

Mercedes takes lead in luxury car sales

Mercedes-Benz has taken BMW's crown as the world's biggest luxury car brand, ending its reign after more than a decade

Global sales
(2016)

*Mercedes-Benz
C-Class Coupe*



2.23
million

Up 11.3%
on 2015



Mercedes-Benz

2.04
million

Up 5.2%



BMW

1.87
million

Up 3.7%



Audi