

Mercedes-Benz Convertible Models Off To Good Summer Sales Start

{mosgoogle right}Basking in the glory of their sales success, Mercedes has announced today they've gotten off to a good start in the 2008 "convertible season." Take, for example, the current SL-Class (now in its fifth generation). To date, 145,000 customers have opted for the luxury roadster, with more than 8,000 SLs delivered this year alone. Of these, half are headed for the U.S., with the SL 500 being the most popular variant chosen. Not to be outdone by its larger sibling, the Mercedes SLK-Class continues to note tremendous success with customers as well, particularly in its home market of Germany. Since its introduction in March 2004, approximately 200,000 units of the SLK have been delivered, with some 20,000 customers opting for the SLK-Class just this year (one-third of which are German bound). As a result, on its home soil, the SLK has managed to defend its position as market leader in its distinctive segment.

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