

Mercedes-Benz launches X-Class pickup

Yesterday, Tuesday, 18 July 2017, saw the launch of the Mercedes-Benz X-Class - the first pickup from a premium manufacturer.



The Mercedes-Benz X-Class has been developed with the changing requirements of the international pickup markets in mind. The demand for mid-size pickups with typical passenger car characteristics and comfort features has been steadily on the rise for years. At the same time, the number of pickups for private use is increasing. They are no longer viewed purely as workhorses.



As the first premium manufacturer, Mercedes-Benz is taking these changes into account – based on its comprehensive experience and competence in developing commercial and off-road vehicles, such as the Unimog and the G-Class for tough operation, vehicles which are equally suitable for work or leisure, such as the V-Class and Vito, and passenger cars that uniquely stand for modern luxury and driving pleasure around the world.



At a glance

- **The Mercedes among pickups:** The Mercedes-Benz X-Class unites the typical traits of a pickup - robustness, functionality, strength and off-road capabilities - with the classical characteristics of a real Mercedes - design, comfort, driving dynamics and safety.
- **Brand characteristic SUV design:** With the centrally positioned star, twin-louvre radiator grille, powerfully honed bonnet and headlamps extending far into the wings, the X-Class seamlessly fits into the Mercedes-Benz portfolio.
- **Premium effect on a new level:** Three trim parts for the cockpit, six seat covers including two leather variants with contrasting topstitching, and two colours for the roof lining provide the widest choice of materials and colours in this vehicle segment.
- **Suits different lifestyles and work environments:** The Pure basic variant for classic robust use, progressive for higher requirements in terms of quality feel and comfort, and Power as the high-end variant for urban lifestyles.
- **Top-of-the-range engine in the segment:** A top-of-the-range V6 diesel with 190kW/258hp will be released mid-2018 occupying a leading position in the mid-size pickup segment. The market launch will start with the diesel X 220 d (120 kW/163hp) and X 250 d (140kW/190hp) as well as a petrol engine (122kW/165hp) in selected markets.
- **Diverse range of accessories:** As from its market launch, customers can add a styling bar, side bar, canopy, various covers as well as numerous cargo and off-road solutions – all developed and designed by Mercedes.
- **Driving enjoyment on a par with passenger cars:** Thanks to the wide track, the spring and damping system tuned for the comfort typical of a Mercedes, and the coil springs as well as internally vented disc brakes on the front and rear, the X-Class is the first pickup that offers not just excellent off-road but also superb on-road performance.
- **All-wheel drive for any surface:** The engageable 4MATIC all-wheel drive with low-range gearing and optional differential lock on the rear axle masters any terrain. From the middle of next year, a permanent all-wheel drive will be available.
- **Star safety:** Like all Mercedes-Benz vehicles, the X-Class stands out for its exemplary passive and active safety equipment. This includes Active Brake Assist, Lane Keeping Assist and Traffic Sign Assist, among others.
- **The first intelligently connected pickup:** Thanks to Mercedes me connect, X-Class customers are connected to their vehicle via smartphone at all times and can call up useful information such as the location of the vehicle or the fuel level, and navigate from door to door.
- **Attractively priced in the segment:** The X-Class is available in Germany from €37,294 (incl. 19% VAT). Market launch begins in November 2017 in Europe. South Africa and Australia will follow at the beginning of 2018, as well as Argentina and Brazil at the beginning of 2019.