



MAYBACH

Press Information

October 9, 2023

Mercedes-Maybach EQS SUV: the new benchmark in the all-electric luxury SUV segment

- Redefining automotive excellence in the age of electromobility
- Maximum luxury and comfort with a cocooning effect in the rear
- First model in the Mercedes-Benz family with sustainably processed leather
- Extraordinary driving experience with MAYBACH driving program and maximum noise comfort
- Available in the U.S. starting in the fall

Shanghai/Stuttgart. With the introduction of its first all-electric series model, the Mercedes-Maybach EQS 680 SUV, the legendary brand is entering a new era. Based on the technology of the EQS SUV from Mercedes-EQ, it combines technical perfection with Maybach exclusivity – in line with Wilhelm Maybach's principle: "What is good must also be beautiful". The unique exterior with an upright Mercedes star on the hood and a striking black panel front, which carries the specific Maybach radiator grille into the age of electromobility, guarantees a distinctive appearance. The optional two-tone paintwork is also a hallmark of the brand. Thanks to exquisite materials, perfect craftsmanship and exclusive details, the spacious interior offers a holistic comfort experience with a cocooning effect. With its consistent interpretation of Sophisticated Luxury, the Mercedes-Maybach EQS SUV sets the new benchmark in the all-electric top-end luxury SUV segment. In the U.S., the first vehicles are available at dealerships this fall.

"Mercedes-Maybach customers expect the extraordinary, and we aim to exceed their high expectations. The Mercedes-Maybach EQS SUV unites our ambition to lead in digital and electric with our focus on the luxury segment. The very first all-electric vehicle from Mercedes-Maybach complements the best technologies from Mercedes-Benz with the extra comfort and individual details that are only available from Mercedes-Maybach."

Ola Källenius, Chairman of the Board of Management Mercedes-Benz Group AG

"The Mercedes-Maybach EQS SUV is our first all-electric, full-size luxury SUV. At Mercedes-Maybach we strive to add the shine of the extraordinary to the beautiful. The interior is an emotional and stylish statement. The lounge character promises luxurious travel at the highest level. Together with the innovative, progressive SUV proportions, we are completely redefining the SUV luxury of the future."

Gorden Wagener, Chief Design Officer Mercedes-Benz Group AG

Mercedes-Benz AG | 70546 Stuttgart | P +49 711 17 0 | F +49 711 17 2 22 44 | dialog@mercedes-benz.com | www.mercedes-benz.com

Mercedes-Benz AG, Stuttgart, Germany | Domicile and Court of Registry: Stuttgart, Commercial Register No.: 762873

Chairman of the Supervisory Board: Bernd Pischetsrieder

Board of Management: Ola Källenius, Chairman; Jörg Burzer, Renata Jungo Brüngger, Sabine Kohleisen, Markus Schäfer, Britta Seeger, Hubertus Troska, Harald Wilhelm

“The Mercedes-Maybach EQS SUV is a milestone in our brand history. For us, it embodies nothing less than the redefinition of automotive excellence in the age of electromobility. Our customers can look forward to an absolutely top-class electric driving experience – with the aura of the extraordinary that is typical of Maybach.”

Daniel Lescow, Head of Mercedes-Maybach, Mercedes-Benz Group AG

The exterior design: Hallmark Maybach front end, chrome accents and brand emblem as a design element

Mercedes-Maybach enriches the dynamic purpose design of the EQS SUV from Mercedes-EQ with exclusive elements that give it its very own character. The Mercedes star located front and center on the hood defines the status, while overall the front is characterized by the brand-typical black panel with vertical, chrome-plated trim strips in a three-dimensional depth look. The large black panel is smooth closed for the first time. The high-tech element for the radar sensors is fully integrated and no longer visible. Mercedes-Benz development succeeded in using the material indium, which is permeable to radar beams, in the entire panel area. The wafer-thin, shiny silver material is covered with a black lacquer finish. This creates a unique high-gloss black appearance with an extraordinary depth effect.

Chrome-plated, filigree slats can also be found on the air intake of the bumper. The classic MAYBACH lettering is discretely incorporated into a chrome-plated decorative strip, which forms a unit with the continuous light strip of the standard DIGITAL LIGHT headlights. The Maybach pattern with several small brand emblems can also be found in trim parts of the side bumper. DIGITAL LIGHT welcomes and says goodbye to the driver with a special light show. When the doors are opened, the Mercedes-Maybach EQS SUV also welcomes its passengers with a Maybach emblem that is projected onto the ground next to the vehicle via the exterior mirrors. As a further greeting, an animated projection of the Maybach pattern lights up on the floor when the doors are opened.

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. While the Maybach emblem, underlining high quality, shines on the D-pillar, the subtle EQS lettering is integrated into the front window triangle. The pronounced wheel arches with claddings in high-gloss black emphasize the SUV's power and emotional presence. 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. In addition, 22-inch wheels will be available soon after the U.S. market introduction as well. Another striking detail is the standard running boards, which are illuminated in the dark and feature a stylishly integrated Maybach emblem. The surface is made of anodized aluminum, which echoes the pinstripe look of the black panel front.

The exclusive character is underlined at the rear of the vehicle as well: The rear lights are designed in a continuous light strip with a two-part helix and animated across the entire width. Further enhancements to the rear are the chrome trim elements on the tailgate, on the rear apron and the spoiler lip, as well as the MAYBACH lettering.

The special appearance of the Mercedes-Maybach EQS SUV also includes the brand-exclusive two-tone paintwork with an ornamental 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 Night Series: design package for a dark, particularly progressive look

With the optional Night Series package, the exquisite aesthetics can be further enhanced and individualized in a particularly progressive way. 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 side windows feature generous, highly polished, black edging in 3D design. The running boards are finished in black, sporting a Maybach emblem in dark chrome. The exclusive 21-inch wheels will feature a special high-quality design specific for The Night Series edition. The Night Series package is available in conjunction with the exterior colors of obsidian black, MANUFAKTUR diamond white bright and the exclusive two-tone paint finish Obsidian Black/Mojave Silver.

Distinguished in a class of its own: automatic opening and closing doors

Another exclusive feature are the standard automatic comfort doors at the front and rear. The recessed door handles extend, if the driver approaches the vehicle from the side from a distance as far as approximately 20 feet. The driver door opens automatically when approaching the vehicle from a distance as far as approximately 5 feet. This exceptional welcome function can be activated and deactivated in the MBUX central display. All other doors can be opened and closed remotely via MBUX – with a simple press of the vehicle key, in the central display or the standard MBUX High-End Rear Seat Entertainment. The driver door also closes automatically as soon as the brake pedal is pressed.

In each door there is an electric servomotor on the catch strap. On command of the control unit, the doors are swung open and closed in a controlled manner. To prevent damage, the system uses the ultrasonic sensors of the parking assistance systems. They are located in the bumpers and monitor the surroundings when parking. As soon as they detect an obstacle, additional information from the cameras in the exterior mirrors is used. When opening the doors, the system considers any detected obstacles. Proximity sensors in the doors are also active when the vehicle is stationary. They scan the surroundings while opening.

The interior design: The fusion of tradition and avant-garde

The design of the interior perfectly underscores the Maybach credo “What is good must also be beautiful”. A highlight for the front passengers are the standard MBUX Hyperscreen with “zero layer” and Mercedes-Maybach-specific start-up animations on all three displays. The overall visual appearance is specifically designed for the Mercedes-Maybach EQS SUV in an elegant deep blue. The numerous exclusive features include the animated display of the instrument cluster in “MAYBACH” mode. In the digital instrument cluster, the needles of the speedometer and power gauge are designed like a silk scarf that moves elegantly in the wind according to the speed and driving style. At the same time, the digits change their size and are dynamically faded in or out. Emblematic for the brand, the borders of the round instruments are rose gold. An alternative display form to the tubes is the sporty “Pure EV” style. A three-dimensional performance bar conveys the respective driving status (driving, accelerating, and charging).

The central display starts with the familiar home screen and intuitive “zero layer”. In this basic setting, the navigation map dominates. The driver can carry out 80 percent of the most common interactions directly without changing the application. The system reacts situationally and is personalized with intelligent and predictive suggestions.

The functional content and operating structure of all three displays correspond to those of the EQS SUV from Mercedes-EQ. The appearance can be customized with three display styles (understated, sport and MAYBACH) and three modes (navigation, assistance and service). In the understated style, the content is reduced as much as possible and harmoniously coordinated with the color change of the selected ambient lighting.

The rear passengers experience the same extensive range of infotainment and comfort features with two 11.6-inch displays on the backrests of the front seats. With the standard MBUX High-End Rear Seat Entertainment, content can be shared quickly and easily on the various displays. It is also possible to select and modify the navigation destinations from the rear seats. The standard equipment also includes the MBUX rear tablet, which can also be used outside the vehicle, and the MBUX Interior Assist. With the help of cameras, it can recognize the operating requests of the passengers from body and hand movements and carry out the corresponding functions – for example switching on the reading lights.

Natural materials made with perfect craftsmanship create a stylish contrast to the high-tech look. While the Mercedes-Maybach EQS SUV comes standard with Maybach Exclusive Nappa Leather in the warm colors of Espresso Brown/Sable Brown Pearl, the Macchiato Beige/Bronze Brown Pearl is optional. Maybach MANUFAKTUR Exclusive Nappa leather in Crystal White/Silver Grey Pearl is available as an option for an even more sophisticated look. The leather in all interior colors comes from sustainable processing. Natural woods are available as decorative parts: MANUFAKTUR Natural Grain Brown Birch Wood and MANUFAKTUR Natural Grain Brown Walnut Wood Trim, as well as MANUFAKTUR Piano Lacquer Black Flowing Lines.

The Maybach emblem, which is integrated at various points as a design element, underscores the high-quality appearance that is representative of the brand. It decorates the stainless steel pedal system, the cushions on the headrests, the front seat backrests and, as an illuminated projection, the footwell in the rear. In conjunction with the first-class rear cabin, it can also be found on the wood trim between the rear seats. When the trunk is open, it can also be seen on the inner lining of the tailgate. The brand lettering differentiates the steering wheel and welcomes all passengers on the stainless steel door sills in illuminated form.

Resource-saving luxury: Mercedes-Maybach introduces vegetable-tanned Nappa leather

The Mercedes-Maybach EQS SUV is the first model from Mercedes-Benz AG to be fitted with vegetable-tanned leather. Coffee bean shells are used as tanning agents along other components. The water used for tanning is conducted in a closed circuit and flows back into natural bodies of water after recycling. The fat liquoring agents used in tanning are also exclusively plant-based. The sustainably processed leather is not preserved with salt, which saves around 99 pounds (45 kilograms) of salt per vehicle with leather seats. New upcycling products such as compostable flowerpots, insulating foams or decking boards are created from the “by-products” of tanning. The sustainably processed leather is therefore

resource-saving and beneficial for the coffee farmers as they receive a second income from selling the coffee bean shells.

Mercedes-Benz has defined binding criteria for sustainably processed real leather. It is an important procurement requirement for suppliers that the leather supply chain is free from any form of illegal deforestation and the grazing areas do not contribute to the endangerment or loss of natural forests. In this context, the partners must disclose their entire supply chain from the farm region to the end product. The leather skins may only come from animals that are kept in a species-appropriate manner. Only vegetable or alternatively sustainable tanning agents that are completely chrome-free may be used for tanning. For the refined leather, Mercedes-Benz requires its partners to carry out an eco-balance across all stages of the value-added process (Life Cycle Assessment).

Mercedes-Maybach aims to combine luxury with sustainability. In the Mercedes-Maybach EQS SUV, a number of parts and components are made from resource-saving materials. For example, the interior is covered with Econyl carpet. It is made with a nylon yarn from recycled materials such as carpets and fishing nets. Secondary steel and recycled aluminum are also included. The use of recycled materials is an important measure on the way to de-carbonization, especially when combined with the net carbon-neutral production of the Mercedes-Maybach EQS SUV and its battery at the Mercedes-Benz plants in Alabama, USA. The aim of Mercedes-Benz is to at least halve CO₂ emissions per passenger car in the new vehicle fleet over the entire life cycle by the end of this decade compared to 2020 levels. From 2039, the new car and van fleet should be net carbon-neutral over their life cycle and the entire value chain.

The rear: Exclusive lounge with a holistic comfort experience for all the senses

In the rear of the Mercedes-Maybach EQS SUV, the combination of exquisite materials, perfect craftsmanship and exclusive details creates a self-contained feel-good atmosphere and cocooning effect for all senses. Like the front seats, the standard Executive seats are equipped with ventilation, massage function and neck and shoulder heating. There is also a calf massage and the Executive Rear Seat Package Plus. As soon as the right rear passenger chooses the reclining position, the front passenger seat automatically moves forward to the chauffeur position. The massage programs are also available as part of ENERGIZING COMFORT.

With the First-Class Rear equipment, the front center console continues like a floating band to the rear seats, a complete re-design for the all-electric Mercedes-Maybach EQS SUV. Wooden trim decorates the rear storage compartment for the first time. It complements the wooden trim on the backs of the front seat backrests and between the rear seats, visually reinforcing the cocooning feel-good atmosphere. Also new is a projector in the center console that discretely projects the Maybach emblem onto the floor. As in the Mercedes-Maybach S-Class, the additional equipment includes two thermal cup holders and a shelf for the standard MBUX rear tablet. Four fast-charging USB-C ports and two HDMI interfaces also ensure that travelers can easily use their own digital devices. Upon request, the center console can include two folding tables, a refrigerator compartment with space for champagne bottles. Matching silver-plated champagne flutes are optional.

Diverse possibilities for individual lighting moods

A contemporary illuminated lamp with the Mercedes-Maybach logo is integrated into each of the C-pillars as standard equipment. The adaptive rear lighting offers additional reading lights in the grab handles and light strips in the headlining. The brightness, as well as the size and position of the light spots, can be adjusted. At the same time, a wide range between precise work and relaxed lounge light is possible. The setting of the light color automatically adapts to different times of the day, but can also be adjusted by hand from a daylight white to a warm white. Ambient Lighting also runs through the entire vehicle right up to the roof liner and behind the rear seats. In addition, the Mercedes-Maybach EQS SUV contains Active Ambient Lighting with 253 individually controllable LEDs and 64 individually selectable colors. These include the Maybach-specific color schemes of Rose Gold White and Amethyst Glow. The diverse options for individual lighting moods also underline the cocooning effect. The brand-exclusive “Welcome” presentation greets passengers with a special light play: a carpet of light runs across the vehicle and particularly sets the scene for the rear doors.

The air quality: Pollutants stay outside

ENERGIZING AIR CONTROL Plus with HEPA filter (High Efficiency Particulate Air) ensures excellent air quality inside the luxurious cabin. The air quality sensor supports the fresh air recirculation switch. The air-conditioned circulating air is filtered several times in circulating air mode. The HEPA filter effectively cleans the incoming outside air of fine dust, very small particles and pollen. A special activated carbon in both the HEPA filter and the cabin filter also filters sulfur dioxide and nitrogen oxides as well as odors. Flushing with fresh air takes place at regular intervals. The pre-air conditioning makes it possible to clean the interior air before boarding. The particulate matter values outside and inside the vehicle are also displayed in MBUX. They are listed in detail in their own air quality menu. If the quality of the outside air is low, the system can also make recommendations to close the side windows or sunroof.

Active scenting: exclusive magical fragrance – also to be experienced visually

The active scenting also appeals to the sense of smell. It 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. It does not aim to please but to seduce: An exclusive composition of soothing and fantasy-stimulating sandalwood that reminds of the Orient is combined with notes of beguiling freesia and spicy cloves that can be associated with an exotic spice market. No.12 MOOD ebony is an exclusive composition full of longing, attraction, and devotion.

The sound experience: Immersive music enjoyment and specific Maybach driving sound

With the standard Burmester® 4D Surround Sound System, the Mercedes-Maybach EQS SUV offers the ultimate sound experience. It features the Dolby Atmos immersive audio experience, which gives music more space, clarity and depth. Dolby Atmos makes it possible to place discrete audio elements or objects in a three-dimensional sound field and adapt them to any playback environment. Passengers can hear their music with a clarity equal to the artist’s original studio composition.

The sound system includes 15 speakers: two front bass speakers in the front footwell, one midrange and one tweeter in each door, two 3D speakers in the headliner, two surround speakers in the luggage compartment cover and a center speaker in the instrument panel. There are also two exciters in each seat. The direct reproduction of structure-borne noise in the seats makes the listening experience four-dimensional. Passengers in the front passenger seat and in the rear can also apply the 4D sound to the audio content of the headphones. The sound can be individually adjusted for each MBUX user profile.

With different sound worlds, the driving sound also becomes an acoustic experience. “Aerial Grace” is the name of the driving sound that was specifically created for the all-electric Mercedes-Maybach model and can be heard in the interior. It is interactive and reacts to a dozen different parameters including accelerator pedal position, speed and recuperation. Using intelligent sound design algorithms, the sounds are calculated in real time on the amplifier of the Burmester® 4D Surround Sound System and played back by the loudspeakers.

Noise comfort: SUV with a particularly quiet rear

The new luxury SUV builds on the excellent noise and vibration comfort of the EQS SUV from Mercedes-EQ. This includes the encapsulation of the electric drive train at the front and rear, the innovative support frame on the front axle and the drive units that are doubly decoupled via rubber mounts. The special acoustic foams in selected body shell profiles and the ramps in the underbody paneling were also adopted. They reduce the noise of grit being thrown up in the wheel arches.

The more extensive NVH measures (Noise, Vibration, and Harshness) in the Mercedes-Maybach EQS SUV are primarily aimed at the rear. The luggage compartment cover, covered with artificial MB-Tex leather, is a transverse bulkhead fixed to the body, like in a sedan. It attaches to the upper edge of the rear seat backrest and seals off the trunk up to the lower edge of the rear window. This causes a very effective noise suppression. The new Disconnect Unit (DCU) also contributes to this. Depending on the driving situation and the power required, it automatically decouples the electric motor on the front axle to increase the range. At low loads, the DCU switches to 4x2 driving mode. Then the electric motor and the transmission on the front axle stand still. Furthermore, additional insulation materials and acoustically effective laminated glass panes are used in the Mercedes-Maybach EQS SUV. Various wind deflection measures on the panorama roof, such as wind deflectors, covers and seals with improved geometry, ensure a high level of noise comfort despite the large roof opening.

All measures combined allow for maximum noise comfort in the rear of the SUV– the best prerequisite for pure enjoyment of music or simply relaxing silence. Thanks to electrically operated roller blinds on the rear side windows, rear passengers can decide for themselves how much of the surroundings they want to perceive.

The suspension: comfortable, adaptable and with a special MAYBACH driving program

The highest standards also apply to driving comfort. The AIRMATIC Air Suspension with continuously adjustable damping ADS+ is standard. To increase the ground clearance, the vehicle level can be raised by up to 1.4 inches.

In addition to the DYNAMIC SELECT driving program ECO, SPORT, OFFROAD and INDIVIDUAL, the Mercedes-Maybach EQS SUV has the special MAYBACH drive program. It replaces the classic COMFORT program and is designed entirely for maximum driving comfort for the rear passengers. It ensures that there are only minimal body movements under the rear seats. An oscillation node is located there, so that the amplitudes are at their lowest. The MAYBACH driving program is the standard setting.

The most important technical data at a glance

The Mercedes-Maybach EQS 680 SUV has an output of 484 kW and a range of up to 600 kilometers (WLPT provisional figure)². It has 4MATIC all-wheel drive as standard.

		EQS 680 SUV
Drive configuration and battery		
Drive configuration		All-wheel drive
Powertrain	type	Two permanently excited synchronous motors (PSM)
Output	kW (hp)	484 (649 hp)
Torque	lb-ft	700
Rated voltage	volts	396
Onboard charger	kW	9.6
AC charging time, 9.6 kW (0-100% SOC)	h	12.75h
DC charging capacity max.	kW	200
DC charging time at fast charging stations ¹	min	31
DC charging: range after 15 minutes ² (WLTP)	km	Up to 220
Acceleration 0-60 mph	s	4.1
Top speed	mph	130
Vehicle		
Length/width (w/o Mirrors) /height	in	201.7" / 80.1" / 67.9"
Wheelbase	in	126.4"
Turning circle with rear-axle steering 10°	ft	36.1"
Cargo capacity	cu-ft	15.3 ft ³
Consumption and range		
Combined power consumption (provisional values) ³	kWh/100 km	24.4-22.5
Combined CO ₂ emissions (provisional values) ²	g/km	0
Range (provisional values) ²	km	up to 600

#

¹ The charging times are for a 10-80% charge at a DC fast charging station of category "K" or "L" pursuant to EN17186 with 500 A charging current.

² At DC fast charging stations with 500 amps based on WLTP range.

³ Data on electrical consumption and range are provisional and were determined internally in accordance with the "WLTP test procedure" certification method. So far there are no confirmed figures from an officially approved testing organisation, nor any EC type approval or certificate of conformity with official figures. Differences between the stated figures and the official figures are possible.

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.

Accredited journalists can visit our media site at www.media.mbusa.com.

Contacts:

Michael Minielly	michael.minielly@mbusa.com
Cathleen Decker	cathleen.decker@mbusa.com