

BEIJING BENZ



# FOR YOU, NEW DIMENSION MERCEDES-BENZ EQB PURE ELECTRIC SUV

Mercedes-Benz



GET A QUOTE / WHATSAPP: 8618027135323



A FAMILY, A CAR, AND A WONDERFUL VACATION  
START FROM A BOLD AND ROMANTIC IDEA!

"LET'S GO! BIG LIFESTYLE HOME"







A PERSON'S LIFE IS CALLED FREEDOM  
FAMILY LIFE IS CALLED HAPPINESS  
WHEREVER YOU GO WITH YOUR KIDS AND "BIG  
TOYS", IT FEELS LIKE HOME



A man in a pink and white striped shirt is loading gear into the back of a car. The car's rear hatch is open, revealing a large brown duffel bag, a white cooler, and rolled-up sleeping bags. The background shows a scenic view of green hills and a tree. The text "WHETHER YOU ARE A BIG FAMILY OR A SMALL FAMILY, YOU CAN HAVE FUN SITTING THERE" is overlaid on the image.

WHETHER YOU ARE A BIG FAMILY OR A SMALL FAMILY,  
YOU CAN HAVE FUN SITTING THERE

•EQB CAN BE CALLED A WELL-DESERVED "BIG LIFE HOME", WITH FIVE OR SEVEN SEATS, THE CHOICE IS YOURS. THE EQB PURE ELECTRIC SUV HAS A LARGE SPACE OF 5+2 SEATS AND AN ULTRA-LONG WHEELBASE OF 2829 MM. IT HAS SECOND AND THIRD ROWS OF SEATS THAT CAN BE ADJUSTED LONGITUDINALLY AND FLEXIBLY FOLDED. THE CHOICE IS YOURS FOR A LARGE OR SMALL FAMILY.



## WHERE DO YOU WANT TO GO BABIES CAN ALSO HAVE THE FINAL SAY

- LET YOUR BABY SHOUT "HELLO, MERCEDES-BENZ" AND MERCEDES-BENZ WILL TAKE YOU WHEREVER YOU WANT TO GO. A WEALTH OF EXCLUSIVE FUNCTIONS FOR ELECTRIC TRAVEL GIVE EVERY MEMBER OF THE CAR A SENSE OF PARTICIPATION.





# NO MATTER HOW YOU LOOK AT THE ROAD AHEAD, THE SONG IN YOUR HEART WILL MAKE YOU HAPPY

- SUSPENDED DUAL 10.25-INCH DISPLAYS VISUALLY DISPLAY CRUISING RANGE AND CHARGING STATUS AND CHARGING PILES, ETC. THE TWO HIGH-DEFINITION DISPLAYS ADOPT A SUSPENDED DESIGN, WHICH IS FULL OF TECHNOLOGY. MULTI-TOUCH, RICH FUNCTIONS ARE AT YOUR FINGERTIPS. LET THE NEEDS OF THE WHOLE FAMILY BE MET TOGETHER.



A man is seen from the side, driving a car. The interior of the car is visible, including the steering wheel and dashboard. The dashboard features a speedometer on the left and a digital display in the center showing a map and travel information. The digital display shows a route with a distance of 432 km and a time of 16 minutes. The car is parked or moving slowly, as the background is in focus. Outside the car, a family consisting of a woman, a child, and another person are standing in a grassy field. The sun is low on the horizon, creating a warm, golden glow that fills the scene. The overall mood is peaceful and nostalgic, suggesting a family outing or a return home.

DON'T BE IN A HURRY  
A HOME WHERE WE CAN EXPERIENCE THE HAPPINESS OF ALL THINGS  
ON THE ROAD TOGETHER  
IT ' S THE SUM OF COUNTLESS GOOD THINGS





## USE STARLIGHT LIGHT UP IRREPLACEABLE TIME

- THE ICONIC PIONEER DESIGN OF THE PURE ELECTRIC FAMILY ADOPTS A DYNAMIC AMG STYLE APPEARANCE PACKAGE, AND IS MATCHED WITH A "DARK NIGHT STAR WING" CLOSED FRONT GRILLE, AN EXCLUSIVE "RING OF TIME AND SPACE" RUNNING THROUGH THE LIGHT STRIP, AND A UNIQUE DESIGN LANGUAGE TO CREATE AN EMOTIONAL CAR FOR YOU. EXCLUSIVE MEMORY.

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## LET FAIRY TALES SHINE IN YOUR EYES

- THE 64-COLOR AMBIENT LIGHTING SYSTEM MAKES YOU FEEL LIKE YOU ARE IN A GORGEOUS DREAMLAND. IT NOT ONLY HAS TEN BUILT-IN THEME SCENE SETTINGS, BUT ALSO HAS THE BLESSING OF NEBULA STREAMER ACCESSORIES. IT IS FULL OF TECHNOLOGY AND CAN ADD COLOR TO THE ATMOSPHERE YOU WANT AT ANY TIME!



# RAISE YOUR HEAD AND TELL STORIES TO THE STARS

- WITH THE PANORAMIC SLIDING SUNROOF, WHETHER IT'S THE BOUNDLESS STARRY SKY YOU CAN SEE WHEN YOU LOOK UP, OR THE GENTLE BREEZE BLOWING FROM ABOVE ALL THE TIME, WE CAN ALL EXPERIENCE EVERY WARM MOMENT TOGETHER.



A photograph of a child sleeping peacefully in a car seat. The child is wearing a green shirt and is covered with a light-colored, striped blanket. The car's interior is dimly lit, with warm ambient lighting visible on the floor and door panels. The car seat is black with silver accents. The background shows the car's window and the dark exterior.

## BREATHING IS THE SMELL OF HAPPINESS

- FOUR SEASONS YIRAN CLIMATE PRE-CONTROL ALLOWS YOU TO PRESET THE INTERIOR TEMPERATURE FOR THE NEXT TIME YOU SET OFF VIA MBUX OR THE MERCEDES ME APP.
- SMOG TERMINATOR 3.0 EFFICIENTLY PURIFIES THE AIR, MONITORS THE AIR QUALITY OUTSIDE THE CAR IN REAL TIME, AND FILTERS WITH HIGH EFFICIENCY, MAKING EVERY BREATH OF YOUR CHILD EXTREMELY PURE.

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FAMILY AROUND  
ALWAYS THE MOST BEAUTIFUL TIME  
EVERY START  
CAN REACH THE DIRECTION OF THE HEART



# WHEREVER YOU WANT TO GO, IT ' S NOT FAR AWAY

- IT ACCELERATES TO 100 KILOMETERS IN 6.3 SECONDS, HAS A MAXIMUM POWER OF 215KW, AND AN INTELLIGENT FOUR-WHEEL DRIVE SYSTEM. ALL THE ELECTRIC DRIVING FUN YOU WANT IS AVAILABLE HERE.
- THE CRUISING RANGE REACHES 600KM (CLTC OPERATING CONDITION), AND PRECISE BATTERY MANAGEMENT ALLOWS YOU TO GO AS FAR AS YOU WANT.




# TAKE A BREAK AND ENJOY THE WONDERFUL MOMENTS AGAIN

- MERCEDES-BENZ 5 "STAR" CHARGING SERVICE COMPREHENSIVELY SOLVES VEHICLE CHARGING PROBLEMS AND BRINGS PEACE OF MIND TO YOUR HOME FAR AND AWAY, YOU CAN HAVE BOTH.
- IN JUST 45 MINUTES, DC FAST CHARGING CAN RESTORE THE BATTERY FROM 10% TO 80%. A SAFE JOURNEY, TRAVEL WITH CONFIDENCE.





A white Mercedes-Benz EQB 350 is shown from a rear three-quarter view, driving on a multi-lane city road. The car is positioned in the right lane. Overlaid on the road ahead of the car are several concentric, semi-transparent yellow and orange arcs, representing the vehicle's sensor range or safety zones. The background features modern high-rise buildings and trees under a clear sky. The overall scene conveys a sense of advanced technology and safety in an urban environment.

## A SENSE OF SECURITY IS THE STANDARD FOR HAPPINESS

- WHEN TRAVELING ON THE ROAD, STAY SAFE AND SECURE. THE INTELLIGENT PILOT DISTANCE LIMIT FUNCTION GIVES YOU COMPREHENSIVE REMINDERS, INTELLIGENTLY ADJUSTS THE CRUISING SPEED AND THE SAFE DISTANCE FROM THE VEHICLE IN FRONT, GREATLY REDUCING DRIVING FATIGUE. THERE ARE ALSO MANY INTELLIGENT EQUIPMENT SUCH AS INTELLIGENT PILOT STEERING FUNCTION, ACTIVE BLIND SPOT ASSIST SYSTEM, ACTIVE LANE KEEPING ASSIST SYSTEM, ETC. TO PROTECT YOU AT ALL TIMES.



# THE DIRECTION OF HOME IS ALWAYS IN MY HEART

- EQ OPTIMIZES NAVIGATION, PLANNING NAVIGATION ROUTES BASED ON THE CURRENT CRUISING RANGE, PLANNING CHARGING POINTS ALONG THE WAY, AND OPTIMIZING ROUTES IN REAL TIME BASED ON CURRENT ENERGY CONSUMPTION, ROAD CONDITIONS, AND CHARGING STATION OCCUPANCY, MAKING TRAVEL MORE COMFORTABLE AND RETURNING HOME MORE SECURE.
- AUTONAVI CUSTOMIZES NAVIGATION TO GET RID OF THE TROUBLE OF USING MOBILE PHONE NAVIGATION AND AVOID DISTRACTIONS. EVEN IF THERE IS AN INCOMING CALL, THE NAVIGATION IS ALWAYS ONLINE. BEFORE DEPARTURE, SEND YOUR DESTINATION TO THE CAR VIA YOUR MOBILE PHONE. YOUR TRENDY TECHNOLOGICAL LIFE WILL NOW BE SMOOTH WITHOUT A PHONE.





THE DIMENSIONS OF LIFE HAVE INFINITE POSSIBILITIES  
HOME MAKES THE TERRITORY OF HAPPINESS CONTINUE TO EXPAND

"HELLO, BIG LIFE FAMILY"





# EQB PURE ELECTRIC SUV CAR PAINT

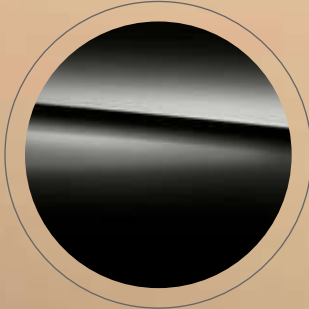


## NON-METALLIC PAINT



ARCTIC  
WHITE  
149

## METALLIC PAINT



COSMIC  
BLACK  
191



WATER  
MOON  
SILVER  
353



MOUNTAIN  
GRAY  
787



TIME  
AND  
SPACE  
SILVER  
922

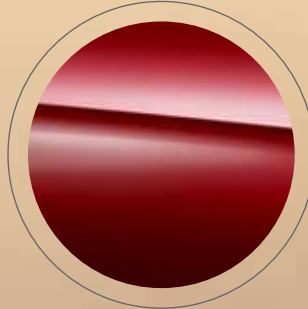


SEA  
NIGHT  
BLUE  
970

## MANUFAKTUR PAINT



MANUFAKTUR  
MATTE  
MOUNTAIN  
GRAY<sup>1</sup>  
662



MANUFAKTUR  
LAVA RED  
(BRIGHT  
COLOR)  
993

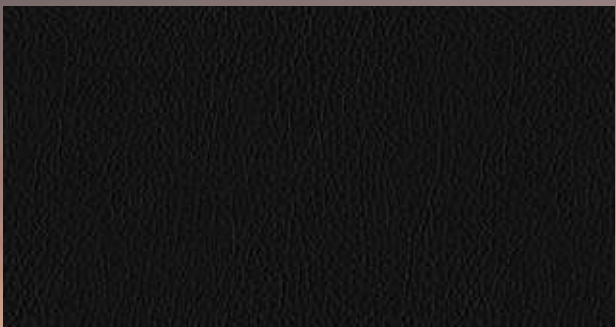
<sup>1</sup> IF OPTIONAL, AN ADDITIONAL RMB 17,300 WILL BE REQUIRED.

\*COLOR MAY VARY SLIGHTLY FROM ACTUAL ITEM DUE TO DISPLAY REASONS.



# EQB PURE ELECTRIC SUV INTERIOR

## ARTICO LEATHER



BLACK<sup>1</sup>

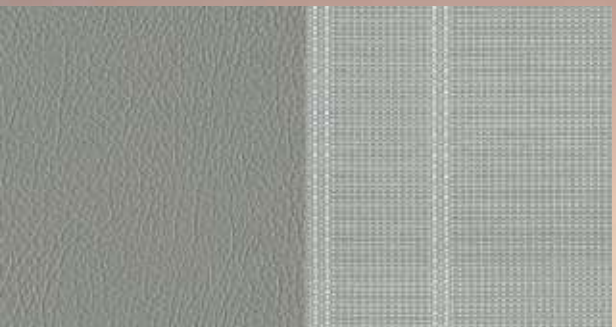
101



MACCHIATO  
BEIGE/BLACK<sup>2</sup>

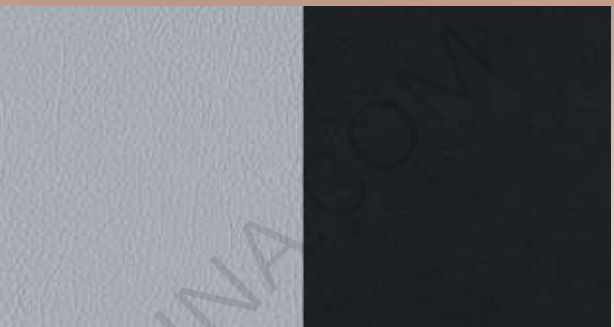
105

## ARTICO/MICROCUT



TITANIUM GRAY<sup>3</sup>

608



TITANIUM GRAY  
NEBULA GRAY<sup>4</sup>

688

## TRIM



NEBULA STREAMER ACCESSORIES

54H

\*COLOR MAY VARY SLIGHTLY FROM

ACTUAL ITEM DUE TO DISPLAY REASONS





# EQB PURE ELECTRIC SUV WHEEL HUB

## STANDARD EQUIPMENT



R96<sup>1</sup>

45.7 CM (18 IN)  
5-SPOKE LIGHT  
ALLOY WHEELS



R57<sup>2</sup>

48.3 CM (19 IN) 5  
-SPOKE LIGHT  
ALLOY WHEELS

## OPTIONAL EQUIPMENT



48R<sup>3</sup>

48.3 CM (19 IN) 5  
-SPOKE LIGHT  
ALLOY WHEELS



RTF<sup>4</sup>

48.3 CM (19 INCHES)  
AMG TWIN 5-SPOKE  
LIGHT ALLOY WHEELS





MODEL PARAMETERS	EQB 260 PURE ELECTRIC SUV	EQB 350 4MATIC PURE ELECTRIC SUV
TOTAL POWER STORAGE (KWH)	73.5	73.5
0–100 KM/H ACCELERATION (SECONDS)	8.8	6.3
MAXIMUM SPEED (KM/H)	160	160
RANGE (CLTC, KILOMETERS)	600	512
DRIVE SYSTEM	FRONT WHEEL DRIVE	TIMELY FOUR–WHEEL DRIVE
PEAK POWER (ELECTRIC) (KILOWATTS [HP] / RPM)	140	215
PEAK TORQUE (ELECTRIC) (NM/RPM)	385	520
POWER CONSUMPTION (KWH/100 KILOMETERS)	13.4	15.5
DC charging time 10%–80% SOC (net) (minutes)	45	45
MAXIMUM APPROACH/DEPARTURE ANGLE (DEGREES)	19/23	19/24
FRONT TIRES/WHEELS	235/55 R18	235/50 R19
REAR TIRES/WHEELS	235/55 R18	235/50 R19
WHEELBASE (MM)	2829	2829
L/W/H (MM)	4684/1834/1693	4684/1834/1706



EXTERNAL	EQB 260 PURE ELECTRIC SUV	EQB 350 4MATIC PURE ELECTRIC SUV
AMG BODY STYLE COMPONENTS	—	●
AVANT—GARDE COMPONENTS	●	●
PANORAMIC SLIDING SUNROOF	●	●
ELECTRICALLY FOLDABLE EXTERIOR MIRRORS	●	●
WINDSHIELD WIPERS WITH RAIN SENSOR	●	●
LED HIGH PERFORMANCE HEADLIGHTS	●	●
KEYLESS ENTRY COMFORT PACKAGE (KEYLESS—GO)	¥ 3,900	●
TRUNK INDUCTION OPENING FUNCTION <sup>1</sup>	¥ 0	●
KEYLESS ENTRY <sup>1</sup>	¥ 0	●
CHROME DOOR HANDLE	●	—
ALUMINUM ROOF RAILS	●	●

<sup>1</sup>INCLUDED IN KEYLESS—GO COMFORT PACKAGE

● STANDARD EQUIPMENT

— NOT EQUIPPED



INTERNAL	EQB 260 PURE ELECTRIC SUV	EQB 350 4MATIC PURE ELECTRIC SUV
LEATHER–TRIMMED MULTIFUNCTIONAL SPORTS STEERING WHEEL	●	●
STEERING WHEEL SHIFT PADDLES	●	●
TOUCHPAD	●	●
FULLY DIGITAL INSTRUMENT PANEL DISPLAY	●	●
10.25–INCH CENTRAL TOUCH DISPLAY	●	●
AUTOMATIC AIR CONDITIONING (THERMATIC)	●	●
SMOG TERMINATOR 3.0	¥ 1,800	●
SEAT COMFORT COMPONENTS	●	●
ELECTRICALLY ADJUSTABLE DRIVER'S SEAT	●	●
ELECTRICALLY ADJUSTABLE FRONT PASSENGER SEAT	●	●
HEATED FRONT SEATS	●	●
FOLDABLE REAR SEAT BACKREST	●	●
REAR ARMREST	●	●
THIRD ROW SEATS	–	●
COMFORTABLE SEAT	●	●

● STANDARD EQUIPMENT

– NOT EQUIPPED



INTERNAL	EQB 260 PURE ELECTRIC SUV	EQB 350 4MATIC PURE ELECTRIC SUV
4-WAY LUMBAR SUPPORT	●	●
WIRELESS CHARGING FUNCTION	●	●
LIGHTING AND VISUAL COMPONENTS	●	●
AMBIENT LIGHTING SYSTEM	●	●
EASY-PACK ELECTRIC TAILGATE	●	●
BLACK FABRIC HEADLINER	●	●
STORAGE COMPARTMENT IN FRONT OF CENTER CONSOLE WITH RETRACTABLE LID	●	●
SUN VISOR INCLUDING ILLUMINATED VANITY MIRROR	●	●
LUGGAGE NETS ON DRIVER AND FRONT PASSENGER SEAT BACKS	●	●

● STANDARD EQUIPMENT

– NOT EQUIPPED



CONTROL AND INTELLIGENCE	EQB 260 PURE ELECTRIC SUV	EQB 350 4MATIC PURE ELECTRIC SUV
DYNAMIC CONTROL SELECTION (DYNAMIC SELECT)	●	●
COMFORT SUSPENSION	●	●
BURMESTER® SURROUND SOUND SYSTEM	—	¥ 6,000
REAL-TIME TRAFFIC INFORMATION RESERVATION DEVICE	●	●
HEADS UP DISPLAY	—	¥ 9,000
MBUX INTELLIGENT HUMAN-COMPUTER INTERACTION SYSTEM	●	●
MBUX MIND-READING VOICE ASSISTANT FUNCTION	●	●
SMART PHONE INTERCONNECTION SYSTEM	●	●
VEHICLE COMMUNICATION MODULE (LTE)	●	●
MERCEDES-BENZ EMERGENCY CALL SYSTEM	●	●
AMAP CUSTOMIZED NAVIGATION	●	●
ONLINE NAVIGATION SERVICE (VALID FOR 3 YEARS)	●	●

● STANDARD EQUIPMENT

— NOT EQUIPPED



CONTROL AND INTELLIGENCE	EQB 260 PURE ELECTRIC SUV	EQB 350 4MATIC PURE ELECTRIC SUV
REMOTE AND NAVIGATION SERVICE RESERVE DEVICE (VALID FOR 8 YEARS)	●	●
REMOTE SERVICE AND CHARGING SERVICE ENHANCED VERSION <sup>1</sup>	●	●
AC CHARGING PORT (AC)	●	●
DC CHARGING PORT (DC)	●	●
ETC CARD READER	¥ 3,000	¥ 3,000
CHARGING CABLE FOR HOUSEHOLD SOCKETS	¥ 2,900	¥ 2,900

<sup>1</sup>THE REMOTE SERVICE IS VALID FOR 3 YEARS AND THE CHARGING SERVICE IS VALID FOR 8 YEARS.

● STANDARD EQUIPMENT

– NOT EQUIPPED



SAFETY	EQB 260 PURE ELECTRIC SUV	EQB 350 4MATIC PURE ELECTRIC SUV
DRIVING ASSISTANCE COMPONENTS	¥ 21,000	●
PREVENTIVE SAFETY SYSTEM (PRE-SAFE®) <sup>1</sup>	¥ 0	●
INTELLIGENT NAVIGATION DISTANCE LIMIT FUNCTION	●	●
ACTIVE LANE KEEPING ASSIST SYSTEM	●	—
REVERSE IMAGE	●	—
INTELLIGENT PARKING WITH REVERSING IMAGE	●	—
INTELLIGENT PARKING WITH PARKING POSITIONING SYSTEM (PARKTRONIC)	●	●

<sup>1</sup>INCLUDED IN THE DRIVING ASSISTANCE PACKAGE

● STANDARD EQUIPMENT

— NOT EQUIPPED



SAFETY	EQB 260 PURE ELECTRIC SUV	EQB 350 4MATIC PURE ELECTRIC SUV
360° CAMERA	—	●
SMART PARKING WITH 360° CAMERA <sup>1</sup>	—	●
ENGINE COVER PEDESTRIAN PROTECTION SYSTEM	●	●
KNEE AIR BAG	●	●
FRONT PASSENGER AIRBAG AUTOMATICALLY DEACTIVATES	¥ 860	¥ 860
REAR SIDE AIRBAGS	—	¥ 3,400
REAR SEAT BELT STATUS DISPLAY ON INSTRUMENT PANEL	●	●
TIRE PRESSURE MONITORING SYSTEM	●	●
ELECTRIC VEHICLE LOW SPEED BEEP	●	●

<sup>1</sup>NOT AVAILABLE AS AN OPTION TOGETHER WITH SMART PARKING WITH REVERSING CAMERA

● STANDARD EQUIPMENT

— NOT EQUIPPED