mercedes-Benz's overall volume in Q1, with 505 all-electric vehicles retailed (6% of retail sales volume) and 236 plug-in hybrid vehicles retailed (3% of retail sales volume).

In Q1 2025, Mercedes-Benz Canada's Pre-Owned division delivered a total of 3,081 pre-owned units.

"We started to build momentum toward the end of 2024 and have carried it forward with a strong opening quarter of 2025. Our results this quarter reflect the full availability of our attractive product portfolio in showrooms across Canada. While we expect challenging market conditions in 2025, our focus will remain on offering our customers the most desirable vehicles across a variety of segments, body styles, and powertrains, truly allowing luxury consumers to choose the Mercedes that best fits their needs," says Andreas Tetzloff, CEO, Mercedes-Benz Canada.

SALES	Q1 / Year-To-Date Totals		
	2025	2024	%

Mercedes-Benz Vehicles	6,813	5,924	+15.0
Mercedes-Benz Vans	1,794	1,708	+5.0
TOTAL	8,607	7,632	+12.8

###

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.

For more information, please contact:

Sinead Brown sinead.brown@mercedes-benz.ca

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