

MBM Firms up All-Electric Future with EQA250

Carmaker will also install 13 fast chargers in strategic dealer locations this year

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MERCEDES-BENZ Malaysia (MBM) has introduced the EQ range with the entry of the single variant EQA 250 imported from Germany.

The introduction of the entry-level model is in line with Mercedes-Benz's global direction to go all-electric by 2030, where market conditions allow.

Delivery is expected to start next month.

"We are committed to our claim to lead in electric with a holistic approach, starting with the introduction of the EQA," said MBM president and chief executive officer Sagree Sardien.

She said MBM would also strengthen its partnership with Petronas Dagangan Bhd (PetDag) to enhance its electric vehicle (EV) infrastructure plans.

"It is our top priority to kick-start this journey towards an electric future by working with the right partners as we gear up to implement our EV readiness and

sustainability efforts."

MBM signed a memorandum of understanding (MoU) with PetDag last November to install five high-speed chargers along the North-South Expressway and the East-Coast Expressway as the first step towards encouraging EV adoption among Malaysian drivers.

MBM also plans to install 13 fast chargers in strategic dealer locations nationwide this year that EQ customers can use at no cost until the end of next year.

The EQA 250 has a combined electric consumption of 17.6kWh/100km and total range of 429km.

It is priced at RM278,201.25 (on-the-road without insurance until the end of the tax incentive period).

"We are excited to kick off our EV offensive with the introduction of the EQA, which is the entry-level model to the all-electric world of Mercedes-EQ.

"The EQA is an important vehicle as we embark on our journey towards an all-electric future," said MBM sales and marketing president Michael Jopp.



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