

AUTOMOTIVE

Mercedes-Benz heavily innovates, integrates digital for Concept EQA

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The new Mercedes-Benz Concept EQA. Image credit: Mercedes-Benz

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German automaker Mercedes-Benz's first all-electric concept vehicle relies on digital to innovate in luxury, fuel and even marketing.

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The automaker is hyping up the release of the new Concept EQA, featuring digital at the core of its build and beyond. To introduce the new vehicle, Mercedes released a trailer in addition to a digital film as part of its 60-second video series.

Mercedes future concept

Mercedes has just released the design of its Concept EQA at this year's Frankfurt Motor Show.

The automaker is hoping the all-electric hatchback will be on the market, as well as another at least nine models by 2022 in a new initiative to usher in sustainability. The EQA is likely to be released following the availability of its EQ, which was originally introduced at the Paris Motor Show last year.

Mercedes-Benz Concept EQA trailer

While the hatchback will be the first all-electric compact vehicle for Mercedes, it is also ushering other innovative ideas. The car is distinctively a Mercedes by outward appearance, but the design is inherently digital with a seamless layout.

Mercedes has eliminated the lines associated with the exterior of a vehicle with a natural flow to the body that feels innovative and digital. Even the grill is digital, allowing drivers to change the look of the front of the car, since its electricity makes the need for a functioning grill obsolete.

Leading up to the announcement of the Concept EQA, Mercedes unveiled a teaser that gave fans an idea of what the concept car would be like. Featured driving on an indoor track with an electric music score, the EQA was lined with glowing tech symbols that highlighted its features and driving abilities.

In its last 60-second video series, Mercedes looked to Daimler chief design officer Gorden Wagener to introduce

the new concept vehicle. Mr. Wagener stands next to the new vehicle, amongst pillars of digital screens.

Robert Lesnik, the man behind the exterior design of the EQA, joins to detail the innovative body features. He explains that drivers can switch between various digital grills such as Sport and Sport Plus.

Mercedes' 60-second video series on Concept EQA

There are also "signature graphics" alongside the sides of the vehicle. Its taillights are also featured as helixes with 3D graphic technology, using laser fiber.

Mercedes innovation

The German automaker focuses on innovating in the auto industry, like many other of its competitors.

While the automotive sector is cruising toward futuristic models and autonomous driving, Mercedes-Benz's other concept vehicle seeks to reinterpret its classic principles.

Mercedes debuted the Vision Mercedes-Maybach 6 concept model, a four-seat luxury-class couple, during Monterey Car Week at Pebble Beach, CA between Aug. 16-21. As a classic car gathering, Monterey Car Week served as the ideal platform for Mercedes to display its model due to the automotive enthusiasts in attendance who would be appreciative of the concept's homage to classic design ([see more](#)).

Mercedes-Benz Research and Development North America also linked with clean technology company alpha-En Corporation to study potential battery technologies.

Taking place at Princeton University under the guidance of a faculty member, the research will center on testing the use of alpha-En's lithium Nano-rods in batteries for vehicles as well as consumer products. Consumers are becoming more ecologically conscious, fueling interest in electric vehicle development and innovation ([see more](#)).