

AUTOMOTIVE

Daimler AG officially renames itself Mercedes-Benz AG

February 1, 2022



Daimler AG will now officially be known as Mercedes-Benz AG. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automotive corporation and Mercedes-Benz owner Daimler AG is embarking on a new era, officially changing its name.

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Starting Feb. 1, Daimler AG will be known as Mercedes-Benz Group AG. With this news, the corporation is now aiming to obtain a leading role in electric mobility and vehicle software.

"The renaming to Mercedes-Benz Group AG underlines our renewed strategic focus," said Ola Kllenius, chairman of the board of management of **Mercedes-Benz Group AG**, in a statement. "In doing so, we want to make clear where we see the core of our company building the most desirable cars in the world.

"The Mercedes star has always been a promise for the future: Changing the present in order to improve it," he said. "We want to continue this legacy of our founders by taking the lead in electric mobility and vehicle software."

DAI to MBG

The group will now maintain a full focus on luxury passenger cars and vans.

The company's stock symbol has also changed from DAI to MBG. There will be no further changes for shareholders and the shares of the Mercedes-Benz Group AG will remain listed on Germany's blue-chip DAX stock index.

Daimler AG has split into Mercedes-Benz AG and Daimler Truck AG

With the renaming of Daimler AG, Daimler Mobility AG is also updating its brand. Under the name Mercedes-Benz Mobility AG, the company offers mobility services for passenger cars and vans relating to financing, leasing and insurance.

The renaming of Mercedes-Benz Group AG marks the company's completion of its realignment that began last year after it was approved by a majority of shareholders.

The relationship between what used to be Daimler-Motoren-Gesellschaft (DMG) and Benz & Cie. dates back more than a century, and was recently explored in an educational campaign.

When the two car manufacturers began the process of a corporate merger in the 1920s, their respective trademarks were also brought together. The star in the ring is now an internationally recognized symbol of Mercedes-Benz ([see story](#)).

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