

Profile of Daimler (Mercedes-Benz)

The logo for Daimler, featuring the word "DAIMLER" in a bold, blue, serif font, enclosed within a thin black rectangular border.

Industry: automotive corporation

Founded: 1926

Headquarters: Stuttgart, Alemannia

Employees: 298.6831 (2018)

Sales (revenue): 172,700 million euros (2019)

Website: <https://www.daimler.com/en/>

Summary:

Daimler is a German multinational automotive corporation. It is one of the world's leading car and truck manufacturers. Firstly it was called Daimler-Benz and was formed with the merger of Benz & Cie. and Daimler Motoren Gesellschaft in 1926. The company was renamed DaimlerChrysler upon acquiring the American automobile manufacturer Chrysler Corporation in 1998, and was again renamed Daimler AG upon divestment of Chrysler to Cerberus Capital Management in 2007. As of 2014, Daimler owned or had shares in a number of car, bus, truck and motorcycle brands including Mercedes-Benz, Mercedes-AMG, Smart Automobile, Detroit Diesel, Freightliner, Western Star, Thomas Built Buses, Setra, BharatBenz, Mitsubishi Fuso, MV Agusta as well as shares in Denza, KAMAZ and BAIC Motor.

In 2019, Daimler sold 3.3 million vehicles. By unit sales; Daimler is the thirteenth-largest car manufacturer and is the largest truck manufacturer in the world. Daimler provides financial services through its Daimler Financial Services arm. The company is a component of the Euro Stoxx 50 stock market index.

Sources:

https://en.wikipedia.org/wiki/Daimler_AG

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