



Mercedes-Benz

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**MERCEDES-BENZ DELIVERS RECORD-BREAKING
2014 SALES VOLUME OF 330,391, UP 5.7%
MBUSA up 6.7%; Sprinter, smart post double-digit gains**

MONTVALE, N.J. – Mercedes-Benz today reported record-breaking 2014 sales of 330,391, up 5.7% from the 312,534 units sold in 2013. Annual Sprinter sales increased 18% to 25,745, combining with 10,453 units at smart, up 12.8%, for a best-ever year-to-date grand total of 366,589 for Mercedes-Benz USA (MBUSA).

“The past year brought key milestones for Mercedes-Benz on both the product and customer service fronts,” said Stephen Cannon, president and CEO of MBUSA. “Capped by another round of record sales, we’re more aligned than ever in pairing a ‘best or nothing’ model lineup with the best ownership experience in the business.”

Sales of Mercedes-Benz passenger cars, ranging from the entry-level CLA four-door coupe to the brand’s S-Class flagship, increased to 212,086 from the 206,221 vehicles sold in 2013. On the light truck side, retail volumes hit 118,305, up 11.3% from 106,315 units last year.

Annual volume leaders included the C-, E- and M-Class model lines. The C-Class, which received a full redesign for the 2015 model year, took the top spot with 75,065 units, followed by the E-Class at 66,400. The best-selling Mercedes-Benz SUV, the M-Class, rounded out the top three at 46,726, up 13.1% from the 41,326 vehicles sold the previous year. At the high end, the S-Class saw yearly sales increase 90% to 25,276 from 13,303 in 2013.

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A best-ever December for Mercedes-Benz delivered monthly sales of 34,009, compared to 33,007 in December 2013. The C-Class remained the volume leader with 8,224 units, up 13.8% from 7,229 the same month last year. The M-Class came second at 5,625—an increase of 25.4%—followed close behind by the E-Class at 5,119.

December sales for Sprinter Vans hit a record 3,288, climbing 16.3% from the 2,828 units sold the same month last year. Adding 973 units for smart, up 13.8% from 855 in December 2013, MBUSA posted a monthly grand total of 38,270.

Mercedes-Benz AMG high-performance models closed out 2014 with an annual volume of 11,303, jumping 44.9% from 7,802 units the previous year. For the month, AMG sales totaled 1,122, compared to 1,109 in December 2013. Mercedes-Benz BlueTEC diesel models delivered a total of 14,544 vehicles in 2014, with December sales reaching 1,183.

Separately, Mercedes-Benz Certified Pre-Owned (MBCPO) vehicles recorded annual sales of 119,257, an increase of 20.4% from the 99,075 units sold in 2013. On a monthly basis, MBCPO achieved a record December with 11,379 units, up 17% from the same month 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 14 model lines ranging from the sporty CLA-Class four-door coupe to the flagship S-Class.

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, www.mbsprinterusa.com and www.smartusa.com.

Accredited journalists can visit our media site at www.media.mbusa.com.

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