

AUTOMOTIVE

Mercedes looks to urban, suburban markets with first-time pickup truck models

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Mercedes-Benz Concept X-Class Stylish Explorer

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Germany's Mercedes-Benz is now the first to provide a luxury pickup truck, hoping to appeal to a wide range of affluent consumers by going beyond the traditional scope of the vehicle category's owners.

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The automaker's X-Class is a new pickup truck that appeals to both rural and urban consumers with two different designs, one focused for off-roading and the other on style. Mercedes-Benz is the first automaker in its class to design a luxury pickup truck, which can bring in an entirely new affluent demographic, as well as consumers who may not have been interested in the automotive category in the past.

"The new E 63 models represent the biggest step forward we've ever taken from one generation to the next," said Tobias Moers, chairman of the board of management at Mercedes-AMG GmbH. "Vehicle dynamics were especially important to us."

Picking up luxury innovation

Mercedes' X-Class will make its debut in 2017, but is only slated for markets in Europe, Latin America, South Africa and Australia. The United States has yet to make the launch list.

Each of the X-Class designs have the traditional pickup truck bed and Mercedes iconic look, but their relative features differ. The Stylish Explorer, appealing to the urban market, features a white metallic exterior with alloy wheels.



Mercedes-Benz Concept X-CLASS powerful adventurer

The Powerful Adventurer, appealing to the more rural market, has an electric wench and a metal back hook with a lemonax metallic paint exterior. While focusing on quite a bit of metallic finishing throughout the vehicle, the interior features glossy black leather and carbon-style black embossed leather surfaces.

Both designs include upgraded dashboards, reflective of the modern market, with a touch-screen, smartphone-like user experience and SIM card. Mobile users can integrate their smartphones into the system and have access to their vehicles from anywhere for various features such as fuel level monitoring, parking location and direction queries.



Stylish Explorer interior, Mix of white nappa leather and brown nubuck leather

A host of modern driver-assistance technology is included through cameras, radar and ultrasound sensors.

Mercedes has chosen its markets based on demographics, and is angling for affluent families that enjoy premium products, using the vehicle for shopping, work and transporting kids to school and activities.

Automotive innovation

The German automaker is hoping to appeal to a wide range of demographics, and recently looked beyond the millennial market with its "mobile club lounge."

Mercedes' "Vision Tokyo" concept model is an electric-powered, autonomous driving vehicle aimed at the urban trendsetters of Generation Z. A variety of technological advances are presenting automakers with enormous opportunities to redefine the luxury automotive market ([see more](#)).

A recent mobile application also put the German automaker on the frontline of technological innovation.

Designed in collaboration with Pivotal, the Mercedes Me connected car app was billed as the first-ever app of its kind and the first step in a new era of digital transformation for both the automaker and its industry. With consumers now wanting safety, environmental friendliness and a number of conveniences for their cars, the Mercedes Me app possibly positioned the brand as a leading developer of next-generation automobiles ([see more](#)).

"At the start of the development process, we opted for a fully variable all-wheel drive system which, when combined with the advanced performance of the 4.0-litre twin-turbo V8 engine, reaffirms our brand's 'Driving Performance' claim," Mr. Moers said.

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