

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

## Revenue for German Companies in the U.S. Continues to Grow

By Jan Vater & Nicola Michels, GACC

Auto manufacturers such as Volkswagen and Daimler continue to profit from the recovering U.S. market. Their figures, together with T-Mobile, show the strongest growth.

**G**erman subsidiaries in the U.S. continue to drive revenue as the annual Top 50 Ranking of German Firms conducted by the German American Chambers of Commerce indicates. Overall, the sales performance increased to over \$364 billion, compared to \$348 billion in the previous year which translates to an overall revenue growth of 4%. Auto manufacturers such as Volkswagen and Daimler continue to profit from the recovering U.S. market. Their figures, together with T-Mobile, show the strongest growth.

However, not all companies were able to increase their revenue on the U.S. market. The stagnant renewable energy sector in the U.S. affected companies such as Siemens which experienced an order gap in its wind farms segment, resulting in an overall sales decrease of \$1.7 billion. E.ON Climate and Renewables North America dropped out of this year's top 50 ranking.

Although natural gas prices in the U.S. increased slightly over the past couple of months, they are still significantly below the European average. Companies such as BASF

profit from the low energy prices and continued to invest in North America. In 2013 BASF doubled its capital expenditure from \$500 million to \$1 billion. BASF's strategy paid off in form of revenue gain of over \$1 billion for the fiscal year 2013.

### **BASF says "YES" to TTIP**

In regards to securing BASF's strong position in the U.S. market, Hans Engel, Chairman and Chief Executive Officer of BASF Corporation and Chief Financial Officer of BASF SE., sees much potential in the Transatlantic Trade and Investment Partnership between the European Union and the U.S.:

"BASF strongly supports the launch of negotiations to pursue the Transatlantic Trade and Investment Partnership (TTIP), a free trade agreement with the European Union. The U.S., the second largest chemical market in the world, is an important market for BASF. It accounts for about 20% of BASF Group Sales. An agreement would give a powerful signal for further global trade liberalization, in addition to gains from tariff reductions and increased regulatory cooperation. This does not mean a

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watering down of existing legislation (e.g. REACH, EU GMO legislation). It means avoiding duplication (short run) and a close cooperation between regulators in the long-term approximation of rules and legislation.”

Successful negotiations will hopefully overcome hurdles on both sides of the Atlantic and improve perceptions in favor of the Transatlantic Trade and Investment Partnership and therefore positively impact the business climate for German Firms in the U.S.

### T-Mobile Takes Off with 4.4 M New Customers

In May 2013, T-Mobile USA, Inc. and MetroPCS Communications, Inc. joined forces and combined the two companies under the T-Mobile brand. Since the merger, some 4.4 million new subscribers signed with T-Mobile. CEO John Legere’s “un-carrier” strategy proved to be highly successful, which the GACCs’ Top 50 Ranking confirms.

T-Mobile revealed that it has earned total revenue of \$26.1 billion in 2013 as a whole, a 5.3% increase in comparison to 2012. In addition, the combined T-Mobile and MetroPCS revenue of 2013 is about \$6.3 billion higher than T-Mobile’s standalone revenue of 2012, which puts the company on position 3 of the ranking, replacing Siemens USA Holdings.

T-Mobile continues to make bold moves. Before the merger, MetroPCS was a cell phone provider offering affordable plans without the burden of a contract. And recently, T-Mobile

announced that it would be the first major provider to be eliminating contracts altogether.

The “un-carrier” campaign currently offers customers who are with a different provider to pay their early termination fees up to \$300, upon migrating to T-Mobile. Last year, about 2.4 million new customers took that offer and made the switch, which contributed to the company’s success.

The trend continues to look positive for the company. T-Mobile sold 6.2 million smartphones in the last quarter of 2013 alone, 91% of all smartphones it sold last year.

It was also revealed that T-Mobile will purchase 700MHz A-Block spectrum licenses from Verizon for \$2.4 billion. As a result of this, more than 158 million people would benefit from improved low-band spectrum, the carrier states. The acquisition is expected to conclude by the end of Q2 2014. ■

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Rank	Company	Location	Website	German Parent Company
1	Daimler Group	Montvale, NJ MBUSA Portland, OR DTNA	www.daimler.com	Daimler AG, Stuttgart
2	Volkswagen Group of America	Herndon, VA	www.vw.com	Volkswagen AG, Wolfsburg
3	T-Mobile USA	Bellevue, WA	www.t-mobile.com	Deutsche Telekom AG, Bonn
4	BMW Group	Woodcliff Lake, NJ	www.bmwusa.com	BMW AG, Munich
5	BASF Corp.	New York, NY	www.basf.us	BASF SE, Ludwigshafen
6	Siemens USA Holdings	New York, NY	www.usa.siemens.com	Siemens AG, Munich
7	Robert Bosch, LLC	Farmington Hills, MI	www.boschusa.com	Robert Bosch GmbH, Stuttgart
8	Bayer Corporation	Pittsburgh, PA	www.bayerus.com	Bayer AG, Leverkusen
9	DHL Holdings (USA), Inc.	Plantation, FL	www.dhl.com	Deutsche Post AG, Bonn
10	Allianz Life Insurance NA Allianz of America, Inc.	New York, NY	www.allianzusa.com	Allianz SE, Munich
11	Munich Reinsurance America, Inc.	Princeton, NJ	www.munichreamerica.com	Münchener Rückversicherungsgesellschaft, Munich
12	Trader Joe's Co.	Monrovia, CA	www.traderjoes.com	Aldi Einkauf GmbH & Co.oHG, Essen
13	ThyssenKrupp USA, Inc.	Troy, MI	www.thyssenkrupp.com	ThyssenKrupp AG, Düsseldorf
14	Hochtief Americas	New York, NY	www.hochtief.com	Hochtief AG, Essen
15	Continental Automotive Systems	Auburn Hills, MI	www.conti-online.com	Continental AG, Hannover
16	Fresenius Medical Care Holdings, Inc.	Waltham, MA	www.fmcna.com	Fresenius Medical Care AG +KGaA, Hof a.d. Saale
17	Boehringer Ingelheim Corp.	Ridgefield, CT	us.boehringer-ingelheim.com	Boehringer Ingelheim GmbH, Ingelheim am Rhein
18	SAP Americas	Newtown Square, PA	www.sap.com	SAP AG, Walldorf
19	Aldi, Inc.	Batavia, IL	www.aldi.us	Aldi Einkauf GmbH & Co.oHG, Essen
20	Lufthansa Group	East Meadow, NY	www.lufthansa.com	Deutsche Lufthansa AG, Köln
21	Linde North America	Murray Hill, NJ	www.lindeus.com	Linde Group, Munich
22	LEHIGH Hanson Inc.	Allentown, PA	www.lehighhanson.com	HeidelbergCement AG, Heidelberg
23	adidas America, Inc.	Portland, OR	www.adidas.com	adidas AG, Herzogenaurach
24	Henkel of America, Inc.	Rocky Hill, CT	www.henkel.us	Henkel KGaA, Düsseldorf
25	Random House (Bertelsmann Group)	New York, NY	www.bertelsmann.de	Bertelsmann AG, Gütersloh
26	Heraeus Incorporated	New York, NY	www.heraeus.com	Heraeus Holding GmbH, Hanau
27	Evonik Corporation	Parsippany, NJ	www.north-america.evonik.com	Evonik Industries AG, Essen
28	Hannover Life Re America	Orlando, FL	www.hlramerica.com	Hannover Rückversicherungs AG, Hannover
29	EMD Group (Merck)	Billerica, MA	www.emdgroup.com	Merck KGaA, Darmstadt
30	ZF Group North American Operations Inc.	Northville, MI	www.zf.com/na	ZF Friedrichshafen AG, Friedrichshafen
31	Schenker Inc (DB US Holding Corp.)	Tarrytown, NY	www.dbschenkerusa.com	Deutsche Bahn AG, Berlin
32	lanxess	Pittsburgh, PA	www.lanxess.us	lanxess AG, Leverkusen
33	Otto Group/Crate & Barrel	Northbrook, IL	www.crateandbarrel.com	Otto GmbH & Co KG, Hamburg
34	Freudenberg-NOK General Partnership	Plymouth, MI	www.freudenberg.us	Freudenberg Dichtungs-und Schwingungstechnik, Weinheim
35	Brose North America, Inc.	Auburn Hills, MI	www.brose.com	Brose Gruppe, Coburg
36	Beiersdorf, Inc.	Wilton, CT	www.beiersdorfusa.com	Beiersdorf AG, Hamburg
37	Knorr Brake Holding Corp.	Watertown, NY	www.knorrbrakecorp.com	Knorr Bremse AG, Munich
38	B. Braun Medical, Inc.	Bethlehem, PA	www.bbraunusa.com	B.Braun, Melsungen AG
39	Puma North America, Inc.	Westford, MA	www.puma.com	Puma SE, Herzogenaurach
40	K+S North America	New York, NY	www.k-plus-s.com	K+S AG, Kassel
41	Würth Group of North America Inc.	Ramsey, NJ	www.wuerth.com	Adolf Würth GmbH & Co. KG, Künzelsau-Gaisbach
42	STIHL Incorporated	Virginia Beach, VA	www.stihlusa.com	STIHL International GmbH
43	Wacker Chemical Corporation	Adrian, MI	www.wacker.com	Wacker Chemie AG, Munich
44	GEA	York, PA	www.geagroup.com	GEA Group AG, Düsseldorf
45	Behr America, Inc.	Troy, MI	www.behrgroup.com	Behr GmbH & Co. KG, Stuttgart
46	Leoni Wiring Systems, Inc.	Tucson, AZ	www.leoni.com	Leoni AG
47	American Rheinmetall Munitions, Inc	Camden, AR	www.rheinmetall-defence.com	Rheinmetall AG
48	Infineon Technologies North America Corp.	Milpitas, CA	www.infineon.com	Infineon Technologies AG, Munich
49	Schott North America, Inc.	Elmsford, NY	www.us.schott.com	Schott AG, Mainz
50	Krones Inc	Franclin, WI	www.krones.com	Krones AG

(1) North America (exclusive U.S. figures not available)

(2) Gross Written Premium

(3) Americas

(4) Est. supermarketnews.com

(5) Results 2012

(6) GACC Estimate

(7) Consolidated revenues Audi, Porsche &amp; VW

(8) T-Mobile and MetroPCS Combined Pro Forma 2013 figures

(9) Consolidated revenues Flatiron and Turner Construction Co.

(10) North and South America (exclusive U.S. figures not available)

U.S. Top Executive	Sales (\$M)		Employees		Business activity	Note
	2013	2012	2013	2012		
Stephen Cannon, MBUSA Martin Daum, DTNA	37,748 ↑	34,858	21,022 ↓	21,720	Automotive	
Scott Keogh (Audi), Detlef von Platen (Porsche), Michael Horn (VW)	36,213 ↑	32,058	61,796 ↓	63,193	Automotive	(3,7)
John J. Legere	26,100 ↑	19,751	38,000 ↑	30,288	Communications	(8)
Ludwig Willisch	20,782 ↓	20,827	10,000 –	10,000	Automotive	(3,6)
Hans Engel	19,760 ↑	18,500	17,680 ↑	16,665	Chemicals	(1)
Eric Spiegel	18,716 ↓	20,410	60,000 –	60,000	IT/Communications, Transportation	
Mike Mansuetti	12,786 –	12,786	22,500 –	22,500	Automotive, Consumer Goods, Industrial Technology	(3,5)
Philip Blake	12,778 ↑	12,265	15,200 ↓	15,500	Pharmaceutical/Medical Products	(1)
Stephen Fenwick	12,623 ↑	12,568	77,162 ↑	72,503	Courier Services	(3)
Gary C. Bhajwani, Walter White	12,375 ↓	13,874	15,006 ↑	14,736	Insurance / Asset Management	(2)
Anthony J. Kuczinski	12,288 ↑	11,212	5,315 ↓	6,316	Insurance	(2)
Dan Bane	11,300 ↑	10,500	9,000 –	9,000	Grocery Stores	(1,4)
Torsten Gessner	11,017 ↓	12,861	20,564 ↓	22,116	Steel, Stainless Steel, Capital Goods, Services	(3)
Marcelino Fernández Verdes	10,486 ↑	9,440	8,397 ↓	9,295	Construction	(1,9)
Samir Salman	9,679 ↑	9,218	28,442 ↑	27,142	Automotive components, Tires	(1)
Rice Powell	9,606 ↑	9,031	54,314 ↑	51,261	Medical Products & Services	(1)
Paul R. Fonteyne	8,463 ↓	8,838	15,038 ↓	15,208	Pharma	(3)
Rodolpho Cardenuto	8,403 ↑	7,808	19,123 ↓	19,568	Software	(3)
Charles E. Youngstrom / Jason Hart	8,000 ↑	7,900	12,000 –	12,000	Grocery Stores	(1,4)
Jürgen Siebenrock	5,663 ↑	5,438	12,828 ↓	13,567	Air Transportation/Logistic/Catering	(3)
Patrick Murphy	4,503 ↑	3,352	5,100 –	5,100	Industrial Gases	(1)
Daniel M. Harrington	4,497 ↑	4,404	10,781 ↓	11,001	Cement	(1)
Mark King	4,437 ↑	4,365	12,682 ↑	11,577	Sports Wear	(1)
Jeffrey C. Piccolomini	3,865 ↓	3,869	5,150 ↓	5,187	Industrial Organic Chemicals	(1)
Markus Dohle	3,730 ↑	3,350	8,795 ↑	5,488	Media, Publishing	
Yuri Rozenfeld	3,418 ↓	4,637	1,960 ↑	1,829	Non-Ferrous Metals	
John Rolando	3,102 ↑	3,101	3,763 ↓	3,790	Specialty Chemicals	(1)
Peter R. Schaefer	2,748 ↑	2,612	285 ↑	250	Reinsurance	(2)
Robert Yates	2,743 ↑	2,724	4,911 ↑	4,848	Chemicals	
Julio Caspari	2,741 ↑	2,424	4,023 ↑	3,664	Automotive	
Dr. Josef Blank	1,765 ↓	1,952	6,036 ↓	7,592	Freight Transportation	(1)
Randall S. Dearth	1,758 ↓	2,062	1,526 ↓	1,553	Specialty Chemicals	(1)
Sascha Bopp	1,737 ↑	1,500	7,000 –	7,000	Retail	(10)
Michael Heuberger	1,672 ↑	1,652	7,200 ↑	6,872	Automotive	(1)
Jan Kowal	1,640 ↑	1,496	5,100 –	5,100	Automotive Supplier	(3)
Bill Graham	1,441 ↓	1,470	2,224 ↑	2,090	Branded Consumer Goods	(3)
Heinz Hermann Thiele	1,440 ↓	1,460	4,496 ↑	4,185	Railroad Equipment	(3)
Caroll H. Neubauer	1,381 ↑	1,361	5,548 ↑	5,515	Medical/ Surgical Devices	(1)
Jay Piccola	1,257 ↓	1,323	2,847 ↓	2,970	Sports Wear	(3)
Gerhard Horn	1,203 ↑	971	1,751 –	1,751	Chemicals	(3)
Robert Stolz	1,070 ↑	1,026	2,825 ↑	2,773	Maintenance Supplies	(1)
Fred J. Whyte	1,060 ↑	1,000	4,343 ↑	4,040	Handheld outdoor power equipment	(5)
Ingomar Kovar	1,005 ↓	1,067	1,499 ↓	1,531	Chemicals	(3)
Lutz Wolf	951 ↓	1,098	1,964 ↓	2,353	Engineering Services	(1)
Wilm Uhlenbecker	851 ↓	900	1,877 ↓	2,600	Automotive Thermal Management	
Martin Gloesslein	681 ↑	668	5,746 ↑	4,527	Cable Harnesses for the Automotive Industry	(1)
Armin Papperger	659 ↑	625	1,363 ↓	1,469	Defence and Automotive	
Jean-Baptiste Loire	645 ↑	576	499 ↑	485	Semiconductors	(3)
Linda S. Mayer	500 ↓	599	2,300 ↓	2,500	Glass & glass-ceramic products	(1)
Holger Beckmann	437 ↑	419	499 –	499	Packaging Manufacturer	(11)
	<b>363,723</b>	<b>348,206</b>	<b>647,480</b>	<b>632,717</b>		

(11) Employee figures hoover.com  
Conversion rate of 1.32 (2013 annual average  
applied when sales given in EUR)

# Quotes from Annual Reports 2013

## HOCHTIEF

Given the challenging market environment, our North American subsidiaries still delivered good results for the year. Capitalizing on their reputation and market position, they secured attractive new orders. **Turner continued to hold its own as number one U.S. general builder**, as reflected in the latest ranking from Engineering News-Record. **The company is also ranked first in the green building**, healthcare, education, offices, industrial, cultural facilities, sports facilities, and hotels categories.

## Daimler Group

During the year under review, **we expanded our research and development network** in a targeted manner, expanding it to 22 locations in ten countries. Our biggest facilities are in Sindelfingen and Stuttgart-Untertürkheim in Germany. In **Sunnyvale, California, the new headquarters of our research facilities in North America**, approximately 100 people are employed at present and this number is scheduled to be doubled.

## Munich Re

In the USA, we have created a cross-cutting product development platform which draws particularly **on the know-how of Hartford Steam Boiler, American Modern and Munich Re America to develop new, innovative products** for the North American market. Naturally, we also make use of all the other synergies which can be achieved via our business units in the U.S. market. Here too, **it is apparent that we are stronger and more innovative as a group than individual companies could be.**

## Top 10 Employers

Rank	Company	'13 Employees		'12 Employees
1	DHL Holdings (USA), Inc.	77,162	↑	72,503
2	Volkswagen Group of America	61,796	↓	63,193
3	Siemens USA Holdings	60,000	–	60,000
4	Fresenius Medical Care Holdings, Inc.	54,314	↑	51,261
5	T-Mobile USA	38,000	↑	30,288
6	Continental Automotive Systems	28,442	↑	27,142
7	Robert Bosch, LLC	22,500	–	22,500
8	Daimler Group	21,022	↓	21,720
9	ThyssenKrupp USA, Inc.	20,564	↓	22,116
10	SAP Americas	19,123	↓	19,568