
Brazil's Mercedes-Benz Sells Over 1,000 Heavy Trucks in May, a Record

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Mercedes-Benz Brazil posted record high sales of heavy trucks in the Brazilian market. In the month of May, the company sold 1,010 units of the vehicles, surpassing the previous record, of 865 heavy trucks, achieved in April. Between January and May, sales by the company in the segment totaled 4,300 units, growth of 52% over the same period of 2007.

Mercedes-Benz led heavy truck sales in Brazil between January and May this year, with a 27% market share. The position had already been secured in 2007, according to the press office at the company. One of the trucks manufactured by the company, the Axor 2540, was the most sold in the Brazilian market during the first five months this year. A total of 1,449 units of the model were sold until the end of May.

The company also led overall sales of trucks - not just the heavy type - in the Brazilian market in May, at 3,636 units sold. This represented a 34.7% share of the domestic market, where a total of 10,479 units were sold. Between January and May, the company sold 15,692 trucks, growth of 33% over the same period last year. During the period, the company led the market as well, with a 31.4% share.

The sales figures, according to the company, follow the criteria of the National Traffic Department (Denatran), which rates vehicles above 3.5 tons of total gross weight as trucks. Mercedes-Benz stated in a press release that the market performance of its heavy trucks attests to the quality of its products, including features such as technology, reduced consumption due to electronic engines, and lower operational cost.

Mercedes-Benz owns the country's largest dealership network for commercial vehicles, with over 200 points of service. Some offer Axor Center specialized servicing - a team of managers, salespersons and advisors to cater exclusively to customers in the heavy truck segment. More than 40 dealerships are part of the Axor Center network.

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