PRESS RELEASE

Pioneer of Electromobility at IAA Transportation 2026:

MAXUS presents forward-looking technologies and refines model year 2027

- **Strong presence in Hannover:** MAXUS presents its expanded product and powertrain portfolio for model year 2027 in Hall 13, Booth E90.
- **Leveraging Smart Charging today:** Bidirectional charging solutions (V2B/V2G) can already bring tangible cost and efficiency benefits to commercial customers in daily operations.
- **Visions of the technological future:** An outlook on heavy electric commercial vehicles and autonomous transport solutions underscores the transformation into a comprehensive mobility provider.
- **Press conference:** Official presentations by MAXUS management on September 14, 2026, from 11:30 to 11:50 AM directly at the exhibition stand.

Neu-Isenburg, August 17, 2026 – Under its central brand claim "Maximize your business", MAXUS presents itself at this year's IAA Transportation in Hannover (September 14 to 20, 2026) as one of the leading forces in 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 into a comprehensive service and mobility provider looks like in practice.

Updated model line-up for model year 2027

A key focus of the trade fair appearance is the updated model range for model year 2027. MAXUS introduces its broad product and powertrain matrix—ranging from

efficient combustion and hybrid drives to fully electric vans and pickups. The revised portfolio offers fleet operators tailored transport solutions featuring even higher functionality, modern equipment, and optimized Total Cost of Ownership (TCO).

Smart Charging: Cost and efficiency advantages for fleets today

MAXUS proves that innovation does not begin in the future through practical Smart Charging demonstrations at its stand. By integrating bidirectional charging (Vehicle-to-Load / Vehicle-to-Building / Vehicle-to-Grid), commercial vehicles transform into active energy storage units. Commercial customers can thus already benefit from genuine economic advantages: operational peak loads are shaved, self-consumption of solar power is maximized, and energy costs for the entire fleet are noticeably reduced. The live demonstration by MAXUS will also showcase concrete use cases for tradespeople, who can power their power tools off-grid, directly from the vehicle battery.

Outlook on tomorrow's logistics: Heavy tonnage and autonomous systems

In addition to its current product lineup, MAXUS offers a technological preview at IAA of how future freight logistics can be shaped:

- **Heavy Goods Transport:** With an all-electric heavy-duty eTruck, MAXUS illustrates its established expertise in zero-emission solutions for the heavy tonnage class.
- **Autonomous Transport Systems:** An innovative technology platform for urban environments provides insights into the potential of AI-assisted, highly automated logistics solutions for the last mile.

These exhibits highlight the brand's technological breadth and long-term focus within the commercial vehicle sector.

Invitation to the Press Conference on September 14, 2026

Media representatives are cordially invited to experience the product debuts and future concept studies live at the trade fair.

- **Location:** Exhibition Center Hannover (Messe Hannover), **Hall 13, Booth E90**
- **Press Conference: September 14, 2026, from 11:30 to 11:50 AM**

During the 20-minute press conference, MAXUS executives will explain the strategic direction, personally introduce the technology highlights, and be available for subsequent questions and photo opportunities.

About MAXUS

MAXUS is a brand of SAIC Motor Corporation Limited, one of the world's largest automotive manufacturers. Building on a long European commercial vehicle history, MAXUS combines traditional quality standards with leading electromobility and software technology. With a broad portfolio of vans, pickups, MPVs, and trucks, MAXUS offers tailored solutions for commercial applications under the brand promise "Maximize your business."

Contact

maxus-pr@melters.team

+49 211 972 668 50

https://maxus-pr.de