Mercedes-Benz

Press Information

December 11, 2024

Ola Källenius elected as new ACEA President for 2025

- **Ola Källenius aims to actively represent the interests and concerns of the European auto industry as newly elected ACEA President.**
- **Focus on regulatory improvement and decarbonisation: Aiming to enhance regulatory conditions and support a less bureaucratized as well as a market-driven transformation towards electric mobility for improved competitiveness.**
- **Strengthening international trade: Under Källenius, ACEA will continue to advocate for free, fair, and rule-based trade to boost the EU automotive industry's global strength.**

Today the Board of Directors of the European Automobile Manufacturers' Association (ACEA) has elected Ola Källenius, Chairman of the Board of Management of Mercedes-Benz Group AG, as the new ACEA President for 2025. In times of global geopolitical and macroeconomic challenges, effective leadership is crucial to tackle these issues and strengthen the competitiveness of the European auto industry. Källenius succeeds Luca de Meo, CEO of Renault Group, who has held the position as ACEA president since early 2022.

Ola Källenius expressed his gratitude and outlined his vision for the future:
"ACEA is one of the most relevant and trusted industry voices in Brussels. I'm honoured to be taking over from Luca de Meo as ACEA president at such a critical moment for Europe's automotive industry. Thank you to the members of ACEA for placing their trust in me, and to the entire ACEA team who are tirelessly bolstering the standing of our industry with the political institutions in Brussels.
During my presidency, ACEA will focus on improving regulatory conditions with the goal of sharpening our competitive edge in the digital and electric era. We will work towards fostering a market-driven decarbonisation of our industry. And we will champion international trade that is free, fair and rule based. I'm confident the EU automotive industry has what it takes to continue being successful in the global competition."

About ACEA

The European Automobile Manufacturers' Association (ACEA) was founded in 1991, with former Daimler-Benz as one of its founding members. Today, the association unites Europe's 14 major car, truck, van, and bus makers. ACEA works to drive the sustainable growth of the European automotive industry by advocating for policies that support innovation, competitiveness, and environmental stewardship. The association engages with policymakers, stakeholders, and the public to promote the interests of the automotive sector and to ensure that it remains a key driver of Europe's economic and technological progress.

Find out more about ACEA and its initiatives: https://www.acea.auto/subscribe-acea-email-alerts/

Find out more about the ACEA presidency: https://www.acea.auto/press-release/acea-presidency-transitions-to-new-mandate-as-stellantis-membership-approved/

Mercedes-Benz Group AG | 70546 Stuttgart | Phone +49 711 17-0 | Fax +49 711 17-2 22 44 | dialog@mercedes-benz.com | group.mercedes-benz.com

Mercedes-Benz Group AG, Stuttgart, Germany | Domicile and Court of Registry: Stuttgart, Commercial Register No.: 19360
Chairman of the Supervisory Board: Martin Brudermüller
Board of Management: Ola Källenius, Chairman; Jörg Burzer, Renata Jungo Brüngger, Sabine Kohleisen, Markus Schäfer, Britta Seeger, Hubertus Troska, Harald Wilhelm

Contact:
Kristin Stegen, Tel.: +49 151 58604425, kristin.stegen@mercedes-benz.com
Edith Müller-Callsen, Tel.: +49 176 30916840, edith.callsen@mercedes-benz.com

Further information on Mercedes-Benz Group is available at:
media.mercedes-benz.com and **group.mercedes-benz.com**

Mercedes-Benz Group at a glance
Mercedes-Benz Group AG is one of the world's most successful automotive companies. With Mercedes-Benz AG, the Group is one of the leading global suppliers of high-end passenger cars and premium vans. Mercedes-Benz Mobility AG offers a product range from financing, leasing, vehicle subscription, rental and fleet management to insurance, innovative mobility services, digital payment solutions as well as products and services around charging. The company founders, Gottlieb Daimler and Carl Benz, made history by inventing the automobile in 1886. As a pioneer of automotive engineering, Mercedes-Benz 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. Mercedes-Benz continues to invest systematically in the development of efficient powertrains and sets the course for an all-electric future. Mercedes-Benz is consistently implementing its strategy to transform itself toward a fully electric and software-driven future. The company's efforts are also focused on the intelligent connectivity of its vehicles, autonomous driving and new mobility concepts as Mercedes-Benz regards it as its aspiration and obligation to live up to its responsibility to society and the environment. Mercedes-Benz sells its vehicles and services in nearly every country of the world and has production facilities in Europe, North and Latin America, Asia and Africa. In addition to Mercedes-Benz, the world's most valuable luxury automotive brand (source: Interbrand study, 22 Nov. 2023), Mercedes-AMG, Mercedes-Maybach and Mercedes me as well as the brands of Mercedes-Benz Mobility: Mercedes-Benz Bank, Mercedes-Benz Financial Services and Athlon. The company is listed on the Frankfurt and Stuttgart stock exchanges (ticker symbol MBG). In 2023, the Group had a workforce of around 166,000 and sold around 2.5 million vehicles. Group revenues amounted to €153.2 billion and Group EBIT to €19.7 billion.