



Mercedes-Benz

Mercedes-Benz Canada reports Q2 2024 sales results

MISSISSAUGA, ON – Mercedes-Benz Canada and its national dealer network today announced Q2 2024 sales results. In Q2 2024, the company retailed 8,601 passenger vehicles and vans (-5.2% compared to Q2 2023). This number included 7,107 passenger cars and luxury light trucks, and 1,494 Vans.

Passenger vehicle sales were comprised of 5,544 SUVs (78.0% of total sales) and 1,563 passenger cars (22.0% of total sales), as the light trucks segment shows modest year over year growth (+1.7% compared to Q2 2023).

The GLC (Coupe and SUV) was the overall volume leader in Q2 with 2,065 vehicles retailed (+32.8% compared to Q2 2023), followed by the GLE (Coupe and SUV) with 1,734 units retailed (+8.2% compared to Q2 2023).

On the passenger car side, the C-Class continues to be the volume leader with 629 vehicles retailed in Q2, followed by the E-Class with 361 units retailed in the quarter. The EQE Sedan was the growth leader in the segment (+9.3% compared to Q2 2023).

In total, 304 all-electric vehicles were retailed in Q2, representing 4.3% of sales volume for passenger vehicles. Electric vehicles sales were led by the EQE SUV with 111 vehicles retailed in Q2.

“Canadian customers continue to gravitate to the SUV segment. During the second half of 2024, we are bringing a variety of exciting SUVs to the Canadian market, from the compact and versatile GLB

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to the full-size GLE and GLS, not to mention the legendary off-road icon, the G-Class, which is all-new for model year 2025. Our portfolio offers customers the luxury of choice; in addition to traditional combustion engines, we offer all-electric powertrains, including the upcoming all-electric variant of the G-Class, and plug-in hybrids, such as a new variant of the ever-popular GLC: the Mercedes-Benz GLC 350e 4MATIC SUV,” says Andreas Tetzloff, CEO, Mercedes-Benz Canada. “Based on this exciting portfolio, we are looking forward to a strong second half of the year. I want to thank our Canadian dealer network for their continued partnership and dedication to our shared customers.”

In Q2 2024, Mercedes-Benz Canada’s Pre-Owned division delivered 3,319 certified pre-owned (CPO) vehicles.

Mercedes-Benz Vans Canada retailed 1,494 units overall in Q2 2024 (-2.9% compared to Q2 2023), including 1,453 Sprinter vans and 41 Metris vans.

SALES	Q2			Year-To-Date (Q1 & Q2) Totals		
	2024	2023	%	2024	2023	%
Mercedes-Benz Vehicles	7,107	7,539	-5.7	13,031	13,729	-5.1
Mercedes-Benz Vans	1,494	1,538	-2.9	3,202	3,180	+0.7
TOTAL	8,601	9,077	-5.2	16,233	16,909	-4.0

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

