

AUTOMOTIVE

## Mercedes-Benz launches US brand experience for new EVs

October 11, 2021



*The new Mercedes-Benz EQ sedan will be available for purchase in the U.S. market later this fall. Image credit: Mercedes-Benz*

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is introducing its new EQ lineup of electric vehicles to the U.S. market through several nationwide interactive initiatives.

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The experience includes pop-up brand centers in New York and California, as well as a 20-city test drive tour, where customers will have the opportunity to drive the new 2022 EQS sedan, which will arrive in the U.S. this fall. The first of three brand centers has opened in New York, where customers can learn more about the brand's commitments to electrification.

"Through these local initiatives, we want to make it as easy as possible for drivers across the country to learn about the new Mercedes-EQ family of vehicles, and ultimately, feel comfortable going electric," said Monique Harrison, head of brand at Mercedes-Benz USA, in a statement.

"Mercedes-Benz is focused on creating a smarter way of living and we look forward to bringing our U.S. consumers along on this important journey with us."

Immersed in electric auto

The local test drives simultaneously began in Las Vegas and Orange County, California on Oct. 6.

At the test drives, attendees will enjoy a complimentary 30-minute drive to experience the technology, design, functionality and connectivity of the EQS sedan.

A heritage of unrivaled luxury, with a progressive, all-electric architecture: introducing Mercedes-EQ. [#MercedesEQ](#) [#AllElectric](#) [#AllMercedes](#) [pic.twitter.com/JAdcHxzqmz](https://pic.twitter.com/JAdcHxzqmz)

Mercedes-Benz USA (@MercedesBenzUSA) **October 6, 2021**

Attendees will also have access to the Mobile Experience Center, a hub where they can experience an interactive

digital experience educating them on the charge and range capabilities of electric vehicles.

Test drives will be available in the following U.S. cities over the next two months: Atlanta, Chicago, Seattle, Boston, Portland, New York, Denver, Philadelphia, San Francisco, District of Columbia, Sacramento, Dallas, Phoenix, San Diego, Los Angeles, Houston, Miami, Tampa and Orlando.

On October 11, the Mercedes-EQ Experience opened its doors in New York, and will remain open until Dec. 1. At the exhibition, a collection of immersive experiences touch on themes of sustainability, progressive luxury and education on the vehicle's charge and range capabilities.

An additional Mercedes-EQ experience will open in Santa Monica, California from Nov. 15-Dec. 15, with a final center opening in early 2022.

In July, Mercedes-Benz announced plans to become fully electric by 2030. Positioning this as a shift from "electric-first to electric-only," Mercedes-Benz will have battery-electric vehicles (BEV) in all segments by 2022.

As part of its electrification push, the automaker is accelerating its R&D investments while focusing on its software-driven future ([see story](#)).

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