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Isaac M. O'Bannon • Dec. 04, 2014



The stock market is at record highs and official unemployment numbers may be at their lowest in a few year, but many Americans are still feeling a pinch from the economy.

However, with gas prices also at their lowest point in several years, those with the financial means are getting back on the road in style

Earnings reports from many high-end auto makers were released this week, with some reporting all-time or year-over year records for sales.

Maserati North America, Inc. reported its strongest November sales performance

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“Driving a Maserati is a sensory experience, and once prospective buyers feel the craftsmanship and hear the signature engine note our clients already know so well, they quickly become converts to the brand,” continues Grady. Now a strong competitor in its class with viable offerings in new segments, Maserati continues to attract new customers.

Mercedes-Benz reported its highest monthly sales in its history with a best-ever November total of 34,578 cars, compared to 34,376 units the same month last year. On a year-to-date basis, Mercedes-Benz retails increased 6% to 296,382 from 279,501 through November 2013, with 22,457 vehicles at Sprinter and 9,480 units at smart propelling MBUSA to a year-to-date grand total of 328,319.

BMW Group U.S. is reporting that year-to-date, sales of its cars is up nearly 10 percent with 298,212 sold to date, compared to 271,891 sold in the first eleven months of 2013. However, BMW's sales for November were down slightly compared to November 2013, with 31,019 sold last month compared to 31,752 in November 2013.

MINI USA, a subsidiary of BMW Group, reported 5,009 automobiles sold in November, an increase of 9.5 percent from the 4,575 sold in the same month a year ago. Year-to-date, MINI USA reported a sales total of 49,497 automobiles, a decrease of 17.4 percent from the 59,910 automobiles sold in the first eleven months of 2013.

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