



MERCEDES-EQ

Press Information

April 12, 2021

EQS World Premiere on Mercedes me media – digital launch of the progressive electric sedan

Stuttgart. Mercedes-EQ will unveil the all-electric luxury sedan EQS in a digital world premiere on the Mercedes me media online platform on Thursday, April 15th, 2021 at 12:00 p.m. (EDT). Members of the Board of Management, including Ola Källenius, Britta Seeger, Markus Schäfer and Sajjad Khan, as well as Gorden Wagener, the Chief Design Officer, will briefly present the EQS's technical highlights, which enable progressive luxury for all the senses, heralding the start of a new era for the company. You can view the EQS World Premiere live on [Mercedes me media](#) or afterwards as video-on-demand.

The digital world premiere will be broadcast simultaneously to the public and influencers on numerous channels. Mercedes-EQ also offers in-depth information and services for media representatives on Mercedes me media. Next to the original audio in English, transcripts in a total of six languages are available for reading and download. Press material, such as videos, pictures, graphics and press releases, complete the comprehensive offering. In addition, Mercedes-EQ experts will answer individual questions in the context of the digital world premiere in a virtual exchange, offering a convenient opportunity for additional research. The [media special](#) is already online and provides, among other information, insights into the technical development and the final test drives ahead of the EQS World Premiere.

The EQS is the first model based on the new architecture for electric luxury and executive vehicles. The EQS is designed to delight both drivers and passengers with a unique fusion of technology, design, functionality and connectivity. At the same time, it makes their everyday lives easier in many areas with the support of Artificial Intelligence (AI). The EQS will be launched in the U.S. market this fall and will set new standards in the Mercedes-EQ model offensive.

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Chairman of the Supervisory Board: Manfred Bischoff
Board of Management: Ola Källenius (Chairman), Jörg Burzer, Renata Jungo Brüngger, Sajjad Khan, Sabine Kohleisen, Markus Schäfer, Britta Seeger, Harald Wilhelm

The figures are provided in accordance with the German regulation 'PKW-EnVKV' and apply to the German market only. Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the EU guide 'Information on the fuel consumption, CO₂ emissions and energy consumption of new cars', which is available free of charge at all sales dealerships, from DAT Deutsche Automobil Treuhand GmbH and at www.dat.de.



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