



Mercedes-Benz

Press Information

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Mercedes-Benz Canada reports 2024 sales results

- Mercedes-Benz Canada and its national dealer network finish 2024 with a very strong Q4 performance (+7.8% compared to Q4 2023)

MISSISSAUGA, ON - Mercedes-Benz Canada and its national dealer network today announced 2024 sales results. Following a very strong performance in Q4, the company delivered a total of 34,484 vehicles for the year (-4.1% compared to 2023), including 28,076 passenger vehicles and 6,408 vans.

Of the 28,076 passenger vehicles retailed for the year, 21,167 were SUVs (75%) and 6,909 were passenger cars (25%). The GLC continues to lead in overall volume with 7,004 units retailed in 2024 (SUV & Coupe), followed by the GLE with 6,266 units retailed (SUV & Coupe). Volumes for both the GLC and GLE grew year over year (+3.2% and +15.4% respectively). The growth leader in the light truck segment was the all-electric EQB SUV with 1,347 units retailed for the year (+93.8% compared to 2023).

On the passenger car side, the CLA was the volume leader with 2,039 units retailed in 2024 (+4.6% compared to 2023), followed by the C-Class (1,981 units retailed in 2024) and E-Class (1,152 units retailed in 2024).

Mercedes-Benz Vans retailed 6,408 vehicles in 2024 (-7.5% compared to 2023).

All-electric vehicles represented 9% of Mercedes-Benz's overall volume in 2024 with 3,257 all-electric vehicles (passenger vehicles and vans) retailed.

In 2024, Mercedes-Benz Canada's Pre-Owned division delivered a total of 12,755 pre-owned units.

Spotlight on Q4 2024 Results

Mercedes-Benz Canada retailed 8,933 passenger vehicles and vans in Q4 2024 (+7.8% compared to Q4 2023). This total included 5,722 SUVs (64% of total sales) and 1,685 passenger cars (19% of total sales).

The GLE (SUV & Coupe) and GLC (SUV & Coupe) were the volume leaders for the quarter with 1,637 and 1,451 units retailed respectively.

In Q4, compact cars and SUVs experienced significant growth. The overall growth leaders for the quarter were the GLA (+154.6% compared to Q4 2023 with 466 units retailed), followed by the EQB (+128.3% compared to Q4 2023 with 646 units retailed). On the passenger car side, the CLA was both the volume leader and the growth leader with 839 units retailed in Q4 (+63.9% compared to Q4 2023).

Mercedes-Benz Vans Canada retailed 1,526 units in Q4 2024 (-4.7% compared to Q4 2023), including 58 eSprinters.

All-electric vehicles represented 17% of Mercedes-Benz's volume in Q4, with 1,478 electric vehicles retailed in the quarter.

In Q4 2024, Mercedes-Benz Canada's Pre-Owned division delivered a total of 3,038 pre-owned units.

"I want to recognize our dealer network who rose to the occasion throughout a challenging year in 2024. Thanks to their hard work, we finished the year with our strongest December performance since 2019! We will carry that momentum into the new year with several exciting additions to the line-up. Notably, the full G-Class line-up will be available in Canadian dealerships. Throughout our portfolio, we offer our customers the luxury of choice and the iconic G-Class is no exception. There are three available variants: the G 550, the AMG G 63, and the highly anticipated G 580 with EQ Technology. Our line-up of plug-in hybrids has also expanded for 2025 with the addition of the powerful Mercedes-AMG E 53 HYBRID 4MATIC+ Sedan. It joins the Mercedes-Benz GLC 350e 4MATIC SUV and Mercedes-Benz GLE 450e 4MATIC SUV, which both set the standard for all-electric range in their segments. We're proud to offer Canadians a range of compelling vehicles designed to suit a variety of customer needs and desires," says Andreas Tetzloff, CEO, Mercedes-Benz Canada.

SALES	Q4			Year-End Totals		
	2024	2023	%	2024	2023	%
Mercedes-Benz Vehicles	7,407	6,684	+10.8	28,076	29,017	-3.2
Mercedes-Benz Vans	1,526	1,601	-4.7	6,408	6,932	-7.5
TOTAL	8,933	8,285	+7.8	34,484	35,949	-4.1

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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