

AUTOMOTIVE

Mercedes-Benz sees new US vice president

July 17, 2019



Mercedes is popular in the U.S. Image credit: Mercedes

By STAFF REPORTS

German automaker Mercedes-Benz has appointed a new vice president and chief financial officer in the United States.

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As many luxury auto brands are emphasizing the U.S. more, Mercedes has hired 22-year Daimler AG veteran Christian Struwe to the position. He replaces Harald Henn, who is moving to Mercedes' division in the United Kingdom.

Driving leadership

Currently, Mr. Struwe leads finance and operations at MBUSA, but will now take on the role of vice president and CFO. Before leading finance in the U.S., he was director of controlling at Mercedes Cars in Germany and began his career at Daimler in Berlin in 1997.

This is not the first time the executive will hold a CFO role in Mercedes. In 2005, he took over the role as CFO for high performance engines in the U.K., before returning to various high positions in controlling.

Mercedes has made significant moves in the U.S. this year, including starting an important manufacturing process.

The German automaker revealed that it will be producing an upcoming Maybach sport utility vehicle in an Alabama plant.

According to *Automotive News*, this would be the most expensive passenger vehicle manufactured in the United States, with an estimated starting price of \$200,000. Based on the GLS, the car is expected to be available starting next year ([see story](#)).



The Vision Mercedes-Maybach Ultimate Luxury is intended as a chauffeured car. Image courtesy of Mercedes-Benz

American consumers are growing increasingly interested in SUVs, a trend that is even pushing out to the rest of the world.

Daimler has seen increasing sales come from the United States, with 15 percent of global sales coming from the U.S., according to *CNBC*.

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