



Press release 25.04.2024

MAXUS continues to expand its dealer network

- **Maxomotive Germany plans 185 locations in the sales area**
- **Close-knit sales and service network promotes growth**
- **Expanded model portfolio and improved delivery capability**

MAXUS remains on course for expansion: Maxomotive Deutschland GmbH is successively expanding the Chinese brand's partner network. By the end of the year, the importer, which is part of the Astara Group, is aiming to have around 185 MAXUS locations in the sales region in order to ensure a high level of service quality and customer care across the board. The expansion will be in step with the growing model range.

Following the launch of the Euniq 6 SUV at the beginning of the year, the MAXUS brand, which belongs to the Chinese SAIC Group, is expanding its range of light commercial vehicles (LCVs) in particular: The existing eDELIVER 3 and eDELIVER 9 vans, which will be revised later in the year, will be joined by the recently launched medium-sized eDELIVER 7 panel van and the more compact eDELIVER 5. All models share a powerful electric drive and a high-performance battery that enables ranges suitable for everyday commercial use.

"Over the next three years, we want to grow strongly with MAXUS and a strong dealer network. Strategically, we are planning for a market share of four per cent in the light commercial vehicle segment. Delivery capability, additional diesel vehicles and the expanded product portfolio form the foundation for our ambitious growth plans," explains Gerald Lautenschläger, Managing Director of Maxomotive Deutschland GmbH. "To achieve this goal, we want to further improve our sales and service coverage and increase customer proximity - two factors that are particularly important for small and medium-sized businesses and fleet customers, i.e. the target groups that prefer to choose MAXUS."

Maxomotive Germany currently has 73 partner companies with a total of 131 locations,



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the expansion of the dealer network will be greatly accelerated in the coming weeks and months. According to a survey conducted by the trade magazine "kfz-betrieb", almost one in five commercial vehicle dealers (19.8 per cent) can imagine expanding their LCV range with new brands. The brand most frequently mentioned here is MAXUS. Maxomotive Germany intends to utilise this to build up an even closer-knit service network and improve its position in the municipal business in particular.

The importer wants to make improvements throughout Germany - particularly in large cities and urban centres such as Kaiserslautern, Cologne/Bonn, Munich and the Ruhr region. The first open points are to be filled in the short term by summer 2024. Discussions are already underway. Interested companies with relevant experience in the commercial vehicle business can also apply to Nadia Kuhl from Maxomotive Dealer Network Development (nadia.kuhl@astara.com). The current MAXUS locations in Germany can be found online at <https://maxusmotors.de/haendler>.

MAXUS Euniq 6

Power consumption in kWh/100 km: 21.5 (combined); CO₂ emissions (combined): 0 g/km. CO₂ energy class: A.

MAXUS eDELIVER 3

Power consumption in kWh/100 km: 23.6-22.9 (combined); CO₂ emissions (combined): 0 g/km.

MAXUS eDELIVER 9

Power consumption in kWh/100 km: 38.4-32.1 (combined); CO₂ emissions (combined): 0 g/km.

MAXUS eDELIVER 7

Power consumption in kWh/100 km: 28.2-26.9 (combined); CO₂ emissions (combined): 0 g/km.

All information according to VO EG 715/2007.

The fuel consumption figures and CO₂ emissions stated were determined according to the newly introduced Worldwide Harmonised Light Vehicles Test Procedure (WLTP) and also according to the Real Drive Emission (RDE) procedure in practical driving conditions. The figures are WLTP measured values, which are shown in accordance with the NEDC. Further



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Information on the official fuel consumption and the official specific ^{CO2} emissions of new passenger cars can be found in the "Guide on the fuel consumption, ^{CO2} emissions and power consumption of new passenger cars", which is available free of charge at all sales outlets and on the DAT website (<https://www.dat.de/co2/>).

About Maxomotive Deutschland GmbH

Maxomotive Deutschland GmbH, based in Cologne, is the official importer of vehicles from the Chinese brand SAIC MAXUS for the German market. In Germany, Maxomotive currently offers the eDELIVER 3, eDELIVER 7, eDELIVER 9 and DELIVER 9 vans, the T90 EV electric pick-up, the MIFA 9 luxury van and the Euniq 6 SUV. Further information can be found at <http://www.maxusmotors-presse.de>.

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