

AUTOMOTIVE

Mercedes embarks on journey toward energy efficiency

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Mercedes hopes to set a new electric record with the EQXX by reaching 1,000 kilometers on a single battery charge. Image credit: Mercedes-Benz

By NORA HOWE

German automaker Mercedes-Benz is teasing the world premiere of the all-electric Vision EQXX, the brand's most efficient vehicle yet, with a series following the journey to achieve it.

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With the new electric vehicle, Mercedes-Benz is aiming to reach 1,000 kilometers, or 621 miles, in a single charge. The automaker could be on the precipice of world records, and explores the inspiration, challenges and successes that are part of the journey to reinventing the automobile through "The Extra Mile" video series.

Going the extra mile

Inspired by its past, Mercedes-Benz is attempting to reshape the future of automobiles through efficient electrification specifically, the most efficient electric vehicle the brand has ever made.

The first episode, "The Challenge," looks back on the brand's history of breaking automotive records, from its W125 model in 1938 to the C111 in the early 1970s. The automaker also features the voices of those involved in the new Vision EQXX.

"We did not want to create a huge battery," says Eva Greiner, chief engineer of the electric drive system at Mercedes-Benz, in the first episode. "Anybody can drive 1,000 kilometers with a really big battery."

Episode 1: The Challenge

Today, the brand challenges itself to bring Formula 1-level energy into a compact, four-door, luxury car segment.

"This is the first time we've created something that will actually hit the road and start breaking records," says Zane Amiralis, advanced user experience designer at Mercedes-Benz, in the episode.

A common theme the marque stood by informing and executing its vision was nature to work with the elements and use wind and solar energy to its advantage.

"You can call it the perfect synergy between nature, humans and technology," says Karin Bu in the film.

The second episode, "The Struggle," dives a bit deeper into certain issues and obstacles that were presented in creating the EQXX, such as designing the perfect shape that would optimize aerodynamics for energy efficiency.

According to Mercedes-Benz, at normal cruising speeds, aerodynamics accounts for nearly 60 percent of energy losses.

Again, the brand turned to nature for inspiration. Mercedes-Benz looked to all elements of nature and the shapes that flow within them birds in the wind, stingrays in the ocean.

Episode 2: The Struggle

What the brand discovered is that wheels are the greatest aerodynamic problem of the vehicle's body, and ultimately its biggest conflict towards achieving the 1,000-kilometer goal.

The Vision EQXX will have its world premiere on Jan. 3.

New age for auto

Premium and luxury automakers continue to expand electric vehicle offerings and strategies as consumer acceptance grows and governments introduce regulations targeting traditional combustion engines.

Germany's BMW Group hit an electric milestone earlier this month when it delivered its one-millionth electrified vehicle, making progress on its electromobility push.

The BMW Group expects to double its battery-electric vehicle sales next year, as it expands its electric offerings and charging infrastructures become more accessible in Europe ([see story](#)).

In September, British automaker Rolls-Royce confirmed its first, long-awaited fully electric vehicle, marking a turning point for the marque.

Named the Spectre, the battery electric vehicle is expected to come to market during the fourth quarter of 2023. Rolls-Royce also plans to have a fully electric model lineup by 2030, joining other luxury automakers including Bentley and Mercedes-Benz ([see story](#)).

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