



Press Kit:

MAXUS at IAA Transportation 2026

Embargo / Confidential until: September 14, 2026 | 11:30 AM

Event: IAA Transportation 2026, September 15–20, 2026, Hannover

Press Conference: September 14, 2026 | 11:30 AM – 11:50 AM

Booth: Hall 13, Stand E90

MAXUS – Maximize your business

Under the central brand claim "**Maximize your business**", MAXUS presents itself at this year's IAA Transportation in Hannover (September 14–20, 2026) as a driving force for sustainable transport solutions. As a pioneer in commercial e-mobility, the brand demonstrates on the international stage what the transformation from a pure commercial vehicle manufacturer to a comprehensive service and mobility provider looks like in practice.

Chapter 1:

Technological Highlights at IAA Transportation 2026

SAIC Motor Deutschland GmbH
Hugenottenallee 173
63263 Neu-Isenburg
Germany

www.maxusmotors.de

Local Court Offenbach am Main,
HRB 58517
Registered Office: Neu-Isenburg
Managing Directors: Yuan Yingchen,
Hao Wang, Hu Zhaoming, Piao
Chunxu
VAT ID: DE337284251



With its presence at IAA Transportation 2026, MAXUS impressively underlines its role as a pioneer and driver of innovation for sustainable freight and passenger logistics. At the exhibition stand in Hall 13 (Stand E90), two forward-looking vehicle concepts take center stage this year, redefining the spectrum of zero-emission mobility:

1.1 The Near-Production 42t eTruck eDELIVER 420L: Electrification and High-Tech in the Heavy-Duty Segment

As a highlight and technological flagship, MAXUS presents the near-production version of a fully electric 42-tonne truck eDELIVER 420L. With this heavy-duty vehicle, the brand proves that zero-emission transformation has long surpassed urban distribution transport and is mature for demanding long-haul and regional transport.

- **Battery Technology & Megawatt Charging Power:** The eDELIVER 420L relies on an extremely powerful 615 kWh high-voltage battery from CATL based on robust Lithium Iron Phosphate (LFP) cell chemistry. The high-voltage battery is engineered for an exceptionally long service life of up to 1.5 million kilometers or 4,500 charge cycles, guaranteeing maximum residual value retention and peak profitability across the entire vehicle lifecycle. Thanks to Megawatt Charging System (MCS) technology with a maximum peak charging power of up to 1.31 MW (1,310 kW), the massive 615 kWh battery can be recharged from 20% to 80% State of Charge (SoC) in just approx. 25 minutes. The eDELIVER 420L achieves a combined WLTP range of up to 550 km. This allows for seamless integration into drivers' legally mandated rest periods, drastically minimizing downtime in long-distance haulage.
- **Drivetrain & Efficiency:** The vehicle is built on the highly flexible, modular ALLink architecture. The highly integrated dual-motor E-Drive system delivers a maximum peak output of 500 kW (680 hp) and an impressive peak output torque of up to 50,000 Nm at the wheels. Thanks to decouplable motors, power delivery occurs without any interruption of tractive force during gear changes. The system also provides 100% regenerative braking torque.

- **Scenario-Based 5-Stage Energy Recovery:** A core technological element of the eDELIVER 420L is its proprietary, scenario-based braking energy recovery system. Unlike conventional systems with fixed intensity levels, the control unit identifies real-time vehicle gross weight (unladen, rated, or overloaded) and road gradient. Based on these parameters, the system dynamically selects the optimal energy recovery map. In addition to a manual 5-stage adjustment via the electric retarder, the system automatically coordinates braking torque with the downhill assist system during long downhill stretches. It continuously accounts for the thermal performance limits of the battery and motor, as well as road grip. Under specific typical heavy-duty and gradient test conditions, this adaptive control increases effectively recovered energy by up to approx. 20% compared to conventional, fixed recovery strategies.
- **Field-Tested Level 4 Autonomy in Heavy-Duty Operations:** The eDELIVER 420L draws upon the deep technological expertise of SAIC Group in autonomous driving. This L4 technology was brought to market readiness under extreme real-world conditions in a major project at the Port of Shanghai (Yangshan Port) and on the 32-kilometer Donghai Bridge. In commercial fleet operations comprising 89 intelligent heavy trucks (including 55 pure electric units), major milestones were achieved: By late 2022, platoon formations of five trucks crossed the bridge with only the lead and rear vehicles crewed, while the three middle trucks operated entirely driverless. Since July 2025, fully autonomous demonstration operations have been running across the entire logistics chain from container depot over the Donghai Bridge to Terminal Phase IV. With over 18 million test and operational kilometers completed and a throughput of more than 770,000 TEU containers, the system ranks among the world's most extensively field-tested L4 architectures for heavy transport.
- **Innovative Passive Safety Concept (Displaceable Cab):** The newly developed cab was engineered and digitally certified according to European crash standards ECE R29 V3.0. High-strength steels, monolithic safety cells, and integral stampings ensure an extremely rigid cabin structure. As a groundbreaking innovation, the cab features a four-point suspension with an integrated crash displacement mechanism: In a severe frontal impact, the system absorbs impact energy and shifts the entire body-in-white cabin back

by up to 500 mm in a controlled manner. Dedicated brackets at the front mounting points hold the cab securely attached to the chassis frame. Through this targeted displacement, the survival space inside the cabin for driver and co-driver is fully preserved.

- **Chassis, Steering & Brakes:** The intelligent chassis features Electro-Hydraulic Power Steering (EHPS) with speed-sensitive assistance, active return-to-center, lane keep assist, and hard- and software redundancy. The latest-generation Knorr-Bremse GSBC electronic brake control system optimizes the interplay between regenerative and mechanical braking while stabilizing the vehicle (ABS, ESP, ATC) at maximum energy recovery.
- **First-Class Cabin Acoustics & NVH Comfort:** The vehicle sets new standards in Noise, Vibration, and Harshness (NVH) comfort in the heavy-duty segment. The rigid frame structure, body cavity sealing, and double-sealed doors limit air leakage to below 100 CFM (at 125 Pa). Acoustic laminated glass for the windshield, interior paneling lined to over 80% with two-component insulation cotton, as well as CFD-optimized A-pillars and exterior mirrors minimize wind and road noise. In testing per ISO/GB standards, interior noise levels at driver ear level achieved excellent values of just 52.5 dB(A) at 40 km/h and 65.0 dB(A) at 80 km/h (over 1.5 dB(A) better than industry average). The Articulation Index (speech intelligibility) stands at an outstanding 98% (40 km/h) and 77% (80 km/h). Combined with a weighted vibration acceleration of 0.32 m/s² and 0.45 m/s² respectively (over 40% better than industry average), the cabin provides premier long-haul comfort.
- **Cabin, Design & Digital Ecosystem:** The interior features a continuous flat floor without an engine tunnel, modular overhead storage compartments, and a cockpit with a 12.3-inch instrument cluster display and twin 15.6-inch 2K touchscreens. A high-end Smart Driving System powered by 254 TOPS computing power, 4 LiDAR sensors (including 32-line blind-spot LiDAR), 15 cameras, and radar sensors provides 360° surround vision, Driver Monitoring System (DMS), and AI voice control. Cloud fleet services enable Over-The-Air (OTA) updates, remote diagnostics, truck navigation, and driving behavior analytics.

- **Quality Standard:** Manufacturing is carried out according to automotive industry quality standards certified under IATF 16949.

1.2 The Autonomous RoboVAN: The Future of Urban Logistics

As a second milestone, MAXUS offers a fascinating insight into tomorrow's freight distribution with the autonomous RoboVAN. The vehicle concept combines next-generation fully autonomous driving with intelligent cargo space solutions for the last mile.

- **Field-Tested Level 4 Automation:** The systems built into the RoboVAN are based on SAIC Group's proven Level 4 automation technology, which has already been successfully validated across more than 18 million kilometers of real-world test operation.
- **Urban Logistics Processes:** The RoboVAN enables efficient, zero-emission distribution logistics in urban low-emission zones and pedestrian areas. Combining precise LiDAR and camera sensors with artificial intelligence, the vehicle navigates complex traffic situations autonomously, detects obstacles in real time, and optimizes traffic flow.
- **24/7 Operation:** In conjunction with automated depot and parcel sorting systems, the RoboVAN enables quiet, zero-emission delivery around the clock (24/7), effectively reducing traffic congestion during peak hours.

Chapter 2: The Updated Product Portfolio for Model Year 2027



Alongside its visionary technology highlights, MAXUS presents its comprehensively updated and expanded model lineup for Model Year 2027 at IAA Transportation 2026.

"With its expanded portfolio, MAXUS is positioning itself very broadly across various segments, offering tailored solutions for trade, craft, municipalities, and logistics providers," says Utz Rachner, Country Manager MAXUS Germany.

2.1 Model Premieres and Product Innovations

- **MAXUS eDELIVER 5 Chassis:** The flexible chassis cabin variant of the eDELIVER 5 series was developed to implement customized industry bodies—from refrigerated boxes to flatbed platforms—on a compact, high-performance electric platform.
- **MAXUS eDELIVER 7 / eDELIVER 7 AWD:** The versatile mid-size van segment benefits from expanded variants and drive options. The highlight is the eDELIVER 7 AWD featuring intelligent all-wheel drive powered by dual electric motors for optimal traction and maximum driving safety on slippery surfaces or construction sites.
- **MAXUS DELIVER 7 (9A/T):** The popular diesel variant is now available in Europe with an optional 9-speed automatic transmission alongside the established manual gearbox.
- **MAXUS T60:** The robust pick-up designed for demanding off-road, construction, and forestry applications. It combines high towing capacity and durability with practical functionality. New to the lineup is the 2.0l diesel engine with 400 Nm peak torque and a fuel consumption of 8.8 l/100 km (WLTP).
- **MAXUS eTERRON 9 (Model Year 2027):** The fully electric all-wheel-drive pick-up represents the pinnacle of the model range. Equipped with dual electric motors, a system output of 325 kW (442 hp), a 102 kWh high-voltage battery, and a braked towing capacity of up to 3,500 kg, it unites premium comfort with uncompromised commercial vehicle capability.

2.2 The Proven Overall eDELIVER Portfolio

The new additions are complemented by the established van lineup:

- **MAXUS eDELIVER 3:** The agile, compact urban delivery van for courier and express services offering superior space utilization.
- **MAXUS eDELIVER 9:** The electric van flagship for bulky cargo, high payloads, and demanding fleet applications.

Chapter 3: History, European Market Success, and Top Safety Standards

The success story of MAXUS in Europe is built on continuous innovation, reliable vehicle quality, and uncompromised safety.

3.1 Continuous Growth and Market Success in Europe

Since entering the European market, MAXUS has rapidly evolved from a newcomer into a firmly established player in the light commercial vehicle segment. By combining practical vehicle concepts, attractive Total Cost of Ownership (TCO), and fast vehicle availability, numerous leading European logistics groups, commercial trades, and fleet operators already trust in the brand's reliability.

"MAXUS is the leading import brand for vans and commercial vehicles in Europe. This also applies to electrified vehicles in this segment. This provides MAXUS with an excellent starting position to consistently expand its portfolio and increase market share," says Chris Chen, SAIC Commercial Vehicle International Managing Director for Pan-European Operation.

3.2 Outstanding Safety: Euro NCAP 5-Star Ratings

Safety is top priority in the development of all MAXUS vehicles. Independent crash tests and safety evaluations by Euro NCAP confirm that modern commercial vehicles must deliver highest protection standards.

Multiple models in the portfolio have been awarded the top 5-star rating. These outstanding results confirm not only the structural integrity of the vehicle cabins and battery enclosures, but also the effectiveness of the standard, state-of-the-art Advanced Driver Assistance Systems (ADAS)—ranging from Automatic Emergency Braking and Lane Keep Assist to Blind Spot Monitoring.

Chapter 4: European Service

A central milestone for the brand's further development in the German and European markets is the strategic realignment of its sales and service organization.

4.1 Direct Manufacturer Presence for Maximum Customer Proximity

As of September 1, 2026, close to 100 new partners signed service agreements with MAXUS in Germany. By the end of 2026, Germany will count 170 service partners in total.

Utz Rachner, Country Manager MAXUS Germany, notes: *"This strategic step represents a significant advancement for the brand in the German market with a clear objective: to make customer service, parts supply, and support for fleet and dealer partners as customer-centric and efficient as possible."*

MAXUS is further strengthening its service and support capabilities in Germany, with a clear focus on improving customer service, parts availability, and support for fleet and dealer partners.

With the integration of sales activities into parent company, the brand operates via a direct import structure in Germany. This realignment sustainably strengthen MAXUS's market position and delivers key benefits to commercial customers and fleet partners:

- **Strengthened After-Sales Service:** Direct access to proprietary spare parts logistics hubs and expanded training capacities for the dealer network further maximize service quality and vehicle uptime in daily fleet operations.
- **Comprehensive Support:** Fleet customers benefit from tailored solutions from a single source—ranging from customized financing and leasing options to proprietary manufacturer warranty packages for vehicle and high-voltage battery.

4.2 Technological Focus: Smart Charging & Bidirectional Charging (V2X) in Real-World Use

The direct manufacturer integration under SMD-MAXUS also creates the foundation for offering forward-looking charging infrastructure services directly. Most electric models of MAXUS are equipped with V2L as standard. Regarding V2X, bidirectional charging compatibility has been successfully tested, and MAXUS is continuing to advance bidirectional charging (V2X) technology across its fully electric vehicle portfolio to transform vehicles into active grid elements.

Real-World Pilot Project

How this vision functions in daily operations is demonstrated by an European pilot project:

- **Vehicle-to-Building (V2B):** Solar power generated during the day is temporarily stored in the batteries of parked post vehicles and fed back into the depot building during peak demand.



- **Vehicle-to-Grid (V2G):** During evening and overnight idle periods, the vans serve as pooled energy storage units to help stabilize the public power grid.

Live Demo at IAA Transportation 2026

To showcase the practical viability of this technology live at the stand, renowned e-mobility expert Henk Meiborg conducts interactive demonstrations at the MAXUS stand (Hall 13, Stand E90). He demonstrates the seamless integration of a state-of-the-art Ambibox Smart Charger connected directly to the new MAXUS eTERRON 9 (Model Year 2027), illustrating real-time bidirectional charging and discharging management to industry visitors.

Strong Partner Network

- **Ambibox GmbH (www.ambibox.de):** As a technological leader in certified DC bidirectional chargers, Ambibox supplies the hardware charging infrastructure.
- **ZAPe by PEET GmbH (www.zape.at):** Under the leadership of CEO Henk Meiborg, ZAPe oversaw full project planning, charging technology implementation, and turnkey installation of the Ambibox systems for the smart charging pilot project.

About MAXUS

MAXUS is a brand of SAIC Motor Corporation Limited, one of the world's largest automotive manufacturers. Building on a rich European commercial vehicle heritage, MAXUS unites traditional quality standards with leading electric mobility and software technology. Offering a broad portfolio of vans, pick-ups, MPVs, and heavy trucks, MAXUS delivers tailored solutions for commercial operations under the promise **"Maximize your business."**



Contact

maxus-pr@melters.team

+49 211 972 668 50

<https://maxus-pr.de>

SAIC Motor Deutschland GmbH
Hugenottenallee 173
63263 Neu-Isenburg
Germany

www.maxusmotors.de

Local Court Offenbach am Main,
HRB 58517
Registered Office: Neu-Isenburg
Managing Directors: Yuan Yingchen,
Hao Wang, Hu Zhaoming, Piao
Chunxu
VAT ID: DE337284251