

Mercedes-Benz USA's Sales Drop 42.9 Percent In January 2009

{mosgoogle right}Like the herd of possessed swine cast off the cliff by Jesus Himself, so too went the way of Mercedes-Benz USA's sales in January. They went down. Down, down, down. Specifically, the U.S. division of the luxury brand managed to achieve what some would have before considered impossible – shipping exactly 42.9 percent fewer vehicles than they did only a year ago. In total, MBUSA delivered 10,433, compared to 18,275 units in January 2008. What makes the decline even more interesting is that this January marked the beginning of a U.S. advertising blitz for the new GLK-Class, with television spots and print ads for the new SUV popping up on a nearly daily basis. Even with the new ad bombardment, a quick scan of the other top luxury automakers January figures reveals that MBUSA outdid them all, with Lexus being the only brand coming close to Mercedes-Benz USA's catastrophic decline (-37.7 percent).

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