

Mercedes-Benz Cars Posts Best Sales Year In Company's History

{mosgoogle right}Today, the second round of financials are in, with Daimler reporting that worldwide sales at the Mercedes-Benz Cars division have reached an all-time high - up 2.0 percent in 2007 to the total of 1,285,900 new units. Worldwide sales of the Mercedes-Benz brand fared even better, jumping 3.2 percent for the year to 1,185,300 new units; while smart continued making progress, finishing up the year with sales of 100,600 units - down 10.3 percent when compared to the prior year. Across the globe, Mercedes-Benz managed to increase its market share in nearly every key region. In the U.S., sales rose two percent for the year; in the Asia/Pacific region, sales jumped an impressive 12 percent; and in Western Europe, sales improved three percent, due to record setting deliveries in France, Italy and Spain. Models contributing to the success include the C-Class, with sales of the sedan rising 16 percent for the year to 386,500 units; as well as the S-Class, which continued its impressive performance in the luxury sedan segment with 85,500 units sold.

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