

● SEGMENT CONTINUES TO BE KEY FOCUS AREA

Top-end cars 30% of Mercedes sales

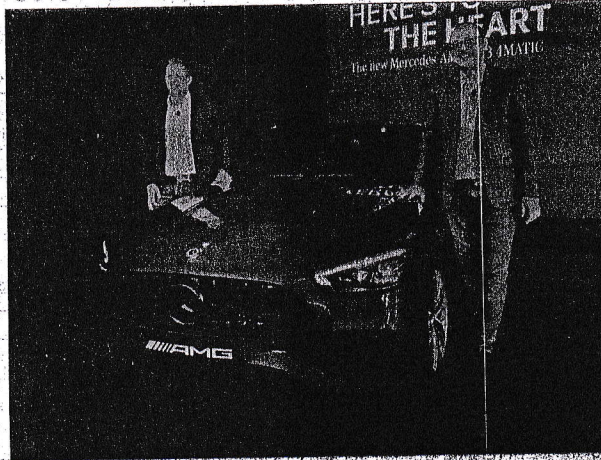
10 launches in 2023 at average price of ₹1.66 cr

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IN A CLEAR sign that the market for luxury cars is rising, Mercedes-Benz launched 10 cars in the current calendar year at an average price of ₹1.66 crore.

"At the beginning of the year, we said that our key focus will be on the top-end luxury segment," Santosh Iyer, MD & CEO, Mercedes-Benz India, told FE.

"This segment, which includes models such as Maybach and AMG, has the strongest demand in the Indian market".



Santosh Iyer, MD & CEO, Mercedes-Benz India, (right), and Lance Bennett, vice-president, sales & marketing, with the AMG C 43 launched on Thursday.

Of the 10 models, the most expensive is the AMG G 63 Grand Edition with a price tag of ₹4 crore (ex-showroom), and

the most affordable is the A200 Limousine priced ₹45.8 lakh.

Others are the AMG GT 63 (₹3.3 crore), AMG SL 55 (₹2.35

crore), EQE SUV (₹1.4 crore), AMG E 53 (₹1.3 crore), GLE (₹1.15 crore), AMG C 43 (₹98 lakh), AMG A 45 (₹92 lakh) and GLC (₹75 lakh). The total price of these 10 models is a whopping ₹16.61 crore.

Today, almost 30% sales for the German carmaker come from top-end luxury cars priced ₹1 crore and above, which is more than double the 12% in 2018.

"In 2018, when we sold 15,538 cars, 40% people bought cars priced ₹40-50 lakh, 48% bought cars priced ₹50 lakh to ₹1 crore, and only 12% bought cars priced ₹1 crore upwards," he said.

"In 2022, when we sold 15,822 cars, only 24% bought cars priced ₹40-50 lakh, 47% bought cars priced ₹50 lakh to ₹1 crore, and 29% spent ₹1 crore and above on our super-

luxury models. In fact, 25% of the cars we have sold this year are priced above ₹1.5 crore."

Mercedes-Benz India has a 3,000-plus order bank and waiting period for some models runs into months, but Iyer said customers are ready to wait. "In 3-4 months, we should be able to reduce the waiting period substantially," he said.

Most Mercedes-Benz cars today are mild-hybrid models, which utilise the 48V electrical system. "This 48V system needs to be imported, and its supply chain is a bit complex right now," he stated.

On Thursday, the carmaker launched the new GLE LWB SUV (up to ₹1.15 crore) and the AMG C 43 (₹98 lakh). The GLE has been its largest selling SUV cumulatively, having sold 20,000 units and is made in India.