

AUTOMOTIVE

Mercedes expands hybrid offerings ahead of EV launch

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Mercedes-Benz is introducing the A 250 e and B 250 e hybrid models. Image credit: Mercedes-Benz

By STAFF REPORTS

German automaker Mercedes-Benz is making its plug-in hybrid models more accessible by extending its offering to the A- and B-classes.

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Consumers can now order the upcoming A 250 e and A 250 e Saloon, while reservations for the B 250 e will open in the coming weeks. By widening its range of hybrid vehicles, Mercedes is highlighting its commitment to a more sustainable, electrified future.

Hybrid push

The new hybrid models will be sold under the "EQ Power" label, despite not being fully electric. Mercedes' first EV, the EQC sport utility vehicle, is set to launch in the United States next year.

The new models' prices start at about \$41,000 at current exchange, or about half of the expected price for the EQC.

By the end of the year, Mercedes-Benz will have more than 10 plug-in hybrid models, including an S-Class variant. The automaker has a goal of having 20 such models available in 2020.

Mercedes' plug-in hybrids can run in fully electric mode, but combustion engines allow them to have longer range. The new models will have an electric range of about 75 kilometers, or about 47 miles.



The Mercedes-Benz A-Class plug-in-hybrid. Image credit: Mercedes-Benz

Additionally, drivers can use the Mercedes me mobile application to find charging stations.

Mercedes has recently emphasized its omnichannel strategy, including making Mercedes me more powerful.

The automaker plans to use the Mercedes me ID to streamline experiences across channels during the customer journey. However, consumers do not necessarily need to own a Mercedes to use the ID, as they can also use it for car sharing and similar services.

A new Mercedes me mobile application is expected to be released in the next quarter, eventually encompassing all of the automaker's mobility and connectivity services. Since 2014, the automaker has developed more than 80 mobility-related digital offerings ([see story](#)).

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