

Press Information

December 3, 2020

Le conseil de surveillance de Daimler donne son plein appui au plan d'entreprise 2021-2025

- Daimler veut accélérer la transformation vers l'électrification et la numérisation
- Confirmation d'un plan d'investissement de plus de 70 milliards d'euros
- Le conseil d'administration et le comité général d'entreprise lancent un nouveau fonds de transformation d'une valeur d'un milliard d'euros

Stuttgart (Allemagne) – Le conseil de surveillance de Daimler AG a apporté son soutien total à la stratégie de l'entreprise, au business plan de 2021 à 2025 et aux mesures prises pour atteindre la rentabilité visée. Parmi ces mesures, le plan d'investissement pour la transformation vers l'électrification et la numérisation a été confirmé. De 2021 à 2025, Daimler investira plus de 70 milliards d'euros dans la recherche, le développement et dans les immobilisations corporelles. La plupart de ces investissements seront réalisés par Mercedes-Benz Cars. Comme expliqué dans la mise à jour stratégique de Mercedes-Benz du 6 octobre, les dépenses et les charges de Mercedes-Benz Cars diminueront au cours de cette période et seront inférieures de plus de 20 % en 2025 par rapport à 2019. En outre, dans le cadre de ce plan d'entreprise, Daimler Trucks pourra également accélérer ses projets de transport sans émissions.

La direction et le comité général d'entreprise ont également convenu de mettre en place un fonds de transformation d'une valeur d'un milliard d'euros allant jusqu'en 2025. Ce montant vient s'ajouter aux investissements prévus. Les détails du fonds seront établis par les deux parties au cours du premier trimestre 2021. Il servira principalement à promouvoir le développement des technologies futures et à préserver l'emploi lors de la transformation des sites allemands.

Ola Källenius, président des conseils d'administration de Daimler AG et de Mercedes-Benz AG : "Avec la confiance du Conseil de surveillance dans notre orientation stratégique, nous serons en mesure d'investir plus de 70 milliards d'euros au cours des cinq prochaines années. Nous voulons aller plus vite, notamment en matière d'électrification et de numérisation. En outre, nous avons convenu avec le comité d'entreprise d'un fonds de transformation. Avec cet accord, nous nous acquittons de notre responsabilité commune de façonner activement la transformation de notre entreprise. L'amélioration de notre rentabilité et l'investissement ciblé dans l'avenir de Daimler vont de pair".

Michael Brecht, président du comité d'entreprise général de Daimler AG : "Après les discussions controversées de ces dernières semaines, nous sommes parvenus à ce que, outre le plan d'investissement de Daimler, un fond de transformation d'un milliard d'euros soit créé. Le comité général d'entreprise a demandé la création de ce fond de transformation afin de permettre des investissements supplémentaires dans le développement de nos sites. De cette manière, nous pouvons atténuer les perturbations de la transformation et envoyer un signal important à nos collègues. Le financement supplémentaire nous donne davantage de possibilités de mettre en œuvre de nouvelles technologies et de nouveaux produits dans nos usines, ce qui permet de protéger les emplois et le savoir-faire. Le fond est donc un élément important pour rendre la transformation de Daimler équitable".

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Daimler at a glance

Daimler AG is one of the world's most successful automotive companies. With its Mercedes-Benz Cars & Vans, Daimler Trucks & Buses and Daimler Mobility divisions, the Group is one of the leading global suppliers of premium cars and one of the world's largest manufacturer of commercial vehicles. Daimler Mobility offers financing, leasing, fleet management, investments, credit card and insurance brokerage as well as innovative mobility services. The company founders, Gottlieb Daimler and Carl Benz, made history by inventing the automobile in 1886. As a pioneer of automotive engineering, Daimler sees shaping the future of mobility in a safe and sustainable way as both a motivation and obligation. The company's focus therefore remains on innovative and green technologies as well as on safe and superior vehicles that both captivate and inspire. Daimler continues to invest systematically in the development of efficient powertrains – from high-tech combustion engines and hybrid vehicles to all-electric powertrains with battery or fuel cell – with the goal of making locally emission-free driving possible in the long term. The company's efforts are also focused on the intelligent connectivity of its vehicles, autonomous driving and new mobility concepts. Daimler regards it as its aspiration and obligation to live up to its responsibility to society and the environment. Daimler sells its vehicles and services in nearly every country of the world and has production facilities in Europe, North and South America, Asia and Africa. In addition to Mercedes-Benz, the world's most valuable luxury automotive brand (source: Interbrand study, 20 Oct. 2020), and Mercedes-AMG, Mercedes-Maybach and Mercedes me, its brand portfolio includes smart, EQ, Freightliner, Western Star, BharatBenz, FUSO, Setra and Thomas Built Buses as well as the brands of Daimler Mobility: Mercedes-Benz Bank, Mercedes-Benz Financial Services and Daimler Truck Financial. The company is listed on the Frankfurt and Stuttgart stock exchanges (ticker symbol DAL). In 2019, the Group had a workforce of around 298,700 and sold 3.3 million vehicles. Group revenues amounted to €172.7 billion and Group EBIT to €4.3 billion.