



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

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Top 50 Ranking of German Firms in the U.S.

Just short of \$400 billion in revenue - German companies in the U.S. achieved record earnings in 2014

New York, April 30, 2015 - 2014 proved to be an outstanding year for German subsidiaries in the U.S. as the annual Top 50 Ranking of German Firms shows. The report, which was compiled by the German American Chambers of Commerce, indicates that the overall sales performance increased to \$392 billion, compared to \$364 billion in the previous year. In addition, employee numbers are on the rise as well, with the Top 50 German companies employing over 700,000 people in the U.S. and North America.

As in previous years, Daimler AG spearheads the Top 50 Ranking with a comfortable \$7.5 billion lead over runner-up Volkswagen. Both car manufacturers were able to increase their U.S. and North American sales. Daimler, however, showed the strongest sales increase with a whopping \$6.5 billion increase in revenue compared to 2013.

Not only the automotive industry showed strong growth, food discounters Aldi and Trader Joe's both successfully expanded their business in the U.S. Trader Joe's, owned by Aldi Nord, generated an estimated \$13 billion in 2014 (estimates from supermarketnews.com), while competitor and sister company Aldi Süd increased their revenue from \$8 billion to \$10.1 billion. Recently, Aldi had made headlines by acquiring grocery store chain Bottom Dollar and aggressively expanding into New Jersey, Pennsylvania and Ohio.

The ongoing positive economic trend has resulted in strong and steady growth across all industries. In the aftermath of the financial crisis, especially construction companies reported huge losses. This year's ranking shows reverse results of this trend. Turner Construction (Hochtief Americas) and Lehigh Hanson (HeidelbergCement) both reported increases in revenue, despite the challenging situation of the construction business in the U.S.

However, not all German companies were able to repeat last year's success. Despite huge market gains in the sporting goods segment by competitors Nike and Under Armour, Adidas struggles on the U.S. market. Sales slipped by 7 percent and the iconic German sports company fell behind Under Armour to third place amongst sporting goods companies in the U.S. Mark King, President of Adidas Group North America now faces the challenge to reestablish the brand in the U.S. and help to regain its "cool".

For the complete ranking, please go to <http://www.ahk-usa.com/news/top-50-ranking/>



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The German American Chambers of Commerce (GACCs) in Atlanta, Chicago, Houston, New York, Philadelphia and San Francisco all work together under the network of AHK USA. With approximately 2,500 members and an extensive national and international business network, the GACCs offer a broad spectrum of activities and services. The GACCs are connected to the Chambers of Industry and Commerce (IHKs) in Germany. The umbrella organization of the IHKs is the German Association of Chambers of Industry and Commerce (DIHK), which also coordinates and supports the GACCs.