

AUTOMOTIVE

## Mercedes-Benz begins EQS SUV production in Alabama

August 25, 2022



*The production marks a major step in Mercedes' global electrification strategy. Image credit: Mercedes-Benz*

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is starting the development and production of its first all-electric SUV in the United States at its Tuscaloosa facility.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Produced exclusively in the United States, the Mercedes EQS SUV's battery systems will be supplied by the newly opened Mercedes-Benz battery factory in Bibb County, Alabama which features carbon-neutral production and sustainable concepts. Due to early investments in flexible production and the use of the MO360 digital production ecosystem, Mercedes-Benz is equipped to produce battery-electric vehicles in large volumes.

"We have a highly skilled and motivated team that has absolutely delivered the successful product launch of the new EQS SUV," said Michael Goebel, president and CEO of Mercedes-Benz U.S. International, in a statement.

"Our team in Tuscaloosa has shown a lot of flexibility, energy and commitment in helping us to achieve milestone after milestone since our first Mercedes-Benz rolled off the production line more than 25 years ago," he said. "The employees here at the site can be proud that the first all-electric SUV from Mercedes-Benz and its battery is being built in Alabama."

Making headway

The launch of this production line is part of Mercedes' global initiative to produce eight all-electric vehicles at seven sites on three continents this year.

The Tuscaloosa plant uses digital, sustainable and flexible production methods and follows the blueprint of the company's Factory 56 in Sindelfingen, Germany.



*Rock Tech Lithium Inc announced plans to produce high-quality lithium hydroxide for the automaker and its battery suppliers. Image credit: Mercedes-Benz*

Tuscaloosa serves as a key production location for Mercedes-EQ luxury electric SUVs: the EQS SUV and EQE SUV, which will go into production later this year.

This week the marque announced further investments in its future fleet, using its foresight on sustainability in the auto industry to the cement resources necessary for the coming demand.

Rock Tech Lithium Inc announced plans to produce high-quality lithium hydroxide for the automaker and its battery suppliers. By way of the agreement, Mercedes-Benz takes a step closer to its goal of making an all-electric transition by the end of the decade ([see story](#)).

With the opening of its battery factory in Bibb County in March, Mercedes is producing the EQS SUV battery systems on a nearly 1,000-foot-long production line with more than 70 stations.

As of this year, the Mercedes-Benz U.S. production sites operate on a carbon neutral basis as all global Mercedes-Benz-owned passenger car and van plants.

---

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.