SA's top-selling luxury car brand in 2020 revealed

Mercedes-Benz has been announced as South Africa's top-selling premium car brand in 2020. The car manufacturer ended the year as number one globally among the luxury car brands. Last year saw the Stuttgart-based brand sell a total of 2,164,187 units (-7.5%) with China and Europe regions contributing most considerably to the overall number.

Johannes Fritz, co-CEO of Mercedes-Benz SA

The large number of new models introduced across the Mercedes-Benz range including the all-new GLA, GLB, GLE Coupe, GLS and G 400d. SUV models also had a positive impact. Additionally, the E-Class family received a facelift with updates to the sedan, coupe and cabriolet derivatives.

On the High-Performance front, the company launched the Mercedes-AMG A and CLA 35s. The Mercedes-AMG A and CLA45s were also launched in 2020 as well as the GLC 43 and 63s rounding off the Mercedes-AMG line-up.

Johannes Fritz, the co-CEO of Mercedes-Benz South Africa and executive director for Mercedes-Benz Cars, said the following:

> *Our number one position can be attributed to the consolidated effort of Mercedes-Benz South Africa and the agent network in these challenging times.*

Globally, Mercedes-Benz was again named as one of the top ten 'Best Global Brands' in 2020 by US brand consultancy Interbrand and defended its position as the world's most valuable luxury automotive brand for the fourth consecutive year. Fritz says the product offering continues into 2021 with the launch of the brand new C-Class sedan.

"This new generation C-Class, which is also built in South Africa, follows a R10bn investment in the East London plant," concludes Fritz.