

Daimler's incoming CEO Ola Källenius is looking for about €6bn in cost savings and efficiency gains by 2021 at Daimler's car plants.



"When you are in transformation, you are investing at the highest level in company history," Källenius said on the sidelines of the Shanghai auto show. "At the same time, you have to gain the best efficiencies to be able to free up cash flow."

Daimler will be "very selective" with their investments, Källenius said. "We are not targeting just one cost category," he said. "It's really across-the-board efficiencies that we are looking for."

Speaking to a media roundtable during the Shanghai show, Källenius elaborated on Daimler's electrification strategy, the fragmentation of the product portfolio and whether he thinks we have reached "peak car."

The Mercedes range includes about 40 models, not counting the EQ family of electric vehicles planned over the next few years. "We have an unbroken trend over 20 years, where we have gone for more variants. The key to doing that successfully is intelligent architectures and modules", Källenius said. "On our new compact car architecture, we are launching 8 different vehicles that all look totally different. The sharing of architecture in models is very, very high. So with a sensible investment you can provide more choice."