



Mercedes-Benz Announces Strategic Alliance with Simon® to Expand High-Power Charging Network

November 2, 2023

Mercedes-Benz Charging Hubs will be built at 55 Simon locations in the United States



NEW YORK--(BUSINESS WIRE)--Today, Mercedes-Benz HPC North America LLC (Mercedes-Benz HPC NA) and Simon® announced a new, groundbreaking strategic relationship. Mercedes-Benz HPC NA is building a network of premium EV charging hubs in the US and Canada, and Simon® is a global leader in premier shopping, dining, entertainment and mixed-use destinations.

This agreement marks an exciting moment for both brands, each renowned for delivering unparalleled quality experiences to their customers. For Mercedes-Benz, this initiative further solidifies its commitment to support a high-quality charging experience for drivers of all EV brands that is fast, reliable, safe and close to attractive amenities. Further, this expansion of the Mercedes-Benz Charging Network to Simon locations will bring hundreds of construction jobs to the communities that they're located in.

Andrew Cornelia, President and CEO of Mercedes-Benz HPC North America LLC, expressed his enthusiasm for the alliance, stating, "We're thrilled to announce this alliance with Simon, who has consistently set benchmarks in customer service delivering excellence in the retail experience across its properties nationwide. This collaboration underscores our commitment to delivering a high-quality charging experience to every driver - which extends beyond the vehicle and to the amenities and experiences that drivers can access while they charge."

Chip Harding, Senior Vice President of Simon Media & Experiences is pleased with the addition of premier brand Mercedes-Benz to Simon's EV charging providers, stating, "We are committed to building EV charging sites across the Simon portfolio. Moreover, we look forward to continuing that growth with Mercedes-Benz, a brand that shares our vision to deliver best-in-class experiences for customers and for the communities that we serve."

Key takeaway from this strategic alliance is the integration of several key initiatives:

- Deployment of Mercedes-Benz branded EV fast chargers at no less than 55 Simon retail properties; and,
- Placement of Mercedes-Benz advertising across Simon's out-of-home media infrastructure; and,
- Utilization of Simon centers for Mercedes-Benz vehicle launches, vehicle displays, and test-drive opportunities where drivers already go to shop, live, work and play.

This alliance represents one of Mercedes-Benz HPC NAs initial steps towards fulfilling its promise of expanding the EV charging map in North America through a value-based approach. Mercedes-Benz HPC NA is building charging hubs where EV drivers are and where they want to travel, thus seamlessly integrating charging into EV drivers' lives, ensuring that the brand's legacy of quality meets the practical needs of today's EV owners. And, this charging is done sustainably, using 100% clean energy.

Mercedes-Benz is continuously expanding public charging offerings to customers globally. Mercedes-Benz's initiatives to establish a high-power charging infrastructure also include the Europe-wide fast-charging network joint venture IONITY, which already comprises around 3,000 charging points, and the recently established joint venture with six other automotive OEMs to expand the North American high-power charging network. The company's own Mercedes-Benz Charging Network consisting of branded charging hubs is the next important step in the company's electrification strategy.

Both Mercedes-Benz HPC NA and Simon anticipate the transformative impact that this collaboration will have on the electric vehicle charging landscape in North America, signaling a bright future for sustainable transportation.

Mercedes-Benz HPC North America at a glance:

Mercedes-Benz HPC North America is responsible for the development and operation of the Mercedes-Benz high-power charging network in North America, helping realize the next, essential step forward in Mercedes-Benz's electrification strategy: Expansion of the overall North American EV charging map to help propel EV adoption to the next levels. Its mission is to deliver an industry-leading premium charging experience, with plans to deploy 400 charging stations and over 2,500 high-power chargers across North America by the end of this decade. As part of Mercedes-Benz Mobility AG, we play a crucial role in expanding the North American EV charging infrastructure and driving EV adoption. The company is a joint venture between Mercedes-Benz Financial Services Investment Company LLC and MN8 Energy, a leading renewable energy company. The company is part of the Mercedes-Benz Mobility AG family of companies, the financial and mobility services division of Mercedes-Benz Group AG.

Mercedes-Benz Mobility at a glance

With around 10,000 employees, Mercedes-Benz Mobility specialises in financial and mobility services. The products range from financing, leasing, vehicle subscription, rental and fleet management to insurance, innovative mobility services, digital payment solutions as well as products and services around charging. Mercedes-Benz Mobility is a division of Mercedes-Benz Group AG, which also includes the vehicle manufacturer Mercedes-Benz AG, one of the largest suppliers of premium and luxury passenger cars and vans. Mercedes-Benz Group AG is one of the most successful automotive companies in the world. As financial services provider, Mercedes-Benz Mobility entities support sales of the Mercedes-Benz Group's automotive brands worldwide. In addition, Mercedes-Benz Mobility offers comprehensive products and services in the fields of charging at home, at public and for business use cases. In Germany, Mercedes-Benz Bank is one of the leading vehicle financing banks. Flexible mobility offers such as Mercedes-Benz Rent or EQ subscription, enable an uncomplicated and flexible entry into e-mobility, complementing the service portfolio. With its subsidiary Athlon, Mercedes-Benz Mobility is present in Europe in operational fleet management and vehicle leasing and is responsible for around 400,000 vehicles. In addition, Mercedes-Benz Mobility invests in the market for urban mobility services: The FREE NOW Joint Venture is a pioneer of multimodal mobility with its digital Mobility-as-a-Service platform. The Digital Charging Solutions GmbH (DCS), which is behind the CHARGE NOW Joint Venture, brings together drivers of electric vehicles and charging station operators. The portfolio also includes StarRides – a limousine transport service joint venture in China – and the participation in the Berlin chauffeur service Blacklane. In 2022, Mercedes-Benz Mobility financed or leased around every second of the Mercedes-Benz Group's vehicles sold worldwide. This corresponds to a contract volume of 132.4 billion €. The business segment generated sales of 27.0 billion € in 2022 and achieved an EBIT adjusted of 2.4 billion €. Mercedes-Benz Mobility operates in 35 countries.

About Simon

Simon® is a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations and an S&P 100 company (Simon Property Group, NYSE: SPG). Our properties across North America, Europe and Asia provide community gathering places for millions of people every day and generate billions in annual sales.

Contacts

Humza Ahmad, Manager, Corporate Communications, Mercedes-Benz Financial Services USA LLC, humza.ahmad@mercedes-benz.com, 248-464-7168

Nicole Kennon, Director, PR & Communications, nkennon@simon.com, 704-804-1960