



Mercedes-Benz

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For Release: November 1, 2013

**MERCEDES-BENZ LAUNCHES INTO FOURTH QUARTER  
WITH HIGHEST OCTOBER ON RECORD AT 30,069  
Best month yet for 2013**

MONTVALE, N.J. – In the 10th consecutive month of its 2013 sales streak, Mercedes-Benz USA (MBUSA) today reported total October sales of 32,620 units for the Mercedes-Benz, Sprinter and smart model lines, a 22.4% increase from the 26,642 vehicles sold in the same period last year. Retail volumes for the Mercedes-Benz brand alone broke October records at 30,069, up 25.4%, while year-to-date sales rose 13.7% to a landmark 245,125 units. Adding year-to-date volumes of 16,978 for Sprinter Vans and 7,450 vehicles at smart, MBUSA’s year-to-date totals reached 269,553 units, making this the best October in the company’s history.

“It’s been an extraordinary year for the brand, embodied in two cars—the CLA and the S-Class—as stunning as they are technologically fit,” said Steve Cannon, president and CEO of MBUSA. “More importantly, October sales show they’re resonating with customers. The recently-launched CLA is already one of the top volume models and our flagship S-Class, just rolling into dealerships, is up 75%. With sustained momentum and compelling product across the model range, we’re looking toward a record finish in the final stretch of 2013.”

Mercedes-Benz October sales were led by the C-, E- and CLA-Class model lines. The sporty C-Class came in first at 6,548 units, followed close behind by the E-Class with sales of 6,456—an increase of 22.6% from October 2012. Sales of MBUSA’s newest star, the sporty CLA-Class four-door coupe, rounded out the top three at 4,895.

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The Sprinter model line posted month-to-date gains of 22.3% at 2,038 units, driven by the popularity of its redesigned 2014 lineup on sale since September. Month-to-date sales at smart totaled 513 units.

Sales of Mercedes-Benz's BlueTEC diesel models were 1,536 for the month, up 60% versus October 2012 (960) and up 10.1% for the year at 13,368. The company's high-performance AMG models finished the month with sales of 729, an increase of 49.4% from last October.

Separately, Mercedes-Benz Certified Pre-Owned (MBCPO) recorded sales of 7,612 vehicles in October, an increase of 13.1% when compared to October 2012 (sales of 6,732 vehicles). On a year-to-date basis, MBCPO sold 80,502 vehicles, an increase of 21.4% over the 66,318 vehicles sold during the comparable period last year.

### **About Mercedes-Benz USA**

Mercedes-Benz USA (MBUSA), headquartered in Montvale, New Jersey, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse line-up in the luxury segment with 13 model lines ranging from the sporty CLA-Class four-door coupe to the flagship S-Class and the SLS AMG GT.

MBUSA is also responsible for the distribution, marketing and customer service of Mercedes-Benz Sprinter Vans, and smart products in the U.S. More information on MBUSA and its products can be found at [www.mbusa.com](http://www.mbusa.com), [www.mbsprinterusa.com](http://www.mbsprinterusa.com) and [www.smartusa.com](http://www.smartusa.com).

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