



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

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## **MFTBC Introduces All-Electric eCanter in the United Arab Emirates**

- **Growing demand for eco-friendly transportation solutions in the UAE and support for sustainability and clean mobility initiatives**
- **Driving the introduction to the UAE market in collaboration with authorized distributor Al Habtoor Motors**

Mitsubishi Fuso Truck and Bus Corporation (Headquarters: Kawasaki City, Kanagawa Prefecture, President and CEO: Karl Deppen, hereafter “MFTBC”) announces the launch of its all-electric light-duty truck, eCanter, in the United Arab Emirates (UAE). This marks the first introduction of the eCanter in the UAE and represents a significant step toward promoting sustainable commercial mobility in the region.

The launch event, held in Dubai in collaboration with Al Habtoor Motors (AHM), MFTBC’s authorized distributor in the UAE, gathered customers, partners, and industry stakeholders. The event highlighted MFTBC’s commitment to supporting the transition to zero-emission solutions for urban logistics and last-mile delivery.

The eCanter offers locally emission-free driving, low noise levels, and reduced operating costs, making it ideal for city logistics, municipal services, and last-mile transportation. With multiple battery configurations and a wide range of chassis and body options, the eCanter can be customized to meet diverse operational needs.

Built on MFTBC’s trusted light-duty truck platform, the eCanter combines advanced electric driveline technology with smooth acceleration, excellent maneuverability, and a comfortable driving experience. It also features cutting-edge safety and driver-assistance systems to enhance daily operations and driver confidence.

Already deployed in markets worldwide, the eCanter’s introduction to the UAE reflects the growing demand for environmentally friendly transport solutions and aligns with the country’s sustainability and clean mobility goals. Through this launch, MFTBC and AHM reaffirm their long-term commitment to the UAE market and their role in building a more sustainable and advanced commercial transportation ecosystem.



eCanter presented at the event hosted with Al Habtoor Motors

### **MFTBC at a Glance**

Mitsubishi Fuso Truck and Bus Corporation (MFTBC) is a commercial vehicle manufacturer based in Kawasaki City, Japan. 89.29% of its shares are owned by Daimler Truck AG and 10.71% by various Mitsubishi group companies. MFTBC provides trucks, buses and industrial engines under the FUSO brand with a longstanding history of over 90 years, serving approximately 170 markets worldwide. MFTBC proactively develops cutting-edge technologies such as electrification, with its eCanter being Japan's first mass-produced electric light-duty truck. MFTBC's heavy-duty Super Great Truck was also the first of its kind in Japan to include SAE Level 2-equivalent automated driving support technology, now a benchmark in the Japanese commercial vehicle market.

### **FUSO at a Glance**

FUSO is a Daimler Truck brand, offering a range of commercial vehicles such as trucks and buses and industrial engines in about 170 markets worldwide. The brand is characterized by effectiveness, safety and comfort, built over its 90-year history with a foundation of and Japanese quality and craftsmanship. The Canter light-duty truck claims the top share in various markets around the world. FUSO leads electrification of commercial vehicles by globally offering Japan's first mass-produced electric light-duty truck, the eCanter. FUSO promises customers a "Future Together," a bold claim that continues to drive the brand's contributions to safe and sustainable transport.

### **About the eCanter**

The eCanter is the Japanese market's first series-produced, all-electric truck (battery EV truck) introduced by MFTBC in 2017 with zero greenhouse gas emissions, it contributes to CO<sub>2</sub> reduction, a major global

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issue. The eCanter is suited to inner-city routes as well as operations during late night and early morning hours, due to lower noise and vibration levels unique to EV trucks. The fully remodeled new eCanter launched in March 2023 caters to more diverse business needs with expanded chassis selections, body applications and cruising ranges. In addition to existing markets including Japan, 31 countries and regions in Europe and Oceania, MFTBC is expanding available overseas markets of eCanter including Asian markets such as Indonesia and Taiwan, Middle East and South America.