

German car industry essay



**ASSIGN
BUSTER**

Daimler AG, German car corp Daimler AG is a German manufacturer of automobiles, motor vehicles, and engines, which dates back more than a century.

Mercedes-Benz (German pronunciation: [m?? tse? d? s ? b? nts]) is a German manufacturer of automobiles, buses, coaches, and trucks. Mercedes-Benz is a division of its parent company, Daimler AG. It is the thirteenth-largest car manufacturer and second-largest truck manufacturer in the world. In addition to automobiles, Daimler manufactures buses and provides financial services through its Daimler Financial Services arm. The company also owns major stakes in aerospace group EADS, high-technology and parent company of the Vodafone McLaren Mercedes racing team McLaren Group (which currently is in the process of becoming a fully independent stand-alone corporate entity[2]), and Japanese truck maker Mitsubishi Fuso Truck and Bus Corporation produces cars and trucks under the brands of Mercedes-Benz, Maybach, Smart, Freightliner and many others. In 1998 Daimler-Benz AG “merged” with the American automobile manufacturer Chrysler Corporation, and formed Daimler Chrysler AG.

In 2007, when the Chrysler group was sold off to Cerberus Capital Management, the name[^{note 1}] of the parent company was changed to simply “Daimler AG”. Biofuel research Daimler AG is involved in a joint project with Archer Daniels Midland Company and Bayer CropScience to develop jatropha as a biofuel.[25] [edit] Transport electrification Carmaker Daimler AG and the utility company RWE AG are going to begin a joint electric car and charging station test project in the German capital, Berlin, called “E-Mobility Berlin”.[26][27] Mercedes-Benz is launching its first

passenger car model equipped with a hybrid drive system in summer 2009, the Mercedes-Benz S 400 HYBRID.

[27] Daimler Trucks is the world market leader in hybrid systems. With its “Shaping Future Transportation” initiative, Daimler is pursuing a clear-cut objective for trucks and buses. The Mitsubishi Fuso “Aero Star Eco Hybrid” is now setting new standards in practical trials in Japan.[28]http://en.wikipedia.org/wiki/Daimler_AG

bmw: Bayerische Motoren Werke AG (info) (BMW), (literally English: Bavarian Motor Works) is a German automobile, motorcycle and engine manufacturing company founded in 1916. It also owns and produces the Mini brand, and is the parent company of Rolls-Royce Motor Cars. BMW produces motorcycles under BMW Motorrad and Husqvarna brands. BMW is known for its performance and luxury vehicles, and is a global leader in premium car sales. The company is a charter member of the U.

S. Environmental Protection Agency’s (EPA) National Environmental Achievement Track, which recognises companies for their environmental stewardship and performance. It is also a member of the South Carolina Environmental Excellence Program and is on the Dow Jones Sustainability Group Index, which rates environmentally friendly companies.[26] BMW has taken measures to reduce the impact the company has on the environment.

It is trying to design less-polluting cars by making existing models more efficient, as well as developing environmentally friendly fuels for future vehicles. Possibilities include: electric power, hybrid power (combustion, engines and electric motors) hydrogen engines.[27]BMW offers 49 models

<https://assignbuster.com/german-car-industry-essay/>

with EU5/6 emissions norm and nearly 20 models with CO2 output less than 140 g/km, which puts it on the lowest tax group and therefore could provide the future owner with eco-bonus offered from some European countries.

However, there have been some criticisms directed at BMW, and in particular, accusations of greenwash in reference to their BMW Hydrogen 7.

Some critics claim that the emissions produced during hydrogen fuel production outweigh the reduction of tailpipe emissions, and that the Hydrogen 7 is a distraction from more immediate, practical solutions for car pollution.