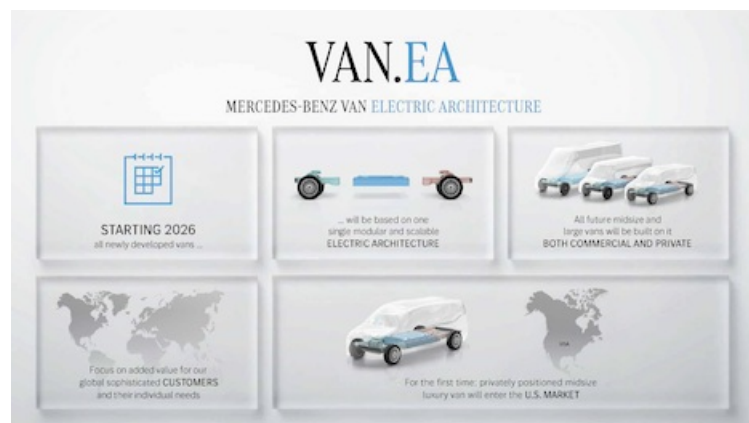


AUTOMOTIVE

## Mercedes-Benz set to electrify vans, enter new commercial category by 2026

May 19, 2023



Starting in 2026, the brand push will introduce its first commercial electric vans to two massive markets. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz announced a shift in strategy going forward.

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The company's vans category will make an all-encompassing push towards an electric future with new sustainable architecture for all of its forthcoming models. Starting in 2026, Mercedes-Benz will introduce the first commercial electric vans to two massive markets.

"Our strategic plan for Mercedes-Benz is clear: leveraging technology and the power of our brand to elevate our market positioning and profitability," said Ola Kllenius, chairman of the board of management at Mercedes-Benz Group AG, in a statement.

"This applies not only to our luxury car business but also to our strategy for Vans," Mr. Kllenius said. "Vans operates in an attractive business and enjoys a unique premium market position, enabling it to deliver strong returns that complement our luxury car business."

### New horizons

The new van architecture, referred to as "VAN.EA," will bring luxurious mid-size electric vans to consumers in China and the United States for the first time.

With expansions into markets that have yet to be tapped into, the automaker expects fixed costs of production to drop by 20 percent by 2025 and a double-digit percentage return on investment by 2030. These expectations are based on the announcement of the eSprinter, which was announced in Feb. 2023, but has yet to see a release.

Locally emission-free. Energy-saving technology. The all-new eSprinter will arrive soon, fully loaded for the future. [#mercedesbenz](#) [#mercedesbenzvans](#) [#mercedes](#) [#benz](#) [#mbvans](#) [#mercedesbenzvansusa](#) [#vanlife](#) [#mercedesbenzsprinter](#) [#esprinter](#) [pic.twitter.com/eGDcGMoWbu](https://pic.twitter.com/eGDcGMoWbu)

"Today, we offer exceptional technology, outstanding reliability, and tailored solutions for customers across profitable markets and industries," said Mathias Geisen, head of MercedesBenz vans, in a statement.

"And with VAN.EA, our new purpose-built electric architecture, we're setting the course to lead the light commercial vehicle industry in electric drive and digital experience."

The U.S. is viewed by the luxury manufacturer as having the most potential for profitability in the commercial sector, with China seen as having a much higher likelihood for adoption as a privately owned vehicle.

In another effort to look toward the future, Mercedes-Benz recently released a short film that imagined workplaces with women in traditionally male-dominated industries ([see story](#)).