

Mercedes-Benz

"A LUXURY DRIVE"

PART I

Behind the success
of world's biggest
automobile company

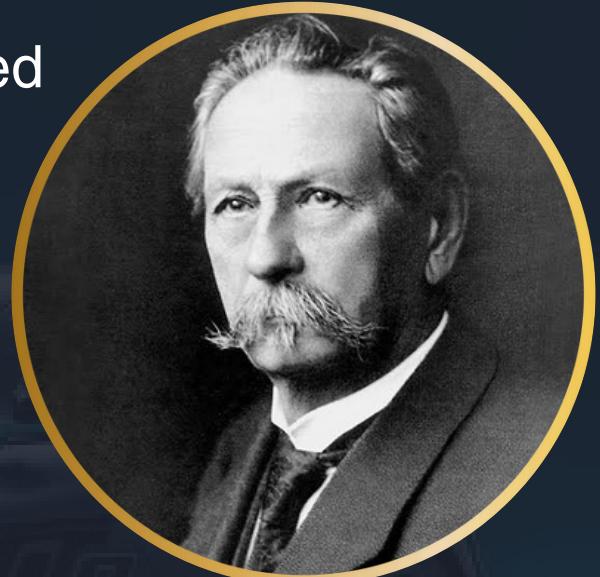


CASE STUDY !

by Srijan Mallick

History

- In 1886, Karl Benz created the first gasoline-powered automobile.
- Around the same time, Gottlieb Daimler and Wilhelm Maybach developed a motorized carriage.
- These separate innovations laid the groundwork for the modern automotive industry.
- In 1926, Benz & Cie merged with Daimler-Motoren-Gesellschaft. This merger officially established the Mercedes-Benz brand.





Products

Mercedes-Benz categorizes its products into several distinct segments, each targeting different customer needs and preferences -

MAYBACH

AMG

Mercedes me

Mercedes-Benz Bank

Mercedes-Benz
Financial Services

ATHLON

Mercedes-Benz

The Successful Drive

Mercedes-Benz's success began with its founding in 1926, quickly establishing itself as a luxury automotive pioneer. In the 1950s, it gained acclaim with models like the 300 SL. The introduction of the S-Class in the 1970s set new industry standards for safety and innovation. In the 1990s, it expanded its lineup with SUVs like the M-Class. Entering the electric vehicle market in the 2010s.

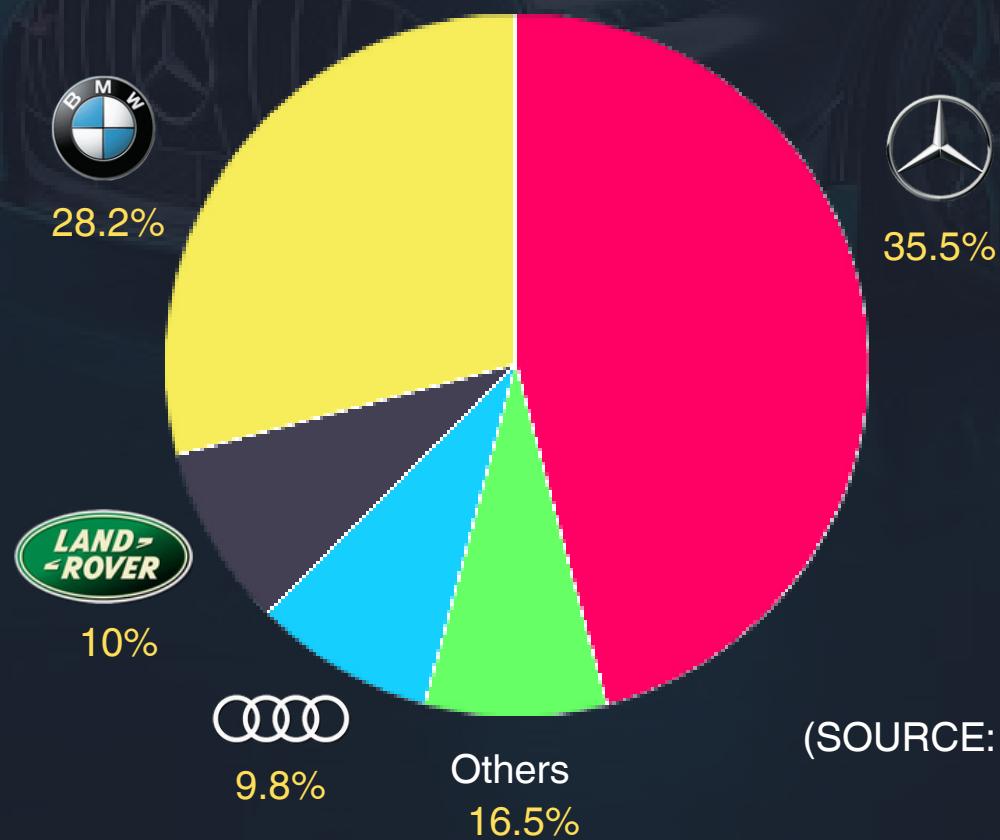


Mercedes-Benz's success is evident through its consistent market leadership and robust financial health. In 2023, it reported revenues exceeding €150 billion. The brand's cutting-edge technologies, such as its EQ line of electric vehicles and advanced safety systems, drive consumer preference. Additionally, Mercedes-Benz excels in brand perception, regularly topping luxury car brand rankings, and maintains a strong global presence, ensuring widespread accessibility and customer support.

Mercedes-Benz Group sold 2,491,600 vehicles in 2023 (+1.5%), despite supply-chain constraints.

Sales in 2023 showed that Top-End Vehicles including Mercedes-Maybach, G-Class and Mercedes-AMG delivered their best-ever performance. Electric vehicle sales continue to rise and particularly the new E-Class was being well received.

MOST POPULAR LUXURY AUTOMOTIVE CARS IN IRAQ (2023)



(SOURCE: IQ CARS)

2.49 mn

Group Unit Sales
2022: 2.45 mn

€ 153.2 bn

Revenue
2022: €150 bn

€ 19.7 bn

EBIT
2022: €20.5 bn

€ 11.3 bn

Free Cash Flow Ind.
Business
2022: € 8.1 bn

€ 13.46

Earnings per share
2022: €13.55

€ 5.30

Dividend
2022: € 5.20

(SOURCE: MERCEDES BENZ ANNUAL REPORT 2023)

Mercedes Benz dominates the luxury car market globally, with unparalleled success in diverse regions. From established markets to emerging economies. Even in violence prone Iraq, Mercedes Benz leads the luxury segment.

Mercedes & India

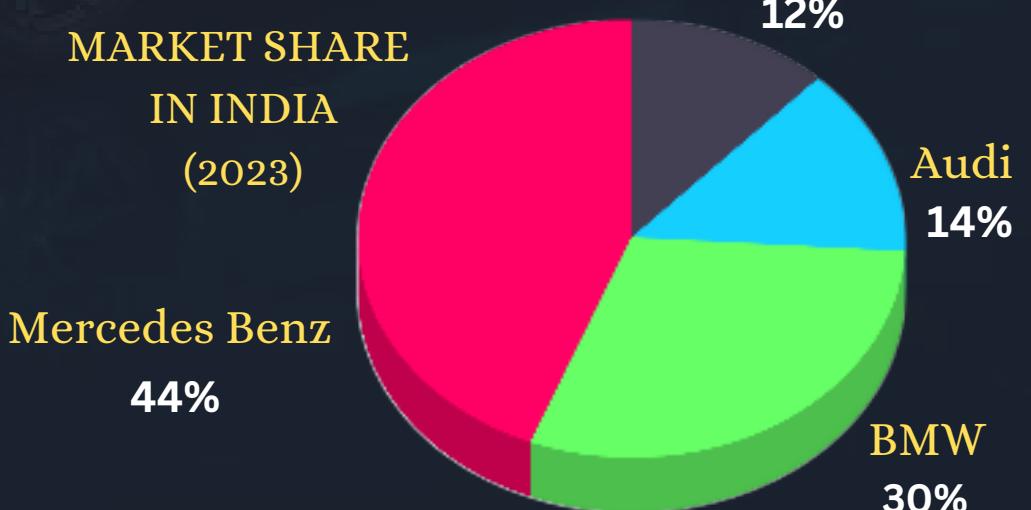
Mercedes Benz has experienced tremendous success in India, with a market share of more than 40% in the luxury car segment. The brand has sold over 100,000 units in the country, with popular models like the C-Class, E-Class, and GLC. India is now one of the top 10 markets for Mercedes Benz globally.

Luxury Car Sales India	Q1 2024	Q1 2023	Diff	% Growth	% Share Q1 2024
Mercedes	5,412	4,697	715	15.22	54.29
BMW *	3,510	2,320	1,190	51.29	35.21
Audi	1,046	1,950	-904	-46.36	10.49
JLR *	854	597	257	43.05	8.57
Total	9,968	8,967	1,001	11.16	100.00

*DATA Source -
RUSH LANE

- In the first quarter of 2024, Mercedes-Benz India, witnessed a 15 per cent year-on-year growth.
- Sales reached an all-time high of 5412 units.
- The fiscal year 2023-24 witnessed an uptick in sales, with a total of 18,123 units sold, reflecting a 10 per cent increase compared to the previous fiscal year.

LUXURY CARS
MARKET SHARE
IN INDIA
(2023)



(*DATA - 2024 Q1)

Behind the success

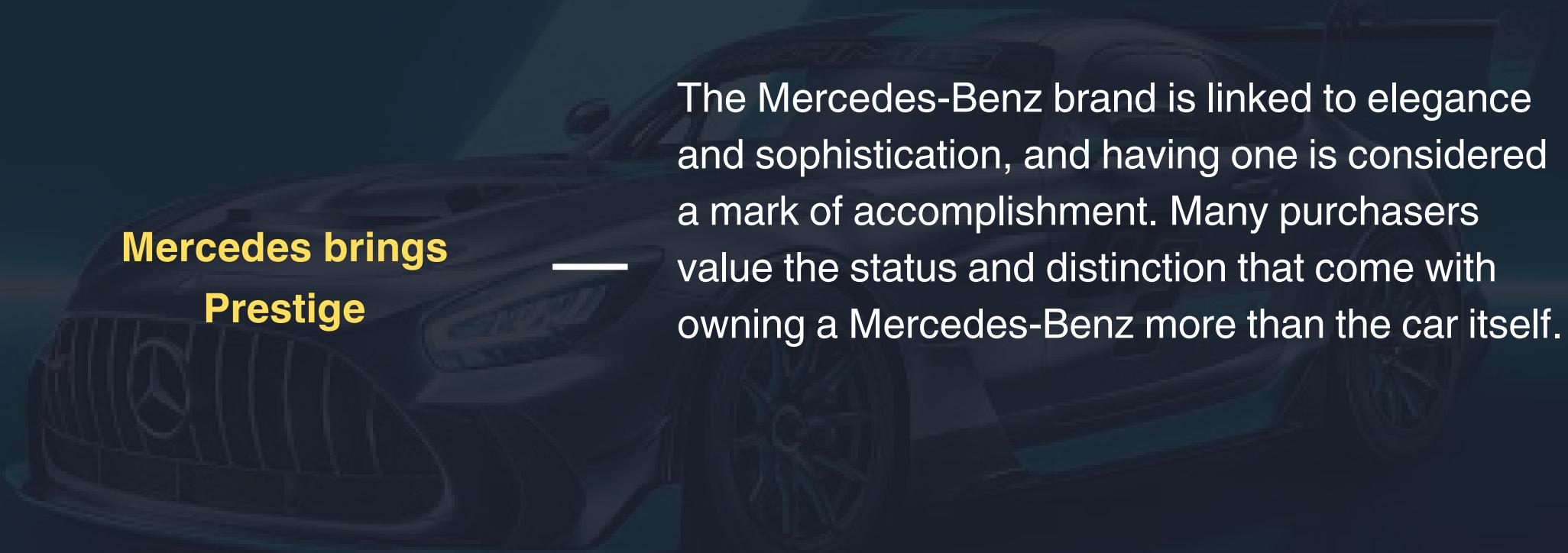
The German brand that has been synonymous with elegance, class, and luxury for over a century. The company has a reputation for producing high-quality vehicles that offer both style and performance, making them a top choice for luxury car buyers.

FACTORS BEHIND THE SUCCESS

**Mercedes is committed
to Innovation**



Mercedes-Benzes are regarded as premium vehicles in large part because of their excellent engineering and design. Mercedes-Benz automobiles are built with superior materials, cutting-edge technology, and superb craftsmanship. From the elegant exterior lines to the plush interior appointments, every little detail is thoughtfully chosen to create a vehicle that is both aesthetically pleasing and practical.



Mercedes assures Quality

Another reason Mercedes-Benz cars are regarded as luxury cars is because they are known for their outstanding performance. Their products deliver a thrilling driving experience. Mercedes-Benz provide exceptional performance on road because of their strong engines and cutting-edge suspension systems.

Mercedes brings Prestige

The Mercedes-Benz brand is linked to elegance and sophistication, and having one is considered a mark of accomplishment. Many purchasers value the status and distinction that come with owning a Mercedes-Benz more than the car itself.

Mercedes values Customer

Mercedes-Benz dealerships are renowned for their courteous help, ranging from professional maintenance and repairs to personal concierge services. This degree of assistance and maintenance is another factor that distinguishes Mercedes-Benz from other brands and adds to its prestige as a high-end vehicle.

ONE OF THE MERCEDES BENZ MODEL



In conclusion, Mercedes-Benz is considered a luxury car for a variety of reasons, including its superior engineering and design, exceptional performance, advanced technology, prestige and status, and exceptional service and support. These factors have helped to make Mercedes-Benz one of the most iconic and revered car brands in the world.



Shivakumar On May 30, 2024

4 ★★★★☆

Mercedes GLE Is A Complete Package

My brother bought the Mercedes GLE few days back and was totally impressed. The interior is amazing with top-notch materials, supportive seats that are great for long drives. we get around 12-14 kmpl in the city, and maybe 16-18 kmpl on the highway. It feels safe and secure with all the airbags. The engine is good and handles highway cruising easily. Overall, the Mercedes-Benz GLE is an great SUV who want luxury and comfort.



Thomas Murray

Rebuilding a 1978 Mercedes Benz 280 SE · 4y



My first MB was a 1978 280se, enjoying rebuilding cars this was my first time to do a MB. It was then that I learned why Mercedes Benz was built with the quality engineering in foresight that we have all come to know and appreciate.

Upvote

Downvote



I was so pleased with my communications and the efforts put forth by Mercedes of Northern Arizona that I drove 150 miles (instead of 12 to the nearest dealer) to purchase a vehicle. All papers and the car were ready when I arrived. Everything went smoothly and I was helped in setting up preferences in the vehicle. I was disappointed with the Mercedes brand for not having road sign/ speed limit notifications installed on the car's navigation

This case study has explored Mercedes Benz's success factors, including innovation, quality, and customer satisfaction. But there's more to come! As a large company with a rich history, there are many more aspects to examine. Future parts will delve into challenges, competitors, customer concerns, and future plans, providing a comprehensive understanding of this iconic brand.

Stay tuned for the next installment, as we continue to unravel the story of Mercedes Benz's journey to success!

STAY TUNED...

**Stay Tuned ! For more such
Content**

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& FOLLOW**

Research, Content & Design by -

SRIJAN MALLICK

National Institute of Technology Agartala

