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Mercedes-Benz To Hike Prices



Mercedes-Benz India on Thursday indicated that prices of all its models will be revised upwards from mid-February 2009. Fluctuating input prices and adverse exchange rates have posed severe challenges for the margins of the company, it said in a statement.

We have absorbed significant levels of cost escalation--but cannot continue to sustain such levels beyond a point, Mercedes-Benz India's Managing Director and CEO, Wilfried Aulbur, said. "We are going to increase prices of all Mercedes-Benz cars from mid-February 2009," Aulbur said.

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