

Mercedes-Benz USAs Sales Drop 34 Percent In October 2008

{mosgoogle right}I could tell that October was a difficult month for Mercedes-Benz USA, but that, my friends, would be a gross understatement. It was an abysmal month for the company, with MBUSAs new passenger car sales dropping a horrendous 34.3 percent to 14,996 new units (compared to 22,820 new units in October 2007). As a result, MBUSAs year-to-date sales are now down 5.3 percent to 192,294 new units – this compared to 203,085 new units through the first ten months of 2007. Individually, there was one model that didnt note a sales decline in October – the Mercedes M-Class. The luxury SUV managed to gain 7.1 percent over last October with 3,150 new units sold, compared to 2,942 new units the prior year. Every other model noted substantial sales decrease, including the volume leading C-Class and E-Class models. For the C-Class, sales dipped 39.9 percent to 4,594 new units (October 2007: 7,646 new units), while the E-Class fared even worse, dropping 49.8 percent to 2,098 new units sold (October 2007: 4,176 new units).

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