



P R E S S R E L E A S E

January 26, 2024

FUSO's all-electric light-duty eCanter truck introduced in Hong Kong; first Asian market launch outside Japan

- Hong Kong to be the first Asian market to receive the new all-electric eCanter light-duty truck
- Start of sales scheduled to begin in January
- The light-duty eCanter is perfectly suited to support transport needs in dense urban areas

Mitsubishi Fuso Truck and Bus Corporation (MFTBC; headquarters: Kawasaki City, Kanagawa Prefecture; President and CEO: Karl Deppen) is pleased to announce that the all-electric eCanter truck has officially begun sales in Hong Kong in January 2024.

It marks the first overseas release of the new generation eCanter in the Asian market outside of Japan, highlighting FUSO's strong commitment to the electric truck market in Hong Kong and its significant step towards meeting the increasingly critical standards of eco-friendly freight transport.

The vehicle is available for purchase in 3 models with 7 variants, covering a gross vehicle weight (GVW) of 5 to 8.55 tons. Exported out of the MFTBC Kawasaki Plant as BU (built-up) trucks, they will be locally fitted with various body applications to cover diverse business needs. The trucks will also be installed with advanced features such as Active Sideguard Assist 1.0 and Active Attention Assist, to support driver and pedestrian safety in Hong Kong, which is one of the most densely populated urban areas in the world.

The eCanter will be distributed in Hong Kong by Universal Cars Limited, the exclusive partner of MFTBC since 1976.

Hong Kong is currently operating on Euro VI emissions standards for trucks and has set forth its roadmap toward carbon neutrality before 2050. As transportation makes up approximately 20% of carbon emissions in the city, the popularization of electric vehicles such as the eCanter is expected to contribute significantly to carbon neutrality. To push the uptake of electric commercial vehicles, the Hong Kong government has set up a \$1.1 billion (HKD) New Energy Transport Fund to subsidize their integration into existing fleets*. The eCanter is expected to be on the list of eligible vehicles that qualify for government subsidies. With the support of local policies, customer interest in electric transport solutions can be expected to grow in future years.

*as of January 2024

About the eCanter

The eCanter is the Japanese market's first series-produced, all-electric truck developed by MFTBC as a solution to urban environmental issues such as noise, exhaust gas, and CO2 emissions. As the eCanter is locally emission-free with its electric motor and produces less noise and vibration compared to conventional diesel-powered vehicles, it is particularly suited to inner-city routes as well as operations during late night and early morning hours. After the launch of the first model in 2017, MFTBC released an

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improved model with enhanced safety equipment in August 2020. Since its launch, the truck has been chosen by customers in Japan, Europe, the United States, Australia, and New Zealand. In March 2023, MFTBC opened orders for the fully remodeled eCanter with a significantly expanded number of variants to cater to diverse business needs. The new model is also scheduled to be rolled out in additional overseas markets.



The eCanter being trialed in Hong Kong

MFTBC at a Glance

Based in Kawasaki, Japan, Mitsubishi Fuso Truck and Bus Corporation (MFTBC) is one of Asia's leading commercial vehicle manufacturers, with 89.29% of its shares owned by Daimler Truck AG and 10.71% by various Mitsubishi group companies. An icon in the Japanese commercial vehicle industry with a longstanding history of over 90 years with its FUSO brand, MFTBC manufactures a range of commercial vehicles including light, medium, and heavy-duty trucks and buses, and industrial engines for approximately 170 markets worldwide. In 2017, MFTBC introduced the eCanter, the first all-electric light-duty truck in series production, and in 2019, the Super Great – Japan's first heavy-duty truck fitted with Level 2 Automated Driving Support Technology, a benchmark in the Japanese commercial vehicle market. MFTBC operates under the umbrella of Daimler Truck Asia, together with its partner organization Daimler India Commercial Vehicles (DICV) in India. This strategic unit allows the entities to collaborate on areas such as product development, parts sourcing, and production to provide the best value to customers.

FUSO at a Glance

FUSO is a Daimler Truck brand, offering a range of commercial vehicles from light, medium, and heavy-duty trucks and buses, to industrial engines and connectivity solutions for over 170 markets worldwide. A longstanding landmark in Japan's commercial vehicle landscape, the brand has leveraged Japanese quality and craftsmanship to set benchmarks in efficiency, safety, and comfort for more than 90 years. FUSO is particularly renowned for its offerings in the light-duty segment. The Canter light-duty truck claims the top market share in various markets around the world. In 2017 the eCanter became the first series-produced all-electric light-duty truck in Japan, establishing FUSO as a pioneer in eMobility. FUSO promises customers

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a “Future Together,” a bold claim that continues to drive the brand’s contributions to safe and sustainable transport.

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