



Mercedes-Benz

Press Information

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Mercedes-Benz Canada reports Q3 2024 sales results

MISSISSAUGA, ON – Mercedes-Benz Canada and its national dealer network today announced Q3 2024 sales results. In Q3 2024, the company retailed 9,318 passenger vehicles and vans (-13.4% compared to Q3 2023). This number included 7,638 passenger cars and luxury light trucks, and 1,680 Vans. EVs made up 10.9% of sales in Q3 with 1,013 all-electric vehicles retailed (passenger vehicles and vans).

Passenger vehicle sales were comprised of 5,271 SUVs (69.0% of total sales) and 2,367 passenger cars (31.0% of total sales).

The GLC (Coupe and SUV) was once again the overall volume leader in Q3 with 1,852 vehicles retailed, followed by the GLE (Coupe and SUV) with 1,306 units retailed. The growth leader in the SUV segment was the EQB SUV with 436 units retailed (+213.7% compared to Q3 2023).

On the passenger car side, the CLA was the volume leader with 743 units retailed (+25.1% compared to Q3 2023), edging out the C-Class with 687 units retailed in Q3. The aggressive and powerful AMG GT was the growth leader on passenger car side with 51 units retailed (+104.0% compared to Q3 2023).

EVs made up 12.5% of passenger vehicle sales in Q3 with 952 all-electric units retailed. The overall growth leader in the SUV segment, the EQB SUV, was also the volume leader for EVs (436 units retailed), followed by the EQE SUV (290 units retailed).

“We closed out Q3 on a high note and will carry that momentum forward into Q4,” says Andreas Tetzloff, CEO, Mercedes-Benz Canada. “For today’s luxury consumers, there are many different interpretations of luxury. Our product portfolio is designed to reflect that. From compact cars to full-size SUVs and sportscars, and the choice of all-electric, plug-in hybrid, or combustion powertrains, we offer consumers the luxury to choose the vehicle



that is best suited to their needs, along with comfort of knowing that it will meet the standards they expect from the three-pointed star.”

In Q3 2024, Mercedes-Benz Canada’s Pre-Owned division delivered 3,320 certified pre-owned (CPO) vehicles.

Mercedes-Benz Vans Canada retailed 1,680 units overall in Q3 2024 (-21.9% compared to Q3 2023); including 1,675 Sprinter vans (including 61 eSprinters), and 5 Metris vans.

SALES	Q3			Year-To-Date (Q1, Q2 & Q3) Totals		
	2024	2023	%	2024	2023	%
Mercedes-Benz Vehicles	7,638	8,604	-11.2	20,669	22,333	-7.5
Mercedes-Benz Vans	1,680	2,150	-21.9	4,882	5,330	-8.2
TOTAL	9,318	10,754	-13.4	25,551	27,663	-7.6

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 35,949 vehicles in 2023.

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