

Mercedes-Benz Comprehensive Market and Product Analysis 2024 (Updated)

Total Sales Overview

Total Annual Sales: 844 units

Updated Vehicle Sales by Segment

SUV Segment (Strongest Performer)

Total Sales: 462 units (54.7% of total sales) Top Models:

1. GLC: 204 units (Price: ₹74,63,900)
2. GLA: 154 units (Price: ₹50,75,250)
3. GLE: 130 units (Price: ₹98,82,851)
4. GLS: 85 units (Price: ₹1,33,57,250)

Sedan Segment

Total Sales: 156 units (18.5% of total sales) Top Models:

1. E-Class: 73 units (Price: ₹79,28,500)
2. C-Class: 59 units (Price: ₹57,41,850)
3. S-Class: 14 units (Price: ₹1,73,66,949)

Electric Vehicle Segment

Total Sales: 27 units (3.2% of total sales) Key Models:

1. EQE SUV: 10 units (Price: ₹1,39,000)
2. EQS: 9 units (Price: ₹1,62,000)
3. EQA SUV: 9 units (Price: ₹66,66,000)

Specialty Segments

- Coupe: 8 units
- Hatchback: 49 units
- Convertible: 1 unit

Monthly Sales Performance

Peak Sales Months:

1. March: 121 units
2. September: 91 units
3. August: 85 units

Lowest Sales Months:

1. January: 47 units

2. April: 35 units
3. May: 51 units

Powertrain Analysis

Fuel Types

- Petrol: Dominant across most models
- Electric: Growing segment with multiple models

Engine Types

- Inline-4: Most common (A, GLA, GLB, GLC)
- Inline-6: Performance models (E, GLE)
- V6 and V8: High-end luxury and performance variants

Price Segmentation

- Entry Level (₹33,000 - ₹50,000): A-Class, GLA
- Mid-Luxury (₹50,000 - ₹100,000): C-Class, GLE
- Premium Luxury (₹100,000 - ₹150,000): AMG variants
- Ultra-Luxury (₹150,000+): S-Class, GLS Maybach

Key Insights

1. SUVs dominate the sales portfolio
2. Strong presence in multiple price segments
3. Expanding electric vehicle lineup
4. Consistent focus on luxury and performance

Recommendations

1. Continue SUV segment focus
2. Invest in electric vehicle technology
3. Maintain diverse model range
4. Develop marketing strategies for low-sales months

Technical Highlights

- Automatic transmission standard across all models
- Advanced safety features (6-10 airbags per model)
- Range of power outputs from 188 HP to 577 HP
- Electric models offering 400-620 km range

Future Considerations

- Electric vehicle market expansion
- Continued SUV segment innovation
- Performance and luxury segment development

This updated analysis provides a comprehensive view of Mercedes-Benz's market performance based on actual sales data.