

Daimler CEO Dieter Zetsche Discusses Plans To Launch An Electric Mercedes-Benz Model In 2010

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In a telephone interview with the Frankfurter Allgemeine Zeitung today, Daimler CEO Dieter Zetsche spoke briefly about the company's plans for the coming years. During the interview, Zetsche noted that 'we plan an electric Smart for 2010 and for the same year a Mercedes (electric) model as well.' The news comes as an addendum to Daimler's recently detailed 'Road to the Future' plans, in which the company revealed a timetable for many of their forthcoming modular technologies. After confirming an electric Mercedes and smart model in 2010, Zetsche then went on to speak briefly about the fact that pricing for electric models is still undetermined, stating that it 'depends on whether we sell the batteries with the car or lease them. The willingness (on the part of consumers) to pay more is limited.'

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