



Mercedes-Benz

Tiedotusvälineille 5.10.2007  
Julkaistavissa heti

Daimler AG nimi hyväksyttiin 4.10.2007

## Veho Group Oy Ab:n saksalaisen päämiehen nimi muuttuu Daimler AG:ksi

- Ylimääräinen yhtiokokous Berliinissä 4.10.2007 hyväksyi uudeksi nimeksi **Daimler AG:n.**
- Yksiköiden nimet muuttuvat; henkilöautot **Mercedes Car Group** muuttuu **Mercedes-Benz Cars –yksiköksi** ja hyötyajoneuvoyksiköt seuraavasti **Mercedes-Benz Vans, Daimler Trucks, Daimler Buses.**
- **Daimler AG:n** merkkejä ovat **Mercedes-Benz, Maybach, smart, Setra, Orion, Freightliner, Sterling, Western Star, Thomas Built Buses and Mitsubishi Fuso.**

Ohessa englanninkielinen tiedote nimenmuutoksesta.

### Extraordinary Shareholders' Meeting of DaimlerChrysler Approves Renaming as Daimler AG

Berlin

,

**Oct 04, 2007**

The Extraordinary Shareholders' Meeting of DaimlerChrysler AG (stock exchange abbreviation: DAI) today approved the renaming of the company as Daimler AG by a 98.76% majority.

The points added to the agenda at the request of the shareholders received only 2.94% of the votes at most and were therefore rejected.

Slightly above 5,000 shareholders attended the Extraordinary Shareholders' Meeting, which was held at the Messe Berlin exhibition grounds. This figure amounted to 51.6% of the total number of DaimlerChrysler shareholders. As part of the renaming of the Group as Daimler AG, the company's production plants and sales organizations in and abroad will also be renamed. The guiding principle of the name change process is a clear distinction between the corporate brand Daimler and the Group's various product brands. The corporate brand Daimler will serve to identify the Group in its dealings with political decision-makers, the general public, the financial markets, the business media, and its employees. It will also serve as an umbrella for all of its product brands. By contrast, the product brands Mercedes-Benz, Maybach, smart, Freightliner, Sterling, Western Star, Setra, Thomas Built Buses, Orion, and Mitsubishi Fuso will serve as our "business cards" to the customers.

The company will be called Daimler wherever several product brands are produced or sold, or where the focus is on the Group as a whole. Plants and sales organizations that exclusively or primarily produce or sell a single product brand will be named after the respective product brand.

With the exception of the locations in ( ) and ( ) all of the research centers will be called Daimler, whereas the development centers will be named after the respective product brand.

The financial services division will be called Daimler Financial Services.

The individual production plants will be renamed as follows:

- **Mercedes-Benz:** Aksaray, Bad Cannstatt, Barcelona, Bremen, Brühl, Davutpasa, Düsseldorf, East London, Gaggenau, Global Logistic Center, Hamburg, Hedelfingen, Hosdere, Juiz de Fora, Kassel, Ludwigsfelde, Mannheim, Marienfelde, Mettingen, Molsheim, Rastatt, Sindelfingen, Sirnau, Sao Bernado, Tuscaloosa, Untertürkheim, Vitoria, Wörth
- **smart :** Hambach
- **Fuso :** Tramagal
- **EvoBus :** Dortmund, Holysoy, Ligny, Mannheim Samano, Ulm/Neu-Ulm

The sales organizations that exclusively or primarily sell Mercedes-Benz products and will therefore be renamed Mercedes-Benz include those in Germany, Egypt, Argentina, Belgium, Brazil, China, Denmark, France, Greece, India, Indonesia, Italy, Japan, Canada, Malaysia, Mexico (passenger cars), the Netherlands, Austria, Poland, Portugal, Romania, Russia, Sweden, Switzerland, Serbia & Montenegro, Singapore, Slovakia, Spain, South Korea, Thailand, the Czech Republic, the UK, Hungary, the U.S., and Vietnam.

## Daimler: A Truly Global Company

Stuttgart

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Oct 04, 2007

The Group can look back on a tradition that stretches back over more than a hundred years and is marked by the pioneering achievements of automotive engineering. Today, the company is a leading supplier of premium passenger cars as well as the world's largest manufacturer of commercial vehicles. With its strong brands and its comprehensive portfolio of automobiles from compact cars to heavy-duty engine trucks which are completed by tailor-made services along the automotive value added chain, Daimler is active in nearly all countries in the world.

With 271,486 employees, Daimler achieved revenues of €47,2 billion in the first Half-Year 2007.

<b>Company Ownership:</b>	Daimler is owned by European, U.S. and other international investors. More than one billion shares (June 30, 2007) are circulating.
<b>Global Stock:</b>	The stock is listed on the stock exchanges in Frankfurt, New York and Stuttgart.
<b>Headquarter:</b>	Stuttgart/Germany
<b>Chairman:</b>	Dr. Dieter Zetsche
<b>Board of Management:</b>	Consists of 6 members (including the Chairman and the heads of the operating and functional divisions).
<b>Supervisory Board:</b>	Consists of 10 shareholders' representatives and 10 employees' representatives. The Supervisory Board appoints the Board of Management and approves important corporate decisions.
<b>Market Capitalization:</b>	About €70.5 billion (June 29, 2007)
<b>Total Revenues:</b>	First Half-Year 2007: €47,2 billion
<b>Employees:</b>	271,486 at June 30, 2007
<b>Automotive Sales:</b>	First Half-Year 2007: 591,209 units of Passenger Cars 385,438 units of Commercial Vehicles
<b>Brands:</b>	Mercedes-Benz, smart, Maybach, Freightliner, Sterling, Western Star, Mitsubishi Fuso, Setra, Thomas Built Buses, Orion
<b>Sales Organization:</b>	With its strong brands and a comprehensive portfolio of automobiles, Daimler is active in nearly all countries in the world.
<b>Official Language:</b>	English
<b>Financial Reporting:</b>	IFRS accounting (from 2007 onwards); earnings reported quarterly

Lisätietoja aiheesta:

[www.media.daimlerchrysler.com](http://www.media.daimlerchrysler.com)

Tiedotteeseen liittyviä kuvia osoitteesta:

[www.daimlerchrysler.com](http://www.daimlerchrysler.com) (vaatii kirjautumisen)

### Lisätietoja

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