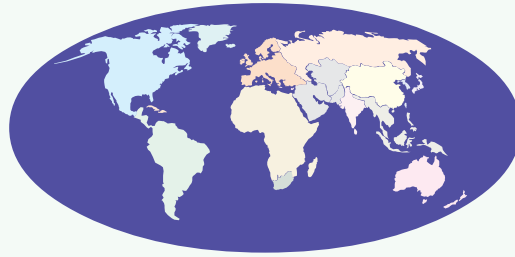




Researched, compiled and published by Woods & Seaton



**OEM Strategies**  
**Mercedes-Benz - Global Dealer Systems**  
**February 2009**





## OEM Strategies

### Mercedes-Benz - Global Dealer Systems

February 2009

## Preface

This is the second in our current series of Analyses covering the Dealer Systems Strategies of OEMs which are aiming for Global Standardisation... or as close to that as they can achieve, taking into account the "non-standardised" characters of Regions and Countries.

The first was...

#### ❑ *General Motors - Global Dealer Systems - August 2008*

As one of the two largest vehicle makers, with a mix of "volume" and "premium" Brands, GM is a very different organisation from Mercedes-Benz, which is part of the Daimler Group, based in Germany.

- ❑ **MB** is alone among OEMs in producing premium cars, 4x4s, **and** heavy trucks, with Dealers in several Countries who sell the complete range.

MB sells substantially the same car and 4x4 models globally, whereas GM has different models for the North American and European markets.

However, MB does not sell its "European" heavy trucks in all markets...

- Daimler's Trucks division has 5 Brands - **Mercedes-Benz** (based in Europe), **Freightliner** (based in the USA), **Sterling** (USA), **Western Star** (USA) and **Mitsubishi Fuso** (Japan - but sold internationally), with 35 production facilities around the world.

MB's Global Dealer Systems Strategy is required to cover **Mercedes-Benz** cars and heavy trucks within a single primary structure.

- ❑ **MB** is also alone in aiming to achieve global standardisation with a single type of DMS - **ADP's Autoline** which was originally developed by the Kerridge Computer Company.

However, for the foreseeable future, MB does not plan to introduce *Autoline* into the USA and Canada, because of the specific characteristics of these markets.

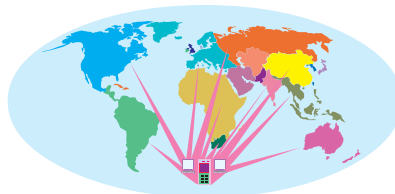
But it has made progress with *Autoline* in nearly 30 Countries, and...

- ❑ The Importer (IMS) version of **Autoline** is also used in several Countries. It is rare for a single system to be able to support both Dealer and Importer businesses.

So, MB's strategy is one of the most challenging and interesting. It is reviewed in three parts...

- ① **Mercedes-Benz - Global "Dealer Systems" Strategy** - the overall picture.
- ② **The North American Situation - overview** - why it is different.
- ③ **MB - ADP Autoline Blueprint in operation in the UK - Drayton Group** - The practical impact of the latest version of the system.

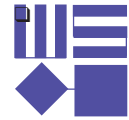
**Note:** In previous **European Analyses** we have reviewed several other MB Dealers in Germany, the Netherlands and Spain using earlier versions of *Autoline*.





**European Developments & Trends**  
**Systems & Processes in Automotive Distribution**  
**February 2009**  
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