

AUTOMOTIVE

Mercedes electrifies consumers with new launch

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2020 Mercedes-Benz EQC. Image credit: Mercedes

By BRIELLE JAEKEL

German automaker Mercedes-Benz is celebrating its American debut of its EQ brand, the brand's first electric crossover SUV.

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At the Consumer Electronics Show in Las Vegas, the brand will showcase the new vehicle for the first time in the United States, although the vehicle will not be available for sale in the states until 2020. Showcasing the car a year in advance at the renowned show will offer Mercedes a chance to intrigue interested consumers with a physical model and spark anticipation among the sales release next year.

Battery-operated

The EQC electric crossover SUV was first showcased in September 2018 in Sweden. The debut to American consumers was done so at CES and also through Jay Leno's Garage on YouTube.

Here the comedian and well-known car enthusiast interviews Bastian Schult, Mercedes-Benz Testing Engineer about the new vehicle.

Jay Leno's Garage features EQC

The vehicle will be Mercedes' competition against brands such as Tesla who have previously dominated the electric vehicle market.

Other brands have similarly offered electric vehicles as competition for Tesla among luxury consumers who are hoping to be more environmentally friendly.

For example, British automaker Jaguar hoped a new mobile initiative will motivate more drivers to consider the brand's first all-electric vehicle.

The new Go I-Pace mobile application captures journey data to calculate potential cost savings for would-be drivers of Jaguar's all-electric SUV. Jaguar is also looking to help clarify misconceptions some drivers may have about electric vehicles, paving the way for the upcoming release of the I-Pace ([see story](#)).

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