



Facts and Figures Mercedes-Benz in the USA

All facts and figures as of December 31, 2024

Mercedes-Benz



Strong heritage:

Mercedes-Benz is the legacy car brand with the longest representation in the United States: Established in 1888 in Long Island City, NY. Local production of vehicles in the U.S. started in 1905.

Major local investor:

USD 10+ billion investments to date (in production, infrastructure, Research & Development, design and the dealer network). USD 7+ billion went into our manufacturing site in Tuscaloosa, AL, alone; another USD 560+ million into our Charleston, SC, plant.

- Big cars investor: More than USD 7+ billion car plant investments put in our manufacturing site in Tuscaloosa, AL, alone.
- Big vans investor: Charleston plant founded in 2006. Total vans plant investment USD 560+ million. So far, assembled 400,000+ Metris, Sprinter, & eSprinter vans. The U.S. is the second largest market for Sprinter vans after Germany.
- Big infrastructure investor: Total EV infrastructure investments for North American charging network amount to approx. USD 1.2 billion over the next 6-7 years. Mercedes me Charge: over 140,000 charging points; MB Charging Hubs: 12 locations open with plans to build around 10,000 charging points worldwide by the end of the decade; founding partner of IONNA which aims for at least 30,000 charging points across North America by 2030.

Proud U.S. employer:

We support more than 163,000 jobs: 11,100 direct jobs (of which around 8,000 in manufacturing), which safeguard an estimated 112,000 jobs across business suppliers and service providers. The 384 dealerships throughout the country employ another 28,000 people, which additionally secure an estimated 51,000 jobs.

Nationwide presence:

Footprint includes 24 locations across the U.S. (13 States) primarily producing cars and vans, several R&D locations and financial services as well as 384 dealer partners in every state of the country.

Strong contributor to U.S. economy:

More than 4.5 million cars and 400,000+ vans assembled locally in the United States to date. We have long been pursuing a local for local strategy and we keep looking into options to further localize. Our Tuscaloosa plant assembles GLE-, GLS-, GLE Coupe and Mercedes-Maybach GLS as well as EQE SUV, EQS SUV and Mercedes-Maybach EQS SUV for all global markets. Charleston delivers Sprinter and eSprinter vans for the U.S. and Canada.

One of the biggest exporters:

Roughly 60% of all SUVs assembled in Alabama go to almost every country in the world, contributing to the U.S. trade balance.

Local buyer:

The second-highest purchasing volume of Mercedes-Benz after Germany is in the U.S. We are sourcing our local demand for steel and aluminium almost exclusively in the United States.

U.S. Sales 2024:

In 2024 Mercedes-Benz sold 324,500 Passenger Cars (16.4% of global sales) and 49,600 commercial and private vans (12.2% of global sales) in the United States. December was a best-ever sales December for Mercedes-Benz USA.

Local business generator:

We work with around 400 suppliers in the United States, around 200 for the Alabama plant alone.

Pioneer and relentless innovator:

Nearly 100 technology patents filed in the U.S. alone. DRIVE PILOT: first SAE-Level 3 system for conditionally automated driving approved for U.S. roads. We are one of the first carmakers to integrate ChatGPT into our UX system.

Good Corporate Citizen:

With a presence in 13 States, Mercedes-Benz is financially supporting growth and prosperity in communities across the country.

Active community member:

Mercedes-Benz employees did a total of almost 40,000 hours of company-supported voluntary CSR work in 2024 alone, supporting communities nationwide. Mercedes-Benz U.S. International alone pulled off 29,000+ volunteer hours in 2024, Mercedes-Benz USA alone added another 6,800.

For further information on Mercedes-Benz business units in the United States please visit:

[Mercedes-Benz in North America | Mercedes-Benz Group > Company > Mercedes-Benz in North America](#)

For more information on economic impact please also review these websites:

Alabama:

[The European Union's Business Footprint in the United States \(europa.eu\)](#)

[Economic Insights for Alabama | Alliance For Automotive Innovation \(autosinnovate.org\)](#)

South Carolina:

[The European Union's Business Footprint in the United States \(europa.eu\)](#)

[Economic Insights for South Carolina | Alliance For Automotive Innovation \(autosinnovate.org\)](#)