

Objectives and Strategy

For more than 130 years we have been moving people and goods all over the world – safely, efficiently and with innovative technologies. Our industry is currently in the midst of its biggest transformation in history. Sustainability (especially climate protection) as well as digitalization, shifts in global trade, and the impact of the covid-19 pandemic are changing our business and our company. As the inventor of the automobile, it is in our DNA to repeatedly take the lead in automotive engineering with new technologies. In addition, we will strive to set standards for sustainable mobility and transport in the future.

The role of Daimler AG

The transformation of our industry is requiring us to take quick, agile and customer-focused action. Our implementation of “Project Future” turned our previous divisions into three legally separate units (Mercedes-Benz AG, Daimler Truck AG and Daimler Mobility AG) under the roof of Daimler AG, which is listed on the stock exchange. In this way, we have strengthened our entrepreneurial freedom, intensified our market and customer orientation, and made it easier for the new divisions to enter into partnerships. In this new role, Daimler AG serves as an operational and strategic management holding that performs the governance and steering functions and thus creates the framework for the new divisions. Some organizations will be retained at this central level, especially the higher-level units in the functions Finance and Controlling, Human Resources, and Integrity and Legal. In this way, Daimler AG ensures a uniform and centrally managed corporate finance system, sets the scope for the long-term return and growth targets, and determines how funds will be allocated. The aim is to boost the company’s value on a sustained basis.

Sustainability as an integral part of our corporate strategy

Sustainability means harmonizing economic, ecological and social objectives. Daimler is committed to the United Nations’ Sustainable Development Goals and to the Paris Agreement on climate change. For our company, sustainability means permanently creating value for all stakeholders: customers, employees, investors, business partners and society as a whole. For us, sustainability is not an isolated area where we take action, but an integral part of our corporate strategy. In line with this approach, we work to achieve CO₂-neutral mobility by 2039, reduce our resource consumption despite growth, implement measures that increase safety on the road, continue to utilize data responsibly, and assume responsibility for upholding human rights along the entire value chain.

Achieving success in our areas of action requires a clear commitment to a culture of integrity, as well as future-oriented cooperation with our workforce and our partners in industry, government and society at large. A central sustainability management system enables the effective planning of ambitious goals and their implementation.

Our “Ambition 2039” strategy for **Mercedes-Benz Cars** clearly demonstrates our commitment to climate protection. Our goal here is to become CO₂-neutral by 2039. More specifically, this means we plan to achieve CO₂-neutral production at our own car plants from 2022, have plug-in hybrids and all-electric drive systems account for more than 50% of our portfolio by 2030, and offer a CO₂-neutral new car fleet to our customers within less than three product life cycles. An example of this is the new Factory 56 at the Sindelfingen plant. This facility, whose first series-production model is the new S-Class, consumes less energy than previous vehicle assembly operations for comparable model series and has a CO₂-neutral footprint. Among other things, this is made possible by the facility’s energy concept, which includes a photovoltaic system, a direct-current network, and energy storage devices made of reused vehicle batteries. A holistic view of the CO₂-reduction issue also needs to take the recycling of raw materials into account. After all, we also want to drive forward the implementation of our climate neutrality objective at our suppliers and partners.