

AUTOMOTIVE

Mercedes-Benz takes another step toward electrification

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Mercedes-Benz is targeting leadership in electric drives and vehicle software. Image credit: Mercedes-Benz.

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is taking a concrete step toward sustainability with the announcement of six new electric vehicles to be launched by 2022.

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The global Mercedes-Benz production network is targeting leadership in electric drives and vehicle software and through the integration of its Mercedes-EQ models into series production in existing plans. The consistent electrification of the portfolio is a key element of the company's "Ambition 2039" plan to achieve carbon neutrality.

"With its 'Electric First' strategy, Mercedes-Benz is consistently on the path to CO neutrality and is investing heavily in transformation," said Markus Schfer, member of the board of management of Daimler AG and Mercedes-Benz AG, in a statement. "Our vehicle portfolio becomes electric and thus also our global production network with vehicle and battery factories.

"We intend to lead in the field of e-mobility and focus in particular on battery technology," he said. "We are taking a comprehensive approach, ranging from research and development to production, and also including strategic cooperation."

Road to electrification

The first electric luxury sedan from Mercedes-Benz, the EQS, will start production in the first half of 2021 in Factory 56 at the Sindelfingen site in Germany. With the production launch of the electric compact SUV EQA at the Rastatt and Beijing plants and the decision to locate EQB production in the Hungarian plant in Kecskemet, the company is taking further steps toward making its product portfolio carbon neutral.

The automaker also plans to launch the production of the electric EQE business sedan at the Bremen and Beijing plants in 2021. Production of SUV variants EQS and EQE will begin at the Tuscaloosa, Alabama plant in the U.S. in 2022.

The course has also been set toward "Electric First" in the global powertrain production network, as high-efficiency battery systems will also be manufactured and assembled within the network.



Mercedes-Benz plant in Tuscaloosa, Alabama. Image credit: Mercedes-Benz

In 2022, a total of eight Mercedes-EQ electric vehicles will be produced at seven locations on three continents, made possible by early investments made worldwide by the company in flexibility and technical equipment with future-oriented Industry 4.0 solutions.

More than 20 plug-in hybrid model variants are already an integral part of the Mercedes-Benz product portfolio and the company plans to expand this portfolio to include more than 25 model variants by 2025.

In the United Kingdom, Mercedes-Benz recently expanded the services available through its online showroom, digitizing the car-buying process amid the coronavirus pandemic.

Prospective Mercedes clients in the U.K. can now book home test drives and deliveries through the online showroom, which retails new and approved used cars from participating dealers ([see story](#)).

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