




MERCEDES-MAYBACH EQS SUV

MAYBACH








“ To create the very best  
from the very best. ”

*William Maybach*

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The image shows the interior of a Mercedes-Maybach vehicle. The focus is on the leather-upholstered seats, which feature a quilted diamond pattern. The ambient lighting is a deep red, creating a luxurious atmosphere. A control panel with a silver handle is visible on the side of the seat. The overall aesthetic is one of high-end craftsmanship and elegance.

The roots of the MAYBACH brand go back well over a hundred years, when Wilhelm Maybach laid the cornerstone for a high-end automobile brand, which quickly became a legend.

For decades, MAYBACH has symbolized the most exacting demands on quality and luxury. A brand synonymous with intricate work, exquisite materials and outstanding design.

Today, Mercedes-Maybach creates automobiles in their most luxurious form, elevating excellence to magic.

# SENSUAL PURITY

## Our Design Philosophy

The symbiosis of hot and cold, emotion and intelligence. Our design philosophy forms the cornerstone of sophisticated luxury, bringing desire alive in myriad forms.







CRAFTING  
DREAMS  
SINCE 1909









WILHELM MAYBACH (1846-1929)

## THE KING OF DESIGN.

In 1900, Wilhelm Maybach, long-time companion of Gottlieb Daimler, developed the first Mercedes, the "Daimler motor carriage". Maybach created what was probably his most outstanding design after Daimler's passing. The first Mercedes stands out from all the cars previously designed and built by the Daimler-Motoren-Gesellschaft and ended the carriage age in automobile construction.





KARL MAYBACH (1879-1960)

## AND THE SON WHO FOLLOWED IN HIS FATHER'S FOOTSTEPS.

Maybach and his son Karl, who followed in his famous father's footsteps at an early age as a trainee at Daimler-Motoren-Gesellschaft, jointly founded the "Luftfahrzeug-Motorenbau GmbH" in 1909.

Like his father, the son was a gifted designer. His inventions, such as the innovative "high-speed gearbox", and his penchant for technical perfection established the myth of the Maybach brand, as do its select clients: Emperors and kings, bankers and entrepreneurs, top athletes and stars.

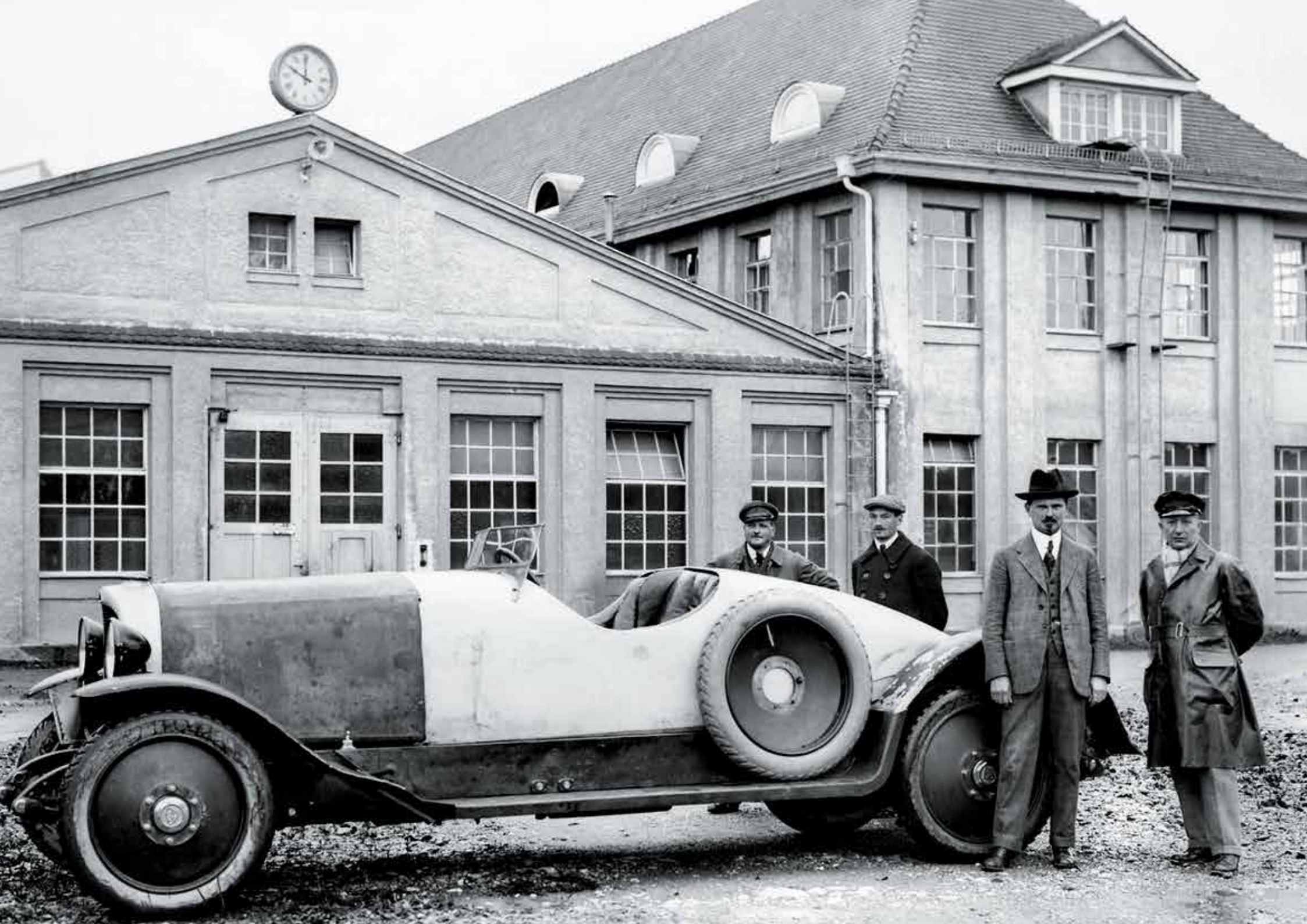


## EARLY YEARS.

Maybach's early focus was on building powerful engines for airships and automobiles, laying the foundation for their future success in luxury car manufacturing.









Mercedes-Benz Classic



The background image shows the front of a classic Maybach Zeppelin automobile. The car's hood is highly polished and features a large, ornate hood ornament at the top center. Below the ornament is a circular badge with the number '12'. The front grille is a prominent feature, consisting of numerous vertical chrome slats. At the bottom of the grille, the word 'ZEPPELIN' is embossed in capital letters. The car's headlights are visible on either side of the grille. The entire image is overlaid with a semi-transparent, light-colored filter.

## THE RISE OF THE LUXURY BRAND.

The company transitioned from engine manufacturing to creating luxury cars, including the iconic Maybach Zeppelin, known for its exquisite interiors and unparalleled performance.





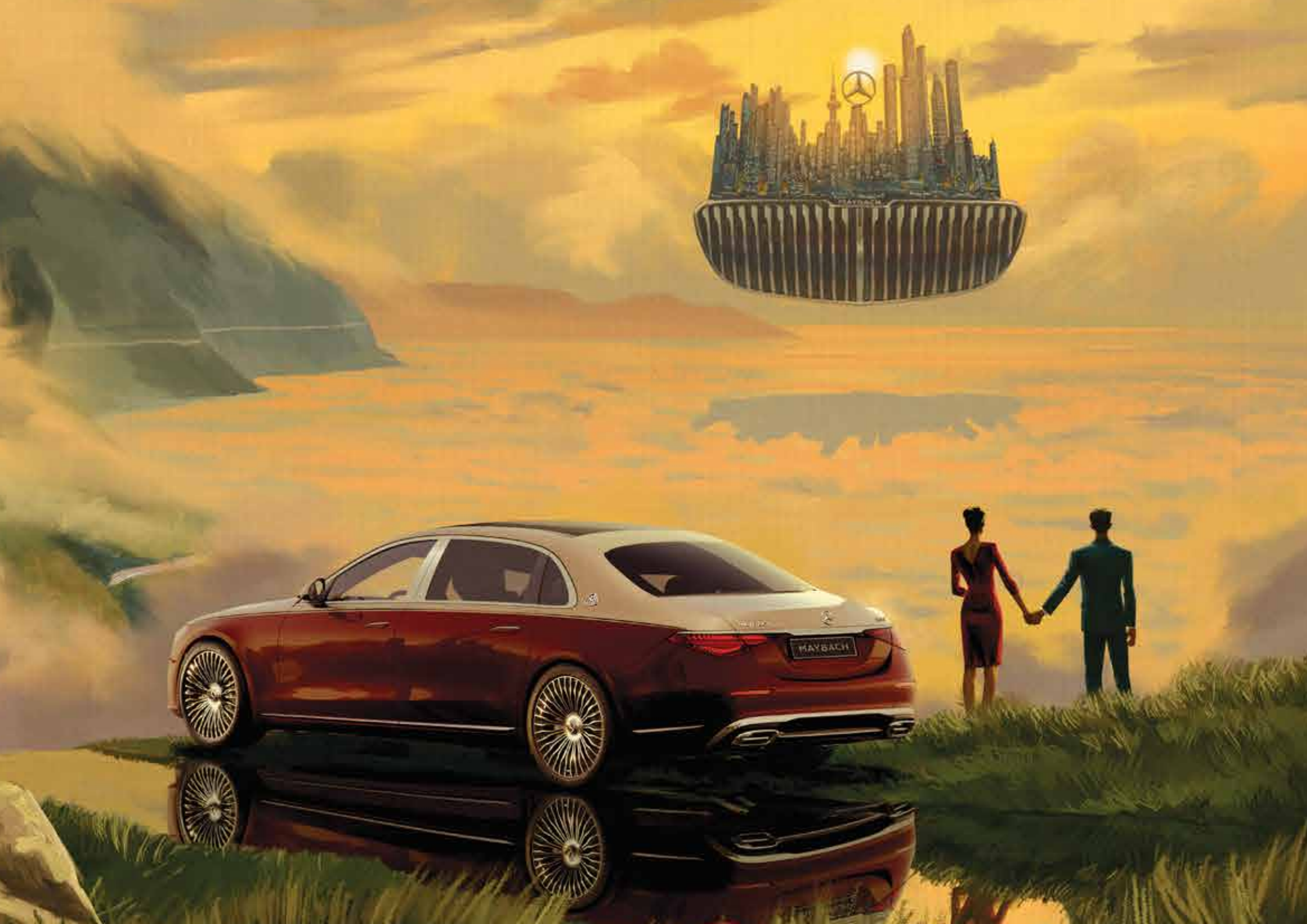
## THE LEGEND CONTINUES.

The legend awoke to a new era when Daimler AG presented an unparalleled, state-of-the-art luxury car at the Geneva Motor Show in 2002. Over the years, Daimler AG introduced the Maybach 62 and the Maybach 57 (named according to car's length) as well as the Landaulet - a convertible limousine.

The Maybach brand was integrated into Mercedes-Benz, continuing the legacy of luxury and craftsmanship within the Mercedes-Benz portfolio.

In November 2014, the Mercedes-Maybach S-Class (model series 222) celebrated its world premiere. Ever since, the brand has been a synonym for highly exclusive vehicles, providing a unique level of comfort and elegant design - on the basis of cutting-edge technology.











# MAYBACH OF THE FUTURE.

One-of-a-kind finds new meaning, in these iconic Concept Cars and creative collaborations, pushing the boundaries of imagination, technology and craft.

MAYBACH





## PROJECT MAYBACH: THE ULTIMATE LEGACY COLLABORATION.

Virgil Abloh and Gorden Wagener designed a one-of-a-kind electric showcar, with an unmatched level of craftsmanship and attention to detail. The legacy project also culminated in the launch of a limited-edition bespoke S-Class and capsule collection, inspired by Project MAYBACH.









WELCOME TO THE LATEST CHAPTER.



THE EPITOME OF ELECTRIC LUXURY.



# WELCOME TO BEYOND.

Beyond expectations.

Beyond the realm of the ordinary.

Beyond what one thought to be possible.

Beyond the factual.





# ELECTRIC NOW HAS A MAYBACH.

An innovation that sets standards. The first all-electric SUV with the luxury and comfort of a Maybach. Exclusivity in the electric era: the new Mercedes-Maybach EQS SUV meets the highest expectations. A new chapter in electric mobility – in the top luxury segment.









WELCOME TO A MYTHICAL PLACE.

WHERE VISION BECOMES REALITY.





A JOURNEY INSIDE IMAGINATION.

WHERE CREATIVITY COMES ALIVE.





EOS



## WHERE POWER MEETS PROMISE.

If excellence is the foundation of our heritage, our technology now sparks the future with the all-new, fully electric Mercedes-Maybach EQS SUV.





## A REALM, EMBELLISHED TO ENTHRALL.

The Mercedes-Benz star ornament adorns the bonnet as a symbol of luxury, resting above a statement of power – the exclusive pin-stripe inspired front grille.



## LIGHT OF THE FUTURE.

With over 1-million pixels per headlight, the DIGITAL LIGHT constantly adapts to road lighting conditions, the traffic situation, the road surface and the weather - to keep you safe, always.





## SURROUND YOURSELF IN LUXURY.

With the spectacular surround lighting and animated Mercedes-Maybach pattern projection. Feel it, in the automatic comfort doors in front and rear, which open on your command.

A close-up, high-angle photograph of a car's front grille. The grille features a series of horizontal, slanted slats that create a textured, three-dimensional effect. A central emblem, resembling a shield with a grid pattern, is prominently displayed. The lighting is dramatic, highlighting the metallic sheen and the intricate details of the grille's design.

## MAKE A STATEMENT WITH EVERY STEP.

With integrated aluminium-finished side boards, you step  
into a new realm of refined luxury.



# ANYTHING BUT ORDINARY.

Electric luxury comes alive in LED taillights with a 3D helix design light band,  
so you don't just arrive in style, but exit leaving a lasting impression.



MAYBACH





## MARKED FOR GREATNESS.

The Mercedes-Maybach logo - a symbol of the exquisite finds the spotlight across the canvas of the car - from the front bumper air-dam, the brushed metal pedals to the D-pillar and more.











## WHERE COMFORT FINDS NEW MEANING.

Active multicontour seats with PRE-SAFE®, luxury head restraints, activating/relaxing massage functions and rear seat belt feeders at your service - so you can move in a cocoon of comfort and safety.



## THE REAR SEAT TAKES CENTRE STAGE.

A Wi-Fi-enabled MBUX rear seat tablet with access to the MBUX system lets you control multimedia and comfort at your fingertips, along with a one-of-a-kind viewing experience on 2 fully-integrated 11.6-inch touch displays at the rear.



# THE SKY IS THE LIMIT.

A generous glass panoramic sliding sunroof with an electric roller sunblind and automatic rain closure. Open up to a fascinating feeling of freedom.





## EXTEND YOURSELF IN FIRST-CLASS COMFORT.

Individually-adjustable executive rear seats with up to 43.5° recline and the optional First-Class seating, you can experience the epitome of rear-seat opulence.





## TOAST IN ELEGANCE.

These exclusive Silver Champagne Flute inserts provide a stylish on-the-go luxury option, with the bespoke flute holders perfectly matched to the exclusive Maybach Champagne flutes.





## YOUR FIRST-CLASS MOBILE OFFICE.

Transform the rear seats into a First-Class Workspace with 2 folding tables turning the business console into a comfortable work surface in no time.





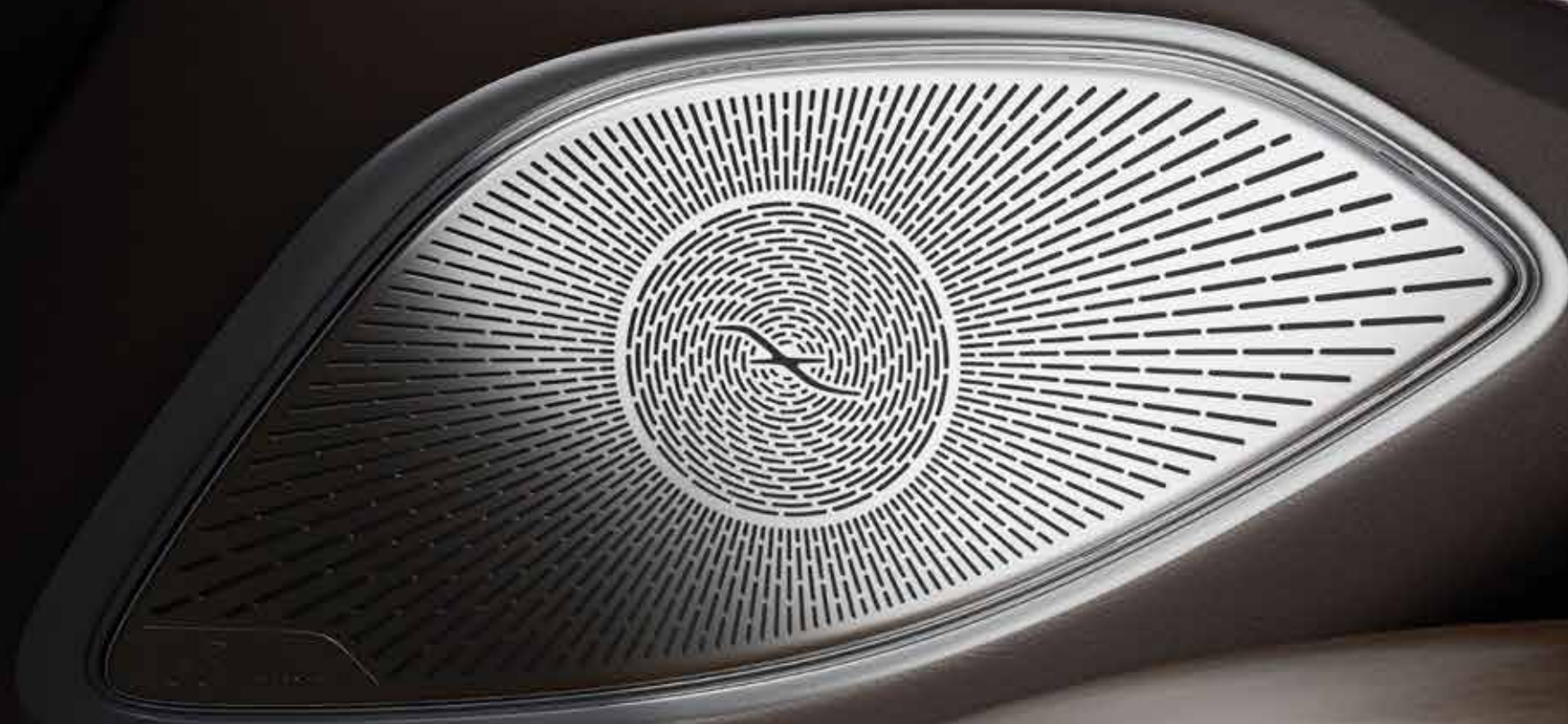
## THE SOOTHING POWER OF LIGHT.

Bespoke Maybach emblem rear cabin interior mood lights illuminate the rear occupant space and changes the character of the cabin.



# LET SOUND DANCE TO YOUR TUNES.

The Burmester® 4D surround sound system transcends you to a new dimension,  
via 15 speakers, 8 exciters and the magic of Dolby Atmos®.









## WHERE INNOVATION MEETS INTUITION.

As if cast from a single mold, the driver display, OLED central display and OLED front passenger display seamlessly blend together behind a glass panel, creating one large MBUX Hyperscreen.



## REFINEMENT IN EVERY INCH.

The exclusive Maybach lettering in the front and rear door sill panels lead you to a plush interior carpet, covered with Econyl made using nylon yarn from recycled materials.

## CARRY YOUR WORLD AND MUCH MORE.

440 litres of boot space, intelligently designed with maximum carrying efficiency and ease of usage.

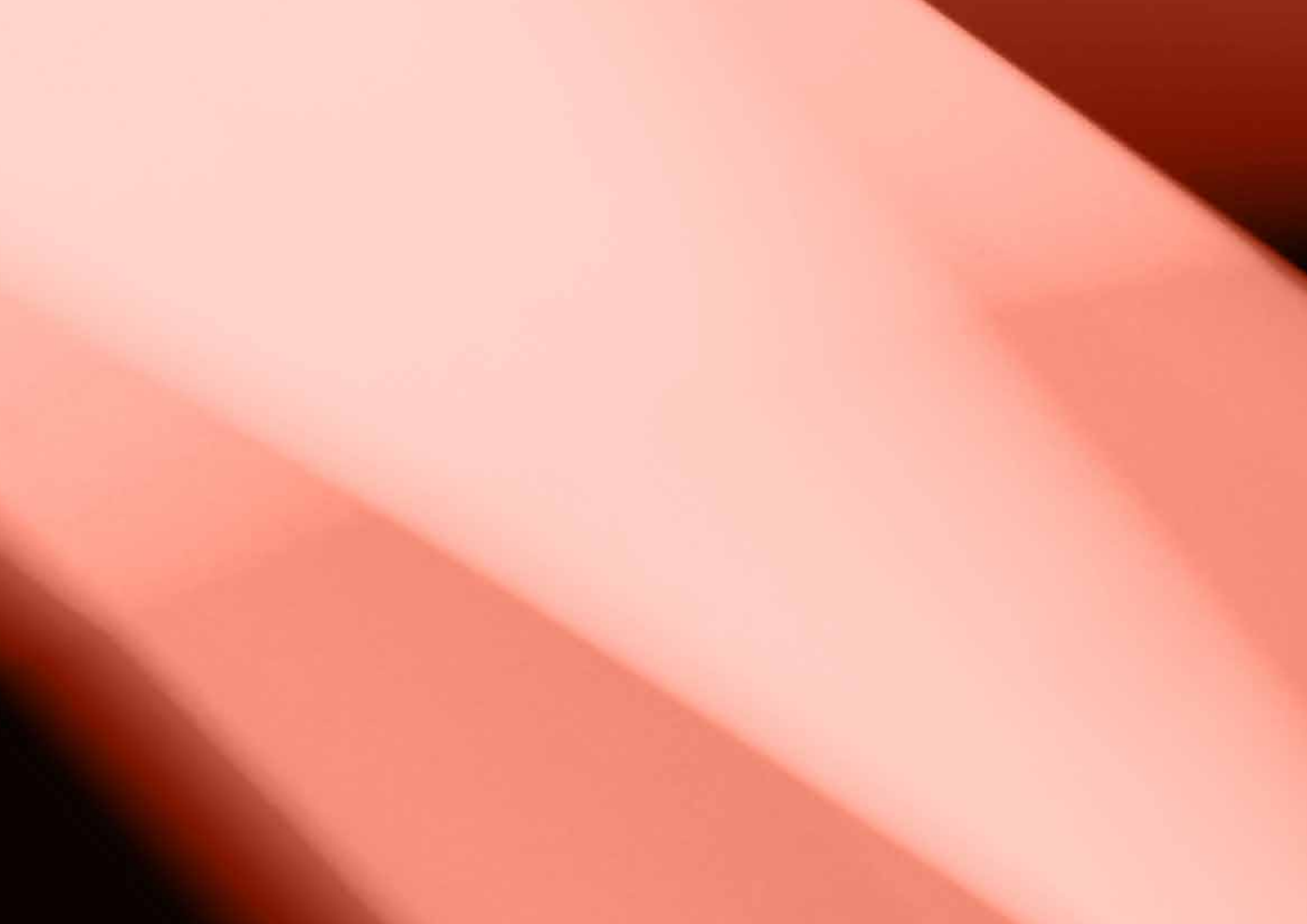


The image shows the front interior of a car. The seats are upholstered in a light-colored, perforated leather with a diamond-shaped stitching pattern. The center console is visible, featuring a gear shifter and handbrake. The dashboard and steering wheel are partially visible in the upper left corner. The overall lighting is soft and focused on the seats.

## SUSTAINABLE EVEN IN THE DETAILS.

The first Mercedes-Benz AG model available with vegetable-tanned leather, proudly saving around 45 kg of salt per vehicle.





THERE'S MORE TO YOUR  
**MAYBACH**  
THAN WHAT  
**MEETS THE EYE.**





## AIRMATIC

Air suspension with adaptive damping system and automatic or individual regulation of the vehicle level including raising by up to 25 mm. The AIRMATIC air suspension offers an outstanding ride even over difficult terrain. The vehicle level varies in line with the speed. This can increase the range when driving fast.



## REAR-AXLE STEERING

Self-steering rear wheels with up to 10° steering angle adjustment - for impressive maneuverability and maximum driving stability. The rear wheels steer along up to 10°, reducing the turning circle by almost 2 meters. At higher speeds, you drive with the effortless superiority afforded by the long wheelbase.



## HEAD-UP DISPLAY

Full-color head-up display to show information such as speed or navigation instructions. The head-up display transforms your windshield into a digital cockpit, with lane-change recommendations and points of interest in your field of vision, without distracting you.



## DRIVING ASSISTANCE PACKAGE PLUS

Partially automated driving, including among other things Active Distance Assist DISTRONIC, Active Steering Assist and Active Blind Spot Assist. Systems such as Active Distance Assist DISTRONIC or Active Blind Spot Assist can support you in the right situation, warn you if there is a risk of collision and intervene if necessary.





## PARKING PACKAGE WITH REMOTE PARKING FUNCTIONS

Automated parking including pre-installation for Remote Parking Assist, 360° camera and Active Parking Assist with PARKTRONIC. This allows you to climb in and out of the vehicle easily outside the parking space – the system automatically maneuvers your vehicle into the space and back out again. You monitor the parking procedure from the outside and can control it via smartphone. This makes parking much more relaxed and prevents minor damage when opening the door.



## AIRBAGS AND ACTIVE SAFETY FEATURES

The Mercedes-Maybach EQS comes equipped with 11 airbags as standard in addition to various active safety features which help preempt and avoid a crash in the first place.





## AIR BALANCE PACKAGE

Customized fragrancing of the interior including "No. 12 MOOD ebony" and ionization of the interior air. The AIR-BALANCE package individually scents the interior - matching your personal preference, depending on your mood. Thanks to refreshing ionization of the interior air, it contributes to improved air quality on board and to an increased sense of well-being.



## ENERGIZING AIR CONTROL PLUS

Monitoring of air quality and treatment of indoor air including multi-layer filter system and HEPA filter. A HEPA filter effectively helps to reduce air pollution. In addition, the ENERGIZING AIR CONTROL Plus monitors the air quality both inside and outside the vehicle and shows you the result in MBUX. Depending on the measurement value, your Mercedes switches automatically between fresh air and air recirculation mode.



THE ESSENTIALS OF OPULENCE.

# PAINTWORK

Sodalite Blue (Standard)

Scan to explore the  
Mercedes-Maybach EQS SUV  
in all its glory.





# COLOUR OPTIONS

STANDARD



High-Tech Silver



Velvet Brown



Sodalite Blue



Obsidian Black



Selenite Grey



Emerald Green



MANUFAKTUR  
Opalite White Bright

# ALLOYS

53.3 cm (21-inch) Maybach Multi-Spoke Light-Alloy Wheels (Standard)





# UPHOLSTERY

Exclusive Nappa Leather Balao Brown Pearl/Espresso Brown (Standard)



# STEERING WHEEL

Multifunction Steering Wheel in Nappa Leather

Wood/Leather Multifunction Steering Wheel





# CENTER CONSOLE / TRIMS

MANUFAKTUR Brown Open-Pore Birch Wood Trim (Standard)



# EXECUTIVE SEATS 5-SEATER

Standard







BRING MORE OF YOU  
INTO YOUR MAYBACH.

# PAINTWORK

High-Tech Silver/Nautic Blue (Chargeable)

Scan to explore the  
Mercedes-Maybach EQS SUV  
in all its glory.



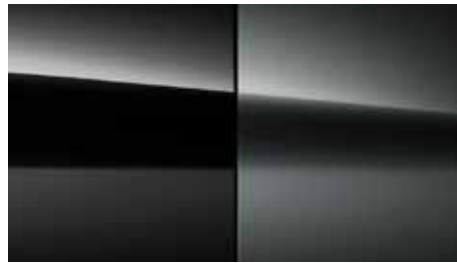


# COLOUR OPTIONS

CHARGEABLE



MANUFAKTUR  
Alpine Grey Solid



Two-Tone  
Obsidian Black/Selenite Grey



Two-Tone  
High-Tech Silver/Nautic Blue



Two-Tone Obsidian Black/  
MANUFAKTUR Kalahari Gold Metallic



Two-Tone  
High-Tech Silver/Obsidian Black



Two-Tone  
Velvet Brown/Onyx Black

# ALLOY OPTIONS

CHARGEABLE



53.3 cm (21-inch) Maybach 5-Hole Forged Wheels  
(Chargeable)



55.9 cm (22-inch) Maybach 7-Hole Light-Alloy Wheels  
(Chargeable)



# UPHOLSTERY

MANUFAKTUR Crystal White/Silver Grey Pearl (Chargeable)



# CENTER CONSOLE / TRIMS

MANUFAKTUR Black Piano Lacquer Trim  
With Flowing Lines (Chargeable)



MANUFAKTUR Brown Open-Pore Walnut  
Wood Trim (Chargeable)





# FIRST CLASS 4-SEATER

Chargeable



ELECTRIC, ELEGANT AND EXHILARATING.



**Asynchronous  
Motor (ASM)**  
Electric Motor

**122 kwh**  
Battery Capacity

**484 kW**  
Rated Output

**955 Nm@rpm**  
Rated Torque

**Automatic**  
Transmission

**4.4 sec**  
Acceleration from 0-100 km/h

**210 km/h**  
Top Speed Approx

**611 km**  
Electric Motor Electric Range (WLTP)



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