



All-new Mercedes-EQ electric flagship sedan to start from \$102,310

Press Information

Mercedes-Benz USA Announces Pricing and Packaging Structures for all-new EQS Sedan

September 21, 2021

Atlanta. Mercedes-EQ is poised to redefine the electric vehicle segment with the introduction of the highly anticipated new EQS. This groundbreaking, all-electric luxury sedan seamlessly unites the industry-leading standards of a Mercedes-Benz with Mercedes-EQ's new purpose-built modular electric vehicle architecture. With powerful and efficient systems, highly intelligent and adaptive functions, and sustainable yet luxurious details, the EQS unites performance, luxury, and sustainability in the most progressive way. In addition, with thoughtful additions such as complementary maintenance and free unlimited 30-minute DC-Fast Charging sessions with Electrify America included for the first two years, customers will enjoy a seamless ownership experience. Starting from \$102,310, the all-new EQS will arrive in U.S. dealerships in the fall of 2021.

To streamline packaging structures, the EQS Sedan will be offered in three highly-equipped, strategically curated trims for the U.S. market to best meet customer needs: Premium, Exclusive and Pinnacle. Each trim showcases EQ-specific innovative technologies and luxurious features, along with an array of additional options for further customization.

Standard equipment highlights in the modern and progressive interior include a 12.8" OLED multimedia touchscreen portrait display for the EQS 450+ Sedan, while the revolutionary MBUX Hyperscreen with three displays merged seamlessly under a single 56-inch curved glass surface is standard on the EQS 580 4MATIC Sedan. Both vehicles come equipped with the latest generation of MBUX which now offers an intuitive new zero-layer concept, ensuring key applications are always at the top level of the screen so that the driver no longer needs to scroll through submenus or give voice commands to access commonly used applications.

With the aid of artificial intelligence, Mercedes-Benz has developed a user interface with context-sensitive awareness, which displays the right functions at the right time. This feature is constantly optimized, both reacting to changes in the surroundings and user behavior. Individual MBUX profiles can be created directly in the vehicle and synchronized with the existing profile data of the Mercedes me account. Personal preferences such as a favorite radio station, a preferred color for the ambient lighting and many other preselected settings can be transferred via the personal Mercedes me profile. The vehicle can store up to seven different profiles, with a total of around 800 possible parameter settings.

The MBUX system is also standard-equipped with a new navigation system that incorporates Electric Intelligence. This EQ-specific navigation system seamlessly plans the fastest and most convenient route, including charging stops, and dynamically reacts to traffic jams or a change in driving style. While a conventional range calculator utilizes past data, this navigation system with Electric Intelligence looks into the future. The energy demand is computed for the calculation of the route. The topography, route, ambient temperature, speed, heating and cooling requirements are all taken into account. Additional factors include the traffic situation along the planned route, as well as charging stations, including their availability, capacity and payment functions.

The entire suite of enhanced active and passive Driver Assistance Systems are included as standard for the EQS. The vehicle can automatically maintain its speed and preset distance to the traffic in front as well as stay in its lane on multi-lane roads, and reduce the vehicle speed according to the traffic situation. Like all other Mercedes, the EQS features a rigid passenger cell, special deformation zones and state-of-the-art restraint systems, with PRE-SAFE® including PRE-SAFE® Impulse Side equipped as standard. Since the EQS is based on an all-electric architecture, this also opened up new design possibilities for its safety concept allowing for a favorable location to be chosen for the installation of the battery, in a crash-protected area in the underbody. Since there is no large engine block on board, the behavior in a frontal crash was modeled even better than before, ensuring that the EQS upholds the highest levels of safety and sophistication.

The exterior of the EQS showcases an innovative and holistic design based on a new vehicle architecture. It differs from vehicles with internal combustion engines at first glance: high demand for function and aerodynamics is combined with innovative aesthetics in the unmistakable purpose-built design, resulting in a benchmark drag

coefficient value of .20¹. The sporty, low front of the EQS forms a coupe-like silhouette with a bow stretched tightly over the greenhouse. The A-pillar, which has been moved far forward, and the C-pillar at the rear generate ample space for the passenger compartment. Unique in this segment is the cab-forward design: the overhangs and the front-end assembly are short, the rear is smoothly rounded. The flush-positioned and aerodynamically optimized wheels range from 20 to 22 inches, giving the EQS a sporty character.

The EQS comes standard with a power tilt and sliding panorama roof consisting of two modules that together form a large glass surface, resulting in a light and airy feeling in the interior. Additional thoughtful interior elements including rapid-heating and ventilating front seats, leather seating surfaces, active multicontour front seats with enhanced massage and comfort headrests, wireless smartphone integration, wireless charging in the front and the air balance cabin fragrance system with a new HEPA (High Efficiency Particulate Air) filter, thus eliminating 99.65% of particles of all sizes. The particulate levels are also displayed in real time with MBUX. Using pre-entry climate control, it is also possible to clean the interior air before getting into the vehicle.

The standard Burmester® Surround Sound System is a prerequisite for experiencing the specially designed Sound Experience with two soundscapes: Silver Waves and Vivid Flux. The all-around sound experience in the EQS also makes the paradigm shift from a conventional to an electric car audible. A variety of soundscapes allows for an individual acoustic set-up. Sound Experiences can be selected or switched off using the central display. An additional soundscape can be unlocked using over-the-air (OTA) technology. The interactive driving sound, which is reproduced via the sound system's loudspeakers in the interior, also moves within the respective sound world.

The standard 10-degree rear-axle steering contributes to the agile and dynamic impression of the EQS. This enables a turning circle of 35.7 feet for the EQS, which is over 17 feet long. Incredibly, this is equivalent to the turning circle of many models in the compact class. The respective rear-axle angles and trajectories are shown in the driving mode menu in the central display.

With a range of up to 784 kilometers (WLTP) and an output of up to 516 hp, the highly sophisticated powertrain of the EQS exceeds every expectation of a

¹With 19-inch AMG wheel/tire combination in SPORT driving mode

progressive electric sedan in the flagship S-Class segment. To further enhance the S-Class segment experience for customers, Mercedes-Benz USA is offering EQS customers complimentary 30-minute DC Fast charging with the Electrify America Network for 24-months from account activation, and two years of free maintenance.

The fully electric 2022 EQS Sedan will arrive at U.S. dealerships in the fall of 2021 and marks a new era for the brand as the first model of the new Mercedes-EQ rollout in North America.

Trim Levels at a Glance:

Premium	Exclusive	Pinnacle
EQS 450+ Sedan: \$102,310* EQS 580 4MATIC Sedan: \$119,110*	EQS 450+ Sedan: \$105,710* EQS 580 4MATIC Sedan: \$122,510*	EQS 450+ Sedan: \$108,510* EQS 580 4MATIC Sedan: \$125,310*
Highlights include: • Driver Assistance Package • Heated & Ventilated Front Seats • Leather Upholstery • Power Tilt/Sliding Panorama Roof • 20" Wheels (21" on EQS 580) • Burmester® 3D Sound System • 10-Degree Rear Axle Steering • 64-color Ambient Lighting • Parking Package with Surround View System	Highlights Include: • All features of Premium Trim • Multicontour Front Seats with Massage function • Head-Up Display • Air Balance Package • Four-Zone Climate Control • Rapid Heating Front Seats	Highlights Include: • All features of Premium and Exclusive Trims • Power Rear Seats with Memory • Comfort Rear Center Armrest with Wireless Charging • Heated & Ventilated Rear seats • Comfort Rear Headrests • Additional USB-C Ports in Rear

**Above prices exclude \$1,050 destination and delivery charge.*

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About Mercedes-Benz USA

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 15 model lines ranging from the sporty A-Class Sedan to the flagship S-Class and the Mercedes-AMG GT R.

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.mbsprinterusa.com.

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

Media Contacts:

Michael Minielly Michael.Minielly@mbusa.com

Ashley Gillam Ashley.Gillam@mbusa.com

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