

New Mercedes-Benz Sprinter a leap in design, fleet efficiency

This week Mercedes-Benz released a design sketch of the forthcoming Sprinter model. Billed to be one of the most technologically advanced vans yet before it finally arrives on the European market in the first half of 2018 (SA will get it in the first quarter of 2019), much expectation hangs over the new model.



The design sketch of the model further indicates that one of the most eagerly anticipated models in the van sector will also set new standards in terms of appearance. With its new look, the Sprinter is said to again shift the boundaries of its segment. The vehicle presents itself consistently in the design language of Mercedes-Benz and embodies the opposite of this philosophy: emotion and intelligence.

New features

Some of its new features will include the comprehensive introduction of driving assistance systems and connectivity services in combination with new telematics, which the company says will bring a leap forward in efficiency for vehicle and fleet management. The new model can also be more precisely adapted to individual transport and sector requirements thanks to a considerably extended range of variants. With this combination, the new Sprinter is said to have a unique proposition as an overall system solution in the van market

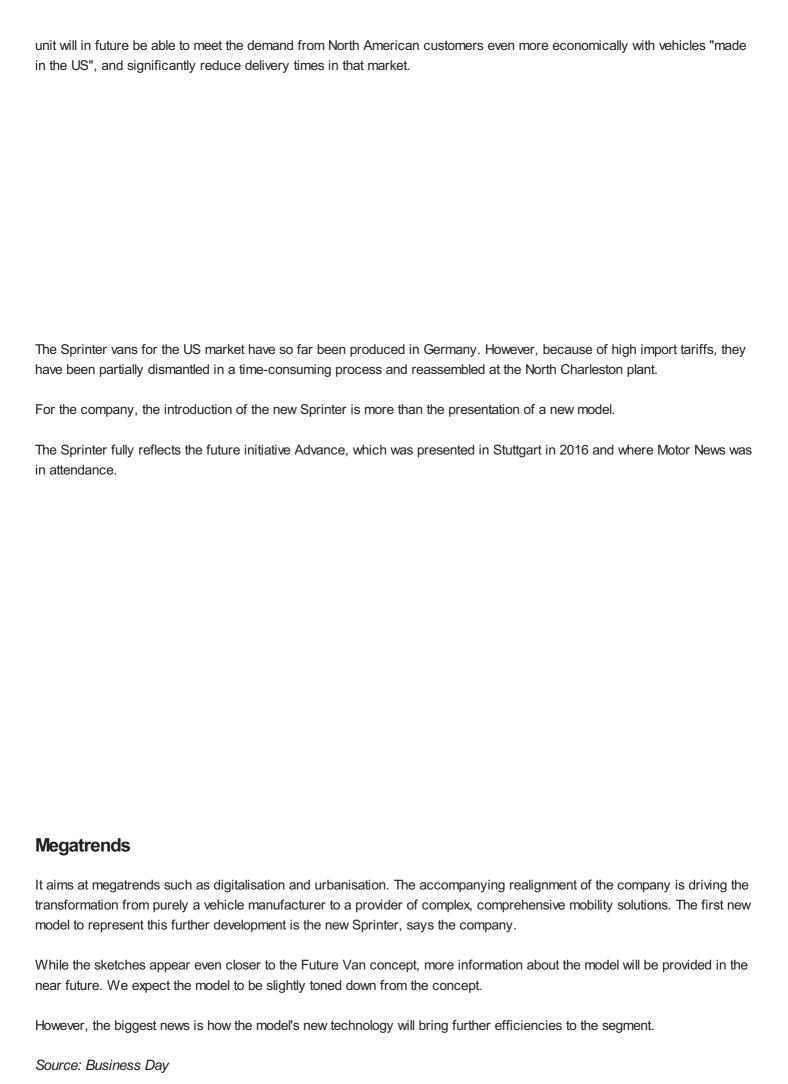
"We want to do more than just build the best vehicles," says Volker Mornhinweg, head of Mercedes-Benz Vans. "We want to offer the most suitable mobility solution for every sector and for every transport assignment. And that is precisely our focus with the upcoming Sprinter generation as an overall system solution. The new edition of our iconic van possesses the classical attributes of reliability, safety and cost-effectiveness."



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Mornhinweg says the US is one of the world's fastest-growing van markets. After Germany, it is the second-largest individual sales market for the large van. With the new Sprinter plant in North Charleston, under construction, the business



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