



Mercedes-Benz

Press Information

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Mercedes-Benz USA Announces Pricing for the all-new Mercedes-Maybach EQS 680 SUV

Atlanta. As the first all-electric model of the legendary Maybach brand, the 2024 Mercedes-Maybach EQS SUV elevates an unparalleled tradition into the next era of driving pleasure. The automotive masterpiece redefines the future of ultra-luxury by combining sumptuous, high-tech comfort and Maybach exclusivity with all the benefits of an electric powertrain. Starting at \$179,900¹, the Mercedes-Maybach EQS 680 SUV is available to order at U.S. dealerships now.

The Mercedes-Maybach EQS 680 SUV offers an extensive list of standard features befitting its Maybach brand heritage. Two exclusive package options will allow customers to customize even further to their tastes. Overall, the Mercedes-Maybach EQS 680 SUV delivers an exhilarating experience for both the driver and passengers. Drivers will experience the thrill of the Dual Permanently Synchronous Electric Motors with 484 kW output producing 649 hp and 700 lb-ft of torque. The standard AIRMATIC Air Suspension with Adaptive Damping System and rear-axle steering with a steering angle of up to 10 degrees provides the maximum level of ride comfort. Front passengers will be treated to the standard MBUX Hyperscreen with “zero layer,” which allows the driver to carry out 80 percent of the most common interactions directly without needing to exit the main application. The system reacts situationally and is personalized with intelligent and predictive suggestions. The driver and all passengers can also experience active scenting throughout the cabin, which is part of the standard AIR BALANCE Package. An extraordinary and luxurious fragrance, called No. 12 MOOD Ebony, was specifically created for the Mercedes-Maybach EQS SUV.

The rear seating area of the Mercedes-Maybach EQS SUV combines exquisite materials, perfect craftsmanship and exclusive details to create a self-contained, calming atmosphere and cocooning effect for all senses. It comes standard with Maybach Exclusive Nappa Leather upholstery from natural materials, which creates a stylish contrast to the high-tech look. True to its holistic approach to sustainability, the Mercedes-Maybach EQS SUV is the first model from Mercedes-Benz to be fitted with vegetable-tanned leather. Coffee bean shells are used as tanning agents along other components, while a number of parts throughout the vehicle are made from resource-saving materials. Standard equipment also includes front and rear Executive seats equipped with ventilation, massage function and neck and shoulder heating, as well as available calf massage included as part of the Executive Rear Seat Package Plus. While enjoying the two 11.6” MBUX Rear Seat Entertainment displays on the backrest of

¹ MSRP does not include \$1,150 Destination and Delivery Charge

the front seats and the MBUX rear tablet in the center console, passengers can sit back and appreciate the standard Burmester® 4D Surround Sound System, which features the Dolby Atmos immersive audio experience, giving music more space, clarity and depth. Innovative features throughout the front and rear ensure highly effective noise suppression, allowing passengers to enjoy their journey in absolute peace and quiet, or with pure enjoyment of the music.

Expecting the extraordinary, Mercedes-Maybach owners will be further impressed with the exclusive standard automatic comfort doors in the front and rear. The recessed door handles will extend if the driver approaches the vehicle from the side from a distance as far as approximately 20 feet. In addition, the driver door opens automatically when approaching the vehicle from a distance as far as approximately five feet. This interactive functionality also features DIGITAL LIGHT headlights welcoming and saying goodbye to the driver with a special light show. Other exceptional highlights include: a refrigerator in the rear console; champagne flute holder; exclusive MANUFAKTUR Nappa leather package; and folding tables in the rear.

The exterior design features exclusive elements that give the Mercedes-Maybach EQS SUV its very own character, reminiscent yet distinct from the EQS SUV. The Mercedes star located front and center on the hood defines the status, while the large black panel not only features a unique high-gloss black appearance and extraordinary depth, but also cutting-edge innovation. The 'grille' is smooth closed for the first time, featuring high-tech elements for the radar sensors that are fully integrated and no longer visible.

When viewed from the side, specific features include the bold chrome surrounds on the side windows and the chrome-plated B-pillar trim. This decorative element is an integral part of the Mercedes-Maybach signature and highlights the length of the rear seating area. The wheel arches with claddings in high-gloss black emphasize the SUV's power and emotional presence. The special appearance of the Mercedes-Maybach EQS SUV can be further elevated with the optional brand-typical two-tone paintwork with a filigree pinstripe. It is applied by hand according to the highest quality criteria and is available in five color combinations: Cirrus Silver/Obsidian Black, Cirrus Silver/Nautical Blue, Obsidian Black/Selenite Grey, Obsidian Black/MANUFAKTUR Kalahari Gold and Sonoran Brown/Onyx Black. The Mercedes-Maybach EQS SUV is equipped with exclusive 21-inch alloy and forged wheels, including MAYBACH lettering on the integrated, exquisitely designed wheel hub caps.

With the optional Night Series package, dark chrome elements and surfaces catch the light like a cut jewel. Each headlight is adorned with a Maybach emblem on rose gold and with dark chrome refinements. Darkened Maybach pinstripes enhance the grille panel, while a dark chrome-plated pattern of the Maybach emblem refines the air intake inserts in the front bumper. The Night Series package will feature exclusive wheels and is available in conjunction with the exterior colors of obsidian black, MANUFAKTUR diamond white and the exclusive two-tone paint finish Obsidian Black/Mojave Silver.

The Mercedes-Maybach EQS 680 SUV is setting a new benchmark for elegance and luxury in the age of automotive electromobility. This sophisticated SUV and its battery are proudly manufactured in a net carbon-neutral manner at the Mercedes-Benz plants in Alabama, USA. It is available to order at U.S. dealerships now starting at \$179,900¹.

Standard Features and Packages:

Standard Features	Executive Rear Seat Package Plus	Maybach Night Series Design Package (w Executive Rear Seat Package)
\$179,900 ¹	No cost option (4 seat option replacing 5 seat option)	\$25,000
Highlights include: • Dual Permanently Synchronous Electric Motors with 484 kW Output • AIRMATIC Air Suspension with Adaptive Damping System • 21" Wheels • MBUX Hyperscreen with 17.7" OLED Central Display, 12.3" OLED Passenger Display, and 12.3" Instrument Cluster • Two 11.6" MBUX Rear Seat Entertainment Displays • Burmester 4D Sound System with Dolby Atmos, EQ Sound Experience, and Sound Personalization • Fingerprint Scanner for MBUX Profile Authentication • Parking Package with Surround View System and PARKTRONIC • GUARD 360 Vehicle Protection Plus • Rear LED Taillamps with Lightband and Helix Signature • DIGITAL LIGHT with LED Lightband Light System	Highlights include: • Folding Rear Tables • Heated / Cooled Rear Cupholders • Rear Heated Armrest • Four Place Seating	Highlights include: • 21" Night Series Seven-Spoke Wheels w/ Maybach Pattern • MANUFAKTUR Natural Grain Herringbone Pattern Dark Walnut Wood • MANUFAKTUR Black Pearl Exclusive Nappa Leather (only available w/ Night Series) • Maybach Dark Chrome Elements • Rose Gold Pins within the Headlights • Exclusive Garnet Glow Active Ambient Lighting • Door Sills featuring Night Series lettering • Vehicle Key in Dark Chrome

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About Mercedes Benz

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric Mercedes-EQ family. MBUSA is also responsible for Mercedes-Benz Vans in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and www.mbvans.com.

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