PRESS RELEASE

A New Era in Germany and Preparations for IAA 2026: MAXUS Strengthens Market Presence with Direct Distribution and Showcases Future-Oriented Technologies

- **Realignment live:** Since September 1, 2026, MAXUS operates in Germany under the umbrella of SAIC Motor Deutschland GmbH (SMD-MAXUS) for maximum customer proximity and fast service paths.
- **Strong presence in Hannover:** MAXUS presents its expanded product and powertrain portfolio for Model Year 2027 in Hall 13, Booth E90.
- **Window into technological futures:** Outlook on heavy electric commercial vehicles and autonomous transport solutions underscores the transformation into a holistic mobility provider.
- **Press conference:** Official presentations by MAXUS executives on September 14, 2026, from 11:30 AM to 11:50 AM CEST directly at the exhibition booth.

Neu-Isenburg, September 1, 2026 – Commercial vehicle brand MAXUS takes off at this year's IAA Transportation in Hannover (September 14 to 20, 2026) with a sharpened strategic focus and strong backing. The trade show marks two important milestones: the successful launch as a direct distributor under the umbrella of SAIC Motor Deutschland GmbH (SMD-MAXUS) and a preview of future-oriented technologies as well as the updated product portfolio for Model Year 2027.

New Era in Germany: Direct Distribution for Maximum Customer Proximity

Since September 1, 2026, the distribution of all MAXUS vehicles in Germany is handled via a highly efficient direct distribution structure under the umbrella of the

established SAIC Motor Deutschland GmbH (SMD-MAXUS). Utz Rachner from MAXUS Europe states: *“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, fast, and direct as possible.”*

Through the direct connection to the parent company SAIC, German dealer partners as well as commercial customers benefit from shortened decision-making paths, faster feedback loops, and enhanced, direct manufacturer-level after-sales support.

Updated Model Lineup for Model Year 2027

At its exhibition booth, MAXUS presents the comprehensively revised model lineup for Model Year 2027. The brand showcases its broad product and powertrain matrix—ranging from highly efficient internal combustion engines to all-electric vans and pick-ups. The updated portfolio offers fleet operators tailored transport solutions featuring even higher functionality, modern equipment, and optimized Total Cost of Ownership (TCO).

Outlook on Tomorrow’s Logistics: Heavy Tonnages and Autonomous Systems

In addition to the current model lineup, MAXUS provides a technological preview at IAA of how future freight logistics can be shaped:

- **Heavy-Duty Freight Transport:** With the all-electric 40-tonne Heavy-Duty eTruck on display, MAXUS illustrates its existing competence in zero-emission solutions for heavy tonnage classes. The presentation of the near-production vehicle at IAA also serves to gather valuable input for potential future long-

haul application scenarios through direct dialogue with European fleet operators.

- **Autonomous Transport Concepts:** As an innovative technology carrier for urban areas, the RoboVAN gives insights into the potential of AI-supported, highly automated last-mile logistics solutions.

These exhibits underscore the technological breadth and long-term commitment of the brand in the commercial vehicle sector.

Invitation to the Press Conference on September 14, 2026

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

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

During the 20-minute press conference, MAXUS executives will outline the strategic direction, personally introduce the technology highlights, and be available for subsequent Q&A as well as 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 heritage, MAXUS combines traditional quality standards with leading electromobility and software technology. With a broad range of vans, pick-ups, MPVs, and trucks, MAXUS offers tailored solutions for commercial use under the brand promise “Maximize your business.”

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