



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

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### eMobility “Customer Experience Center” Established by Mitsubishi Fuso

- **new facility established within the Kawasaki Plant**
- **the Center aims to provide customers with a better understanding of the all-electric eCanter truck and e-mobility ecosystem<sup>\*1</sup> solutions**

**Kawasaki, Japan** - Mitsubishi Fuso Truck and Bus Corporation (MFTBC), one of Asia’s leading commercial vehicle manufacturers, cooperating with Daimler India Commercial Vehicles Pvt. Ltd. (DICV) under the umbrella of Daimler Trucks Asia (DTA), has established the “Customer Experience Center” within its Kawasaki Plant (Kawasaki City, Kanagawa Prefecture). Through this new facility, MFTBC will offer customers the opportunity to experience the FUSO eCanter and its various e-mobility ecosystem solutions.

The Customer Experience Center has been established under the guidance of the Electrical Transformation Office, an organization within MFTBC set up in July 2021 with the aim of promoting electrification. The Center provides an in-depth view into FUSO e-mobility ecosystem solutions and the eCanter, mainly to customers who are considering introducing the electric light-duty truck into their fleet. At the Center, visitors will be guided through six key experiential modules:

- (1) **Technology Experience:** Explanation of vehicle specifications, BEV/FCV technology overview, and collaboration within the Daimler Truck group
- (2) **Product Experience:** eCanter test drive and product explanation
- (3) **Ecosystem and Digital Experience:** Explanation of battery management consulting, connected solutions
- (4) **Charging Infrastructure Experience:** Explanation of charging systems, charging experience
- (5) (Optional) **Quality Lab Experience:** Explanation of Quality Management at MFTBC, introduction of the Quality Lab<sup>\*2</sup>
- (6) (Optional) **Plant Experience:** Tour of production lines at the Kawasaki Plant, where the eCanter is produced

By providing a unique and exclusive visitor experience based on the knowledge and expertise accumulated as a pioneer of e-mobility, MFTBC hopes to address customer concerns as they move toward electrification. By doing so, MFTBC will further contribute to the Japanese government’s goal of achieving carbon neutrality by 2050 while promoting the vision “to embrace a better life for people and the planet.”

Alexander Loesing, Chief Transformation Officer of MFTBC, states, “the transportation industry is undergoing a time of massive change with decarbonization – we are in the midst of one of the biggest energy transitions in history. The Customer Experience Center will be an important point of contact for customers who are considering our eCanter during this pivotal time. I am certain that as a pioneer in the

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field of e-mobility, MFTBC will be able to provide convincing products and services to customers who are shifting to carbon-neutral transport.”

\*1 A comprehensive concept of an entire system of products and services to operate and promote e-mobility

\*2 A facility within the Kawasaki Plant that aims to maintain a high standard of product quality by conducting advanced analyses and measurements utilizing the latest equipment.



## MITSUBISHI FUSO TRUCK & BUS CORPORATION



### **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 more than 85 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 over 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 Trucks 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.

### **About the eCanter**

The eCanter is the series-produced all-electric truck developed by MFTBC as a solution to urban environmental issues such as noise, exhaust gas and CO2 emissions. The eCanter, which falls under the 7.5-ton gross vehicle weight class, ensures a range of about 100 kilometers per charge. The electric drive system carries a motor (maximum output: 135 kW; maximum torque: 390 Nm) and six high-voltage (370 V, 13.5 kWh) lithium-ion battery packs. With quick-charging stations, the vehicle only takes up to approximately 1.5 hours to fully recharge.

### **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 Japan's commercial vehicle landscape, the brand has leveraged Japanese quality and craftsmanship to set benchmarks in efficiency, safety, and comfort for over 85 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 a "Future Together," a bold claim that continues to drive the brand's contributions to safe and sustainable transport.