



Mercedes-Benz

Mercedes-Benz Canada reports record-breaking January sales performance

TORONTO, ON – Mercedes-Benz Canada and its national dealer network reported today that the company delivered a grand total of 2,057 Mercedes-Benz and smart units throughout the month. This represents the best January on record for the group, and an overall sales increase of 31.5% or 493 units compared to January 2011.

A total of 1,773 Mercedes-Benz passenger cars and luxury light trucks were retailed in January, which is ahead 26.5% for the month and also represents the best January ever for the Mercedes-Benz brand.

Passenger car sales totaled 818 units for the month, which was fueled by strong C-Class and E-Class family sales. On the luxury light trucks side, a total of 955 units were sold. This represents an increase of 379 vehicles or 65.8% compared to 2011 sales figures, which can be attributed to strong performance across the entire luxury light truck vehicle range and particularly buoyant M-Class sales.

The diesel take rate for luxury light trucks was 79.7% for the month, while permanent all-wheel drive 4MATIC™ units accounted for 80.4% of overall passenger car and light truck sales in January (excluding smart).

smart reported a total of 87 vehicles sold in January, which is ahead 6.1% on a monthly basis.

A total of 197 Mercedes-Benz Sprinters were delivered throughout the month, which represents an impressive increase of 117 units or 146.3% compared to January 2011.

The Mercedes-Benz Pre-Owned division reported 859 vehicles delivered for the month, which is the best January ever for Mercedes-Benz Pre-owned sales and represents an increase of 234 units or 37.4%.

Press Information

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"I am pleased we are starting the year on an extremely positive tone, and proud of the record-breaking sales results that were achieved this month," said Tim A. Reuss, President and CEO of Mercedes-Benz Canada. "Last year, we claimed the number one position in the luxury passenger car segment and demonstrated what is possible when a hard working, dedicated staff and extremely supportive dealer network are combined with a fascinating product portfolio. We enter 2012 with a collective and steadfast resolve to serve the needs of our valued customers, while also continuing to highlight the numerous segment leading attributes of our outstanding vehicles that have helped us attract many new buyers to the Mercedes-Benz family."

About Mercedes-Benz Canada

Mercedes-Benz Canada is responsible for the sales, marketing and service of the four brands within the Mercedes-Benz Group in Canada: Mercedes-Benz, smart, AMG, and Maybach. Headquartered in Toronto, Ontario, Mercedes-Benz Canada Inc. employs approximately 1,300 people in 19 locations across Canada. Through a nationwide network of 13 Mercedes-Benz owned retail operations and 40 authorized dealerships, Mercedes-Benz Canada sold 32,914 vehicles in 2011, the best year ever reported for Mercedes-Benz Canada Inc.

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