

AUTOMOTIVE

# Mercedes-Benz drives EV innovations forward

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Adaptability is at the heart of the company's latest marketing endeavor. Image credit: Mercedes-Benz

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By ZACH JAMES

German automaker Mercedes-Benz is uplifting a growing business segment.

As luxury players embrace electric vehicles (EVs) through marketing, the company is doing more than just creating commercial placements. Alongside new advertising, the manufacturer is releasing a new charging system for its division that drove revenues forward in 2023.

"I think the advertising and charging system updates focus on the advanced tech aspect of electric vehicles because that's consistently the best narrative related to EVs, but I also think EV sales in both the U.S. and Europe are starting to wane, as seen in the second half of 2023 and the first two months of 2024," said Karl Brauer, executive analyst at [iSeeCars.com](https://www.see-cars.com), Woburn.

"Mercedes-Benz saw profits drop despite increased volume, a frequent pairing as electric vehicles make up a larger percent of any automaker's total sales, and an issue that has to eventually be solved for EVs to represent a fiscally sustainable future," Mr. Brauer said. "2024 will be a very important year for the electrification effort.

"Production capacity across the industry appears fully capable of meeting demand, which means it's now on the consumer to move the transition forward, with automakers helping through education efforts, such as Mercedes-Benz's latest advertising campaign."

Mr. Brauer is not affiliated with Mercedes-Benz, but agreed to comment as an industry expert.

## The best or nothing

The 2024 E-Class model is being pushed as Mercedes-Benz's next high-end electric offering, appearing as the star of the star of a new spot.

Titled "Evolves with You," the 0:30-second-long commercial emphasizes the customizable nature of the BEV, from the user interface to its bespoke driver experience. With a "superscreen" that takes up the entire dashboard and an adaptive seating system, adjusting to the preferences of each person in the cabin.

*Mercedes-Benz presents "Evolves with You"*

The above features are powered by the all-electric system energizing the car, connecting the amenities in the advertising.

Mercedes-Benz has been active in uplifting its EV offerings across multiple fronts, from the construction of a global charging network ([see story](#)) to mass media marketing campaigns starring notable public figures, such as British actor Matthew Macfadyen and retired Swiss tennis champion and longtime brand ambassador Roger Federer ([see story](#)).

Other luxury names have been positioning their electric offerings at the front of the pack too, with German automakers Porsche ([see story](#)) and BMW ([see story](#)) showcasing their new models. The latter premiered its marketing at the Super Bowl, placing the technology in front of the most-watched television broadcast in history.



*The new charging system will come to other markets in the future. Image credit: Mercedes-Benz*

Now, Mercedes-Benz is embarking on a new venture, on top of the aforementioned, introducing the Flexible Charging System Pro, a “transportable wallbox” and power solution for its electric fleet. Containing adapters for home or public use, the product can hold up to 22 kilowatts of energy, working for both fully electric cars and plug-in hybrids.

The Flexible Charging System Pro does not require a Mercedes-Benz vehicle to use, as it is compatible with all cars with a type 2 plug, though the system is integrated into the Mercedes-Benz Charger app, providing exclusive benefits to the company’s users.

As of now, the product is only available in the EU, the U.K. and Switzerland, priced at 715 euros, or \$903 at current exchange.

### **Earning potential**

In 2023, the company reported revenue growth of 2 percent compared to the previous year; while it is a slight increase, the figure was buoyed by a surge of sales in the BEV segment.

For the year, Mercedes-Benz sold 240,700 BEVs, up from 149,200 in 2022 in a 61 percent year-over-year (y-o-y) jump. The division was responsible for nearly 10 percent of all cars sold.



*BEVs drove profit and revenue boosts at the company Image credit: Mercedes-Benz*

The eVans segment also saw massive improvements in sales last year, increasing 51 percent. Comparatively, the overall Cars and Vans sector performed modestly, posting a 1.5 percent boost in units sold y-o-y.

“Mercedes-Benz continued its transformation in 2023, developing new cutting-edge electric and digital innovations, while scaling electric vehicles and delivering solid financial results,” said Ola Kaellenius, CEO of Mercedes-Benz Group AG, in a statement.

“In other words, the team once again came through to execute our strategy in challenging times, delivering the eSprinter and the new E-Class,” Mr. Kaellenius said. “At the same time, we prepared the ground for next-generation products and platforms like VAN.EA and MB.OS. to keep Mercedes-Benz at the forefront of the industry.”

We just released our 2023 full year results.

For all details: <https://t.co/K6Cne3C8GI#MercedesBenz> [pic.twitter.com/hM5NA9jW4U](https://pic.twitter.com/hM5NA9jW4U)

Mercedes-Benz (@MercedesBenz) [February 22, 2024](#)

The automaker is not alone in its success in the BEV segment, as electric vehicles and hybrids continue to uplift sales and drive interest ([see story](#)). As of now, the only question is if this momentum can continue in 2024 and beyond.

“With rising interest rates, inflation impacting consumer spending power, and elevated economic concerns, will consumers want to spend more money on electric vehicles versus lower-priced gasoline cars,” said Mr. Brauer.

“This will be the year we find out.”

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