

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

By Jan Vater Et Nicola Michels

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.

**A**s in previous years, Daimler AG spearheads the Top 50 Ranking with a comfortable \$8 billion lead over second 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. This sum alone would rank the company amongst the Top 20. Daimler's success in the U.S. is due to general positive performance across all product segments. The van segment in particular performed extremely well, as stated in their annual report:

"The success of our Sprinter continues in the United States as well. With sales of 25,800 vehicles (2013: 22,800), we increased our market share in the United States to the new record level of 8.9%"

In March this year, Daimler announced that the company will expand production of the versatile van in the South Carolina production plant, thus creating 1,200 additional jobs.

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](http://supermarketnews.com)), while competitor and sister company Aldi Süd increased their revenue from \$8 billion to \$10.1 billion. Recently, Aldi made headlines by acquiring grocery store chain Bottom Dollar and aggressively expanding into New Jersey, Pennsylvania, and Ohio.



*Daniel Harrington,  
President and CEO, Lehigh Hanson, Inc.*

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

## Top 50 German Firms in the US

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

(Heidelberg Cement) both reported increases in revenue, despite the challenging situation of the construction business in the U.S. Urbanization is on the rise, construction of new single family homes is still struggling, and infrastructure is in dire need of improvements, as Daniel Harrington, President and CEO of Lehigh Hanson, Inc. reports:

“The biggest growth was in the

energy industrial/manufacturing sector. Also, last year commercial high rise construction in inner-cities bounced back. However, we desperately need highway and bridge funding to make travel safer, let alone to compete in the 21st century global economic situation.”

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, faces the challenge to reestablish the brand in the U.S. and help to regain its “cool”. ■



*Daimler creates 1,200 additional jobs by expanding Sprinter production in South Carolina*

Rank	Company	Location	Website	German Parent Company
1	Daimler Group	Atlanta, GA 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	BASF Corp.	Florham Park, New Jersey	www.basf.us	BASF SE, Ludwigshafen
5	Allianz Life Insurance NA Allianz of America, Inc.	New York, NY	www.allianzusa.com	Allianz SE, Munich
6	BMW Group	Woodcliff Lake, NJ	www.bmwusa.com	BMW AG, Munich
7	Siemens USA Holdings	New York, NY	www.usa.siemens.com	Siemens AG, Munich
8	Bayer Corporation	Pittsburgh, PA	www.bayerus.com	Bayer AG, Leverkusen
9	Trader Joe's Co.	Monrovia, CA	www.traderjoes.com	Aldi Einkauf GmbH & Co.oHG, Essen
10	Robert Bosch, LLC	Farmington Hills, MI	www.boschusa.com	Robert Bosch GmbH, Stuttgart
11	DHL Holdings (USA), Inc.	Plantation, FL	www.dhl.com	Deutsche Post AG, Bonn
12	Fresenius Medical Care Holdings, Inc.	Walsham, MA	www.fmcna.com	Fresenius Medical Care AG +KGaA, Hof a.d. Saale
13	ThyssenKrupp USA, Inc.	Chicago, IL	www.thyssenkrupp.com	ThyssenKrupp AG, Düsseldorf
14	Hochtief Americas (Turner)	New York, NY	www.hochtief.com	Hochtief AG, Essen
15	Munich Reinsurance America, Inc.	Princeton, NJ	www.munichreamerica.com	Münchener Rückversicherungsgesellschaft, Munich
16	Aldi, Inc.	Batavia, IL	www.aldi.us	Aldi Einkauf GmbH & Co.oHG, Essen
17	Continental Automotive Systems	Auburn Hills, MI	www.conti-online.com	Continental AG, Hannover
18	SAP Americas	Newtown Square, PA	www.sap.com	SAP AG, Walldorf
19	Boehringer Ingelheim Corp.	Ridgefield, CT	us.boehringer-ingelheim.com	Boehringer Ingelheim GmbH, Ingelheim am Rhein
20	Lufthansa Group	East Meadow, NY	www.lufthansa.com	Deutsche Lufthansa AG, Köln
21	ZF Group North American Operations Inc.	Northville, MI	www.zf.com/na	ZF Friedrichshafen AG, Friedrichshafen
22	Linde North America	Murray Hill, NJ	www.lindeus.com	Linde Group, Munich
23	Hannover Life Re America	Orlando, FL	www.hlramerica.com	Hannover Rückversicherungs AG, Hannover
24	adidas America, Inc.	Portland, OR	www.adidas.com	adidas AG, Herzogenaurach
25	Random House (Bertelsmann Group)	New York, NY	www.bertelsmann.com	Bertelsmann AG, Gütersloh
26	LEHIGH Hanson Inc.	Irving, TX	www.lehighhanson.com	HeidelbergCement AG, Heidelberg
27	Henkel of America, Inc.	Rocky Hill, CT	www.henkel.us	Henkel KGaA, Düsseldorf
28	Heraeus Incorporated	New York, NY	www.heraeus.com	Heraeus Holding GmbH, Hanau
29	Evonik Corporation	Parsippany, NJ	www.north-america.evonik.com	Evonik Industries AG, Essen
30	EMD Group (Merck)	Rockland, MA	www.emdgroup.com	Merck KGaA, Darmstadt
31	Schenker Inc (DB US Holding Corp.)	Tarrytown, NY	www.dbschenkerusa.com	Deutsche Bahn AG, Berlin
32	MAHLE Industries, Inc.	Farmington Hills, MI	www.us.mahle.com	Behr GmbH & Co. KG, Stuttgart
33	lanxess	Pittsburgh, PA	www.lanxess.us	lanxess AG, Colon
34	Otto Group/Crate & Barrel	Northbrook, IL	www.crateandbarrel.com	Otto GmbH & Co KG, Hamburg
35	Knorr Brake Holding Corp.	Westminster, MD	www.knorrbrakecorp.com	Knorr Bremse AG, Munich
36	Freudenberg-NOK General Partnership	Plymouth, MI	www.freudenberg.us	Freudenberg Dichtungs-und Schwingungstechnik, Weinheim
37	Brose North America, Inc.	Auburn Hills, MI	www.brose.com	Brose Gruppe, Coburg
38	Beiersdorf, Inc .	Wilton, CT	www.beiersdorfusa.com/	Beiersdorf AG, Hamburg
39	B. Braun Medical, Inc.	Bethlehem, PA	www.bbraunusa.com	B.Braun, Melsungen AG
40	K+S North America	New York, NY	www.k-plus-s.com	K+S AG, Kassel
41	Puma North America, Inc.	Westford, MA	www.puma.com	Puma SE, Herzogenaurach
42	Wacker Chemical Corporation	Adrian, MI	www.wacker.com	Wacker Chemie AG, Munich
43	Würth Group of North America Inc.	Ramsey, NJ	www.wuerth.com	Adolf Würth GmbH & Co. KG, Künzelsau-Gaisbach
44	STIHL Incorporated	Virginia Beach, VA	www.stihlusa.com	STIHL International GmbH
45	GEA	York, PA	www.gea.com	GEA Group AG, Düsseldorf
46	LEONI Wiring Systems, Inc.	Tucson, AZ	www.leoni.com	Leoni AG
47	American Rheinmetall Munitions, Inc	East Camden, AR	www.rheinmetall-defence.com	Rheinmetall AG
48	Infineon Technologies North America Corp.	Milpitas, CA	www.infineon.com	Infineon Technologies AG, Neubiberg
49	Schott North America, Inc.	Elmsford, NY	www.us.schott.com	Schott AG, Mainz
50	Krones Inc	Franklin, 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 2013

(6) Employee figures GACC Estimate

(7) Consolidated revenues Audi, Porsche & VW

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

(9) Employee figures hoover.com

U.S. Top Executive	Sales (\$M)		Employees		Business activity	Note
	2014	2013	2014	2013		
Stephen Cannon, MBUSA Martin Daum, DTNA	44,302 ↑	37,748	22,833 ↑	20,993	Automotive	
Scott Keogh (Audi), Detlev von Platen (Porsche), Michael Horn (VW)	36,733 ↑	36,213	59,790 ↓	61,796	Automotive	(3,7)
John J. Legere	29,799 ↑	24,489	37,858 ↑	32,962	Communications	
Hans Engel	20,571 ↑	19,236	17,120 ↓	17,680	Chemicals	(1)
Walter White	18,351 ↑	12,375	15,021 ↑	15,006	Insurance / Asset Management	(2)
Ludwig Willisch	18,176 ↑	16,752	10,000 –	10,000	Automotive	(6)
Eric Spiegel	16,996 ↓	17,305	70,000 ↓	72,000	IT/Communications, Transportation	
Philip Blake	13,630 ↑	12,778	16,300 ↑	15,200	Pharmaceutical/Medical Products	(1)
Dan Bane	13,000 ↑	11,300	9,000 ↑	9,000	Grocery Stores	(4,6)
Mike Mansueti	12,537 –	12,537	33,519 –	33,519	Automotive, Consumer Goods, Industrial Technology	(3,5)
Stephen Fenwick	12,469 ↓	12,574	74,573 ↓	76,966	Courier Services	(3)
Rice Powell	12,378 ↑	11,378	65,817 ↑	60,600	Medical Products & Services	(1)
Patrick Bass	12,025 ↑	11,040	20,555 ↓	20,564	Steel, Stainless Steel, Capital Goods, Services	(3)
Marcelino Fernández Verdes	11,458 ↑	10,486	9,503 ↑	9,295	Construction	(1)
Anthony J. Kuczinski	11,348 ↓	12,288	5,371 ↑	5,315	Insurance	(2)
Jason Hart	10,100 ↑	8,000	12,000 –	12,000	Grocery Stores	(4,6)
Samir Salman	10,096 ↑	9,679	31,414 ↑	28,442	Automotive components, Tires	(1)
Jennifer Morgan	8,682 ↑	8,328	19,123 –	19,123	Software	(3)
Paul R. Fonteyne	8,463 –	8,463	15,038 –	15,038	Pharma	(3,5)
Jürgen Siebenrock	5,797 ↑	5,628	14,848 ↑	12,828	Air Transportation/Logistic/Catering	(3)
Julio Caspari	4,981 ↑	4,085	4,224 ↑	4,023	Automotive	(1,6)
Patrick Murphy	4,966 ↑	4,503	19,482 ↑	17,870	Industrial Gases	(1)
Peter R. Schaefer	4,312 ↓	4,441	285 ↑	280	Reinsurance	(2)
Mark King	4,155 ↓	4,438	12,895 ↑	12,682	Sports Wear	(1)
Markus Dohle	4,126 ↑	3,729	8,795 –	8,795	Media, Publishing	
Daniel M. Harrington	4,055 ↑	3,651	7,644 ↑	7,513	Cement	(1)
Jeffrey C. Piccolomini	3,836 ↓	3,865	6,214 ↑	5,150	Industrial Organic Chemicals	(1)
Uve Kupka	3,418 –	3,418	1,960 –	1,960	Non-Ferrous Metals	(5)
John Rolando	3,072 ↓	3,102	3,675 ↓	3,763	Specialty Chemicals	(1)
Kenneth C. Frazier	2,862 ↑	2,743	5,153 ↑	4,911	Chemicals	
Dr. Josef Blank	1,967 ↑	1,955	7,585 ↑	7,326	Freight Transportation	(1)
Roland Zitt	1,937 –	1,937	10,357 –	10,357	Automotive	(5)
Flemming Bjornslev	1,778 ↑	1,758	1,371 ↓	1,526	Specialty Chemicals	(1)
Adrian Mitchell	1,678 ↓	1,737	7,000 –	7,000	Retail	(8)
Rich Bowie	1,677 ↑	1,440	5,058 ↑	4,496	Railroad Equipment	(3)
Claus Möhlenkamp	1,672 –	1,672	7,200 –	7,200	Automotive	(1,5)
Jan Kowal	1,640 –	1,640	5,100 –	5,100	Automotive Supplier	(3,5)
Stefan F. Heidenreich	1,484 ↑	1,441	2,610 ↑	2,224	Branded Consumer Goods	(3)
Caroll H. Neubauer	1,450 ↑	1,381	5,850 ↑	5,548	Medical/ Surgical Devices	(1)
Christian Herrmann	1,425 ↑	1,203	1,751 –	1,751	Chemicals	
Jay Piccola	1,287 ↑	1,257	2,847 –	2,847	Sports Wear	(3)
David Wilhoit	1,078 ↑	1,005	1,530 ↑	1,499	Chemicals	(3)
Robert Stolz	1,070 –	1,070	2,825 –	2,825	Maintenance Supplies	(5)
Fred J. Whyte	1,060 –	1,060	4,117 –	4,117	Handheld outdoor power equipment	(5)
Gary Schriff	1,017 ↑	951	2,068 ↑	1,964	Engineering Services	(1)
Martin Gloesslein	826 ↓	681	8,430 ↑	5,746	Cable Harnesses for the Automotive Industry	(3)
Armin Papperger	815 ↓	870	1,299 ↓	1,363	Defence and Automotive	(3)
Jean-Baptiste Loire	644 ↓	645	556 ↑	499	Semiconductors	(3)
Greg Wolters	499 ↓	500	2,200 ↓	2,300	Glass & glass-ceramic products	(1)
Holger Beckmann	437 –	437	499 –	499	Packaging Manufacturer	(5,9)
	<b>392,135</b>	<b>361,212</b>	<b>710,263</b>	<b>691,461</b>		

Conversion rate of 1.33 (2014 annual average applied when sales given in EUR)

# Quotes from Annual Reports 2014

## Adidas

A top priority for the entire senior management team in 2015 will be the North American market. Our new leadership team there, all high-caliber experts with Mark King, an American-born industry veteran, at the helm, will focus on increasing the relevance of our brands among U.S. consumers. The brand campaigns that we launched for Adidas and Reebok since the start of the year, with a clear focus on the U.S. market, are a key step in this direction.

## Hochtief

Our HOCHTIEF Americas division had great success in acquiring projects and so continued to perform well thanks to numerous new orders. New orders reached a new record level. The sales trend in the American market was very positive, notably thanks to strong growth in the building construction business. Our U.S. building construction subsidiary Turner increased sales by 11% from USD 9.5 billion in the prior year to USD 10.6 billion in 2014.

## Daimler

With few exceptions, sluggish economic development also had a negative impact on global demand for medium-duty and heavy-duty trucks. Global market volume decreased by approximately 5% in 2014. The key North American market was able to clearly buck the negative trend, however. Thanks to solid economic growth in the United States in particular, demand for Class 6–8 trucks increased by 13% in North America during the year under review.

## Top 10 Employers

Rank	Company	'14 Employees		'13 Employees
1	DHL Holdings (USA), Inc.	74,573	↓	76,966
2	Siemens USA Holdings	70,000	↓	72,000
3	Volkswagen Group of America	59,790	↓	61,796
4	Fresenius Medical Care Holdings, Inc.	65,817	↑	60,600
5	T-Mobile USA	37,858	↑	32,962
6	Robert Bosch, LLC	33,519	–	33,519
7	Continental Automotive Systems	31,414	↑	28,442
8	Daimler Group	22,833	↑	20,993
9	ThyssenKrupp USA, Inc.	20,555	↓	20,564
10	SAP Americas	19,123	–	19,568