



Mercedes-Benz

Press Information
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Mercedes-Benz Canada reports Q3 2026 sales results

MISSISSAUGA, ON – Mercedes-Benz Canada and its national dealer network today announced Q3 2026 sales results. In the third quarter of 2026, the company retailed 8,383 passenger vehicles and vans. This number includes 6,849 passenger cars and luxury light trucks, and 1,534 Vans.

The total of 6,849 passenger vehicles represents a decrease of 20.7% compared to Q3 2025. It includes 5,376 SUVs (78% of passenger vehicle sales) and 1,473 passenger cars (22% of passenger vehicle sales).

The GLC (SUV & Coupe) and GLE (SUV & Coupe) were overall volume leaders with 2,503 and 1,216 units retailed respectively in the third quarter. The G-Class was the SUV growth leader for the quarter (+23.5% compared to Q3 2025). On the passenger car side, the S-Class was the volume growth leader with 104 units retailed (+76.3% compared to Q3 2025).

Mercedes-Benz Vans Canada retailed 1,534 units in Q3 (+6.5% compared to Q3 2025), including 151 eSprinter electric vans (+46.6% compared to Q3 2025).

Electrified vehicles represented 10.9% of Mercedes-Benz's passenger car overall volume with 748 units sold in the second quarter (-28.5% compared to Q3 2025). This includes 141 all-electric vehicles retailed (2.0% of retail sales volume) and 607 plug-in hybrid vehicles retailed (8.8% of retail sales volume).

In Q3 2026, Mercedes-Benz Canada's Pre-Owned division delivered a total of 3,000 pre-owned units (-4.8% compared to Q3 2025).

"Despite challenging market conditions, the GLC SUV delivered volume growth in the third quarter. Our Top-End Vehicle portfolio also performed with strong growth, led by the S-Class and G-Class. Together with our national dealer network, we remain focused on delivering the innovation, quality and customer experience expected from Mercedes-Benz," said Susann Mayhead, President & CEO, Mercedes-Benz Canada.

SALES	Q3			Year-To-Date Totals		
	2026	2025	%	2026	2025	%
Mercedes-Benz Passenger Vehicles	6,849	8,640	-20.7%	19,989	23,989	-16.7%
Mercedes-Benz Vans	1,534	1,440	6.5%	4,101	4,792	-14.4%
TOTAL	8,383	10,080	-16.8%	24,090	28,781	-16.3%

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Mercedes-Benz Anniversary Year “140 Years of Innovation”

Since Carl Benz filed the patent for the first automobile 140 years ago and Gottlieb Daimler built his motorized carriage shortly afterwards, Mercedes-Benz has dedicated itself to constantly innovate and to create the world's most desirable cars for customers. This ambition has driven every innovation – from the world's first automobile in 1886 to today's intelligent and safe electric vehicles, like the all-new GLC and the award-winning all-new CLA. With the new S-Class, the company continues the biggest product launch program in its history. With its passion for performance and pioneering power, excellence and an unwavering commitment to customer service, the brand has consistently shaped the future of mobility. The result goes well beyond engineering achievement – it creates the unmistakable feeling that leads through everything Mercedes-Benz does: Welcome home.

Mercedes-Benz is celebrating 140 years of innovation by driving three new S-Class sedans on a trans-continental journey to 140 locations worldwide. Each place highlights the brand's technology, heritage, pioneering spirit and worldwide presence. Along the way customers, fans and colleagues will get to join in the celebrations - on an epic adventure that will run until October 2026.

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 37,382 vehicles in 2025.

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