



SAIC MAXUS DEBUTS AT IAA TRANSPORTATION 2022

Fully electric line-up as innovation and climate neutrality take centre stage

First full-size luxury e-MPV launches in mainland Europe – MIFA 9 unveiled

19 September 2022: SAIC MAXUS made an electrifying debut at the 2022 IAA Transportation Show in Hannover this week, showcasing its latest line-up of electric vehicles, including one of its newest additions, the MIFA 9, the world's first, full-size luxury pure electric MPV.

Speaking about the brand's inaugural presence at IAA Transportation, Jack Zhu, SAIC's General Manager for the Europe Region said: "IAA Transportation is the leading trade show for transport, commercial vehicles and logistics and the focus on innovation and climate-neutral logistics at this year's show is an important conversation to contribute to. For MAXUS' debut at IAA Transportation, we are placing our expanding range of EVs in the spotlight with a fully electric stand. As one of the most innovative and progressive electric commercial vehicle brands in Europe right now, SAIC MAXUS takes its leadership role in the sector seriously. We are committed to making MAXUS the leading commercial EV brand in Europe and our strong presence at trade shows across Europe is evidence of this ambition. Our stand at IAA Transportation 2022 comes at an important time for the MAXUS brand and signals the growth of MAXUS across Europe."

SAIC MAXUS is currently available in 73 countries and regions globally. The brand has over 400 sales dealers across Europe, which has helped copper fasten MAXUS' burgeoning presence in the European market. Seen as a 'first choice for Chinese manufactured cars in the developed world', last year the SAIC MAXUS brand achieved sales of almost 183,000 units globally. In the European market, MAXUS has received over 10,000 electric vehicle orders this year so far, making it one of the most popular electric van brands in Europe. [Link to pictures](#)

Shanghai Automotive Industry Corporation (SAIC), the name behind the MAXUS brand since 2010, is the largest automotive group in China and is ranked 68th in Fortune's Global 500 list. SAIC has sold over 390,000 EVs globally in H1 2022.

Senior representatives from SAIC Motors flew into Hannover this week for the event and were joined by dealers and partners from key markets within Europe.

MAXUS RANGE

MAXUS showcased five of its premium electric vehicles at IAA Transportation Show 2022. The impressive line-up included the brand's popular eLCVs the eDELIVER 3 and larger eDELIVER 9, the MAXUS MIFA 9 (MPV), the T90 EV (electric pickup) as well as SAIC's latest project, the MAXUS Electric Light Truck.

MAXUS MIFA 9

Following its debut at Guangzhou Auto Show last November, the MIFA 9 acronym reflects the vehicle's key attributes **Maximum, Intelligent, Friendly and Artistic** and SAIC has confirmed that the versatile platform could also be used for SUVs and pick-ups.

Bringing the MAXUS brand to a whole new audience, MAXUS MIFA 9 offers a range of up to **595km / 369 miles** (WLTP City) on a single charge. With a body size of 5,270 x 2,000 x 1,840mm, the seven-seater display model is a high spec vehicle boasting the industry's first **intelligent driving housekeeper**, which automatically recognises driving style through data and scene driving. MIFA 9 is available to order now, with delivery in Q1 2023.

MIFA 9 – at a glance (IAA Transportation Show display model)

- Battery pack: 90kWh ternary lithium from CATL
- 180kW motor with a maximum torque of 350Nm
- Auto rear lift gate, bilateral electric sliding door, electric power assisted hydraulic braking, electric power steering, electronic parking brake
- Front and rear radar, heating device charging, intelligent headlight control

MAXUS T90 EV (e-pick up)

MAXUS also showcased its all-new electric pick up with a battery pack of 88.5kwh. Perfect for both on and off-road driving, the **MAXUS T90EV** is equipped with a high-level spec and a contemporary and stylish interior. With a range of **330km (WLTP range combined)** and a payload of 1 tonne, the visually sporty exterior is complemented by a modern interior with a 10.25-inch digital touch screen instrument cluster providing a minimalist look. The T90EV is roomy thanks to a neat dashboard design and floor console, making more room for both occupants and storage.

T90EV at a glance

- Battery pack capacity: 88.55kWh
- WLTP Range Combined: 330km
- 150 kW motor
- Body size: 5,365 x 1,900 x 1,809mm
- Cargo box: 1,485 x 1,510 x 530mm
- Wheelbase: 3155mm
- GVW 3,300kg
- CVW without Passengers and Driver: 2300kg
- Payload: 1000kg
- GTM: 4050kg
- Towing Capacity (unbraked): 750kg
- Max ground clearance: 187mm (unladen to bottom of diff)
- Wading depth: 550mm
- Reversing camera and rain sensing windscreen wipers
- Halogen headlight with automatic induction and LED daytime running light
- 17" alloy wheels
- Stainless steel sports bar and outside rope hook

MAXUS Electric Light Truck

Also making its European debut was MAXUS' all-new Electric Light Truck with a driving range of up to 213km (full load comprehensive condition). The Electric Light Truck features a three-seater single cabin, with a GVW of 7490Kg.

With a 127.74KWH CATL Lithium battery onboard, the vehicle will have a maximum speed of 90km/h, a peak power of 60/110Kw and a peak torque of 635/1200Nm. The new MAXUS vehicle will also have a maximum charging power of 102Kw for a DC charge and a 22Kw for an AC charge. Charging times will vary, with a DC charge taking 1.5 hours and an AC charge taking 11 hours.

Speaking about the new vehicle and future goals for MAXUS, Jack Zhu said: "As evidenced by our ever-expanding range of EVs, the MAXUS brand is extending beyond LCVs and our long-term goal is to be as relevant to the passenger and heavy goods vehicle markets as we are right now to the light commercial fleet market. To achieve this, innovation, R&D and design will remain the cornerstones of our ambition and we will continue to invest significantly across all three areas."

eDELIVER 3 and eDELIVER 9

In 2016, LDV, then named MAXUS, launched its first all-electric commercial vehicle, the EV80. Backed by an ongoing €2.3 billion investment by SAIC, the pace at which technology is changing and at which SAIC is innovating is evidenced by the fact that in just six years, the EV80 has been superseded by two new platform EVs, the eDELIVER 3 and eDELIVER 9.

Designed from the ground-up for electric power only with a 50.23Kwh battery, the eDELIVER 3 is a small van that can clock up to 228/238 km (WLTP combined) on a single charge. The eDELIVER 3 boasts 90KW motor with peak power of 40/90kW and a max torque of 125/255 N.m. Available in a number of variants and wheelbase options, the e DELIVER 3 is a fantastically versatile vehicle that suits a wide range of business needs.

The eDELIVER 9 has it all in terms of spec and space and showcases the very best in EV engineering. Available in two size options and with three battery options and operating with a high power 150KW low energy motor, this is the van that will keep you on the road for longer, always going the extra mile. Through various battery cooling methods, the eDELIVER 9 offers a reduced charging time (DC 36-45mins 20% - 80% (actual charging time varies according to battery type), as well as extend battery life and increased operating range.

SAIC MAXUS GROWTH ACROSS EUROPE

The MAXUS brand is synonymous with market-leading commercial electric vehicles and is having a significant impact on the EV marketplace right across Europe.

Market highlights

- Between March 2021 and April 2022 there were more than 17,000 eLCVs registered in the UK with MAXUS capturing 11% market share¹.
- EVs accounted for more than 36% of MAXUS registrations in the UK over the past 12 months.
- Last year, the UK branch of DPD, the second largest logistics group in Europe, signed a large order for 750 SAIC MAXUS electric Light Commercial Vehicles, setting a record for the largest single overseas order for Chinese-branded eLCVs in history.
- Currently, MAXUS is present in 73 countries and regions across the world, including 20 European countries.

MAXUS EUROPEAN DEALER NETWORK

SAIC MAXUS knows it is not enough to have a great range of products – success only comes when that product is supported with marketing, training, outstanding levels of customer service and by consistently going the extra mile for customers. In this, it relies on its growing network of dealers across the European market.

The brand has been ramping up its network of dealerships across Europe over the past number of years and currently has 56 dealers network located around the UK, 22 in Ireland, 150 in the Nordics², 57 in Germany, 20 in Spain and 18 in Italy.

Each dealership owns and operates its own business, but when it comes to MAXUS, the network thinks and behaves as a collective, something which MAXUS attributes to the success and growth of the brand.

ABOUT SAIC MAXUS

Shanghai Automotive Industry Corporation (SAIC) is the largest automotive group in China and is the name behind the MAXUS (formerly LDV) brand. Based in Shanghai, SAIC produces almost seven million vehicles each year for both domestic and international markets and is a Fortune Global 500 listed company. The company has a number of well-known brands within its portfolio including, since 2010, the acclaimed MAXUS range of LCVs. SAIC MAXUS is with a strong focus on safety, innovation and the introduction of new products to the range, including a suite of EVs that are already setting the standard for the future of eco-fuelled commercial motoring. In April 2020, LDV rebranded as MAXUS across right hand drive Europe, coinciding with the launch of the all-new eDELIVER 9 and the newest EV in the brand's stable, the eDELIVER 3, thereby consolidating the brand's presence across Europe, China and beyond. With an even brighter future ahead, SAIC's key areas of development are electrification, car sharing, connectivity and globalisation.

SAIC's vision is to deliver extraordinary mobility solutions with green and sustainable technology.

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¹ UK LCV registrations March 2021 – April 2022 (SMMT)

² Nordic countries: Norway, Sweden, Denmark, Finland, Iceland and Poland

With an EV-only display, MAXUS showcased the following to guests at IAA Transportation 2022

Description of Exhibit	Length	Width	Height	Weight
eDELIVER 9 panel LWB crew van (L3H2 72kwh)	5940	2062	2525	3500kg
eDELIVER 3 (Chassis Cab) (52.2kwh)	4555	1780	1895	2500kg
MIFA 9 Luxury (90kwh)	5270	2000	1840	3095kg
T90 EV (88.5kwh)	5365	1900	1809	3300kg
Electric Light Truck (Battery size 127.74KWH)	5853	2634	2260	7490kg

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