

**From:** Priester, Nicole <NicolePriester@gov.sc.gov>  
**Required:** Godfrey, Rob <RobGodfrey@gov.sc.gov>  
Adams, Chaney <ChaneyAdams@gov.sc.gov>  
Webb, Beth <BethWebb@gov.sc.gov>  
Pippin, Zach <ZachPippin@gov.sc.gov>  
Packard, Clark <ClarkPackard@gov.sc.gov>  
Symmes, Brian <BrianSymmes@gov.sc.gov>  
**Subject:** Economic Development Announcement: Daimler/Project Mosquito  
**Location:** Daimler Vans Manufacturing, 8501 Palmetto Commerce Parkway, Ladson, S.C.  
**When:** 3/6/2015 8:45:00 AM - 10:00:00 AM  
**Attachments:** ATT85706  
ATT00669  
ATT38330  
ATT72623  
ATT32139

---

Advance: Bridget Wyant  
(803)509-2202

**EVENT:** Daimler Vans Announcement  
**DATE:** March 6, 2015

**TIME:** Event begins at 9:00 AM, but Daimler has requested that the Governor arrive early (8:45 AM) to meet with executives.

**LOCATION:** Daimler Vans Manufacturing, 8501 Palmetto Commerce Parkway, Ladson, SC 29456

**PARKING:** DVM security will direct the Governor to reserved parking. Mr. Marco Wirtz, President and CEO, will meet the Governor when she arrives. Mr. Volker Mornhinweg (Fol-ker Mornin-Vaig) and Mr. Frank Klein may also accompany Mr. Wirtz. Tony Allen with SCDOC will also be there to take the gift from Ashton and place it on the Governor's chair.

**PURPOSE:** To thank the company for their expansion in Charleston County and for their continued relationship with South Carolina.

**LOCATION SET-UP:** Event is indoors, inside the Crystal Room. There will be a stage and reserved seating for VIPs and press off stage in the front row of the audience.

**ON-SITE LOCATION CONTACT:** Nancy Chappell, Executive Assistant, 843-499-0611 (cell), OR Jessica Altschul, Manager of Outreach (External Affairs, Daimler) 202-768-5232 (cell)  
Security Contact: Nancy Chappell, Executive Assistant, 843-695-5061.

**PROJECT NAME:** Project Mosquito

**COMPANY NAME:** Daimler Vans

**PROJECT MANAGER:** Tony Allen, cell 803-210-7248

**CITY AND COUNTY:** Ladson / Charleston

**JOBS NUMBER AND INVESTMENT NUMBER:** 1,300 jobs / \$500 million investment

**SEATING:** No one will be seated on stage. All VIP's will be seated in the front row of the audience. The Governor will sit between Volker Mornhinweg (Fol-ker Mornin-Vaig), Executive Vice President and Marco Wirtz, President and CEO.

**KEY COMPANY PERSONS:**

1. Mr. Volker Mornhinweg (Fol-ker Mornin-Vaig) – Executive Vice President Mercedes-Benz Vans
1. Mr. Frank Klein – Vice President Operations, Mercedes-Benz Vans
1. Dr. Ulf Zillig (Zzzzillig) – Director & Project Lead for Sprinter Successor (Not Confirmed to Attend)
1. Mr. Marco Wirtz, President and CEO

**NOTABLE CONFIRMED ATTENDEES:**

U.S. Rep. Mark Sanford  
Sen. Paul Campbell  
Rep. Larry Grooms  
Rep. Seth Whipper (possibly attending, not confirmed)  
Speaker Jay Lucas (possibly attending, not confirmed)

**GIFT:** Framed brass plate to be given to Volker Mornhinweg after the Governor's remarks.

**PRESS:** Yes

**PUBLIC:** Yes

**ACCESS TO EMPLOYEES:** Employees will be at the event and standing behind those who are seated.

**INTRODUCED BY:** Volker Mornhinweg

**LENGTH OF SPEAKING:** 5 minutes

**LINE-BY-LINE:**

8:45 a.m. Governor Haley and Bobby Hitt arrive, move into private room with Daimler executives  
9:00 a.m. Short welcome by Han Tjan, Head of Daimler Corporate Communications and introduction of Marco Wirtz  
9:02 a.m. Welcome statements by Marco Wirtz, President/CEO Daimler Vans Manufacturing and introduction of Volker Mornhinweg  
9:05 a.m. Overview by Volker Mornhinweg, Head of Mercedes-Benz Vans  
9:13 a.m. Comments by South Carolina Governor Nikki Haley  
9:18 a.m. Comments by North Charleston Mayor R. Keith Summey  
9:20 a.m. Comments by Charleston County Commissioner  
9:22 a.m. Remarks by Jim Newsome, President and CEO South Carolina Ports Authority  
9:24 a.m. Han Tjan returns to ask Volker Mornhinweg and Governor Haley to unveil rendering of new factory layout  
9:25 a.m. Unveiling of new factory layout by Volker Mornhinweg and Governor Haley/photo opportunity  
9:26 a.m. Initial plant layout image signing by Volker Mornhinweg and Governor Haley/photo opportunity  
9:28 a.m. Han Tjan invites other VIPs on stage to sign the rendering  
9:30 a.m. Han Tjan invites journalists to press availability session with Governor Haley off-stage  
9:37 a.m. Q & A session with Volker Mornhinweg on stage moderated by Han Tjan  
9:47 a.m. Marco Wirtz invites employees to sign rendering/invites all guests and employees for lunch  
9:55 a.m. Governor Haley departs

**HISTORY OF COMMUNICATION:** The Governor visited DVM two years ago and met Marco Wirtz, President and CEO, along with his management team. She had a phone conversation with Volker Mornhinweg in February 2015.

**COMPANY OVERVIEW:** The Daimler Vans plant was founded in 1999 as a Western Star plant and in 2007, the name was changed to DVM Daimler Vans Manufacturing when Daimler took over.

**FINANCIALS:**

- Daimler Vans Manufacturing estimate sales for 2014 were \$22.6 million.

**DESCRIPTION OF BUSINESS:**

- Daimler Vans Manufacturing, LLC, (DVM), a subsidiary of Daimler AG is an assembly plant for vans. The Sprinter is available on the US market as a panel van, crew bus and chassis in several variants with three lengths and roof heights with six-cylinder diesel or gasoline engines. The Sprinter has been assembled and sold in the USA since 2001.
- In December of 2009, the last Dodge Sprinter was assembled at DVM; in January of 2010, production of the Mercedes-Benz Sprinter began in the United States and at DVM.
- The U.S. is now the Sprinter's second largest sales market after Germany. About 25,000 Sprinter vans were delivered to U.S. customers in 2014.

**LOCATION:**

- DVM is located in Ladson, South Carolina. The new facility will be built adjacent to the existing facility. Mercedes-Benz Vans also has locations in Buenos Aires, Argentina; Dusseldorf, Ludwigsfelde, and Stuttgart, Germany; Victoria, Spain; Fuzhou, China, and Yaroslavl and Nizhny Novgorod, Russia.

**EMPLOYEES:**

- DVM employed approximately 150 people as of December 2014.
- The Mercedes-Benz Vans division of Daimler AG total number of employees as of Dec. 2014 was more than 15,782.

**SOUTH CAROLINA OPERATIONS:**

- The Ladson plant assembles Sprinters for the US market under the Mercedes-Benz and Freightliner brands. A new Sprinter van can be ordered from one of 200 Mercedes-Benz dealerships or one of 57 Freightliner dealerships throughout the U.S.
- The large cargo vans, known as the Vito (sold under the Metris nameplate in the U.S. and Canada) are built in Germany and re-assembled in Ladson, South Carolina.\* Workers at the Ladson facility rebuild about 75 vehicles a day.
- The Ladson, South Carolina assembly facility also handles the Up-fitter program (companies specializing in custom vehicles) for North America, registering approved vendors who meet strict quality requirements. The design of the Sprinter van appeals to up-fitters ranging from ambulances and work trucks to luxury motor homes and executive coaches.
- In 2013, the facility announced an expansion, with a \$4.6 million investment and 60 new jobs, to improve its building and changes to the current assembly line. The company expects the expansion to be complete by 2018.
- In April of 2013, DVM created the Daimler Vans Scholar Program with a \$163,000 pledge to help support highly motivated students who are preparing for careers in supply chain management or finance at the College of Charleston.

\*The light-duty truck tax that went into effect 50 years ago actually makes it cheaper for Daimler to build the Cargo and Cab Chassis Sprinters in Dusseldorf, then disassemble them before loading the components on ships bound for the U.S. Daimler removes the installed drivetrains, fuel tanks, and batteries from its S.C. bound Sprinters and packs the loose components in containers. The parts and vans are then shipped from Germany to the U.S. on separate cargo vessels.

**SUGGESTED TALKING POINTS:**

**NOTE:** Daimler has elected to brand the event as a Mercedes-Benz Vans event – thus the company will be referring to this as Mercedes-Benz in media materials and their corporate talking points. Daimler is the parent, and most in audience know this company and existing plant as Daimler, so we've crafted talking points to include both company identities. The new plant will continue to produce both Mercedes-Benz and Freightliner-branded vans.

- We are pleased to be here today to celebrate Mercedes-Benz and Daimler's continued success in the Palmetto State!
- Today's announcement shows that Daimler is doubling down on its commitment to South Carolina: a half-a-billion-dollar investment and 1,300 new jobs!
- This announcement builds on a decade of success here in the Lowcountry.
- Since establishing its first assembly plant in the region back in 2005, it has been wonderful to watch this company grow and prosper in South Carolina.
- This new facility also represents a milestone for Daimler and Mercedes-Benz Vans. Today's announcement means that Daimler will be locating its FIRST FULL manufacturing plant for vans in North America right here in Charleston County.
- In the past, this facility had was responsible for assembling these vans, but as we have seen so many times before, the South Carolina workforce proved to be up to the task of doing so much more.
- The fact that Daimler saw the potential of our people and chose to task them with the full manufacturing of these vans is huge for our state.
- But Daimler isn't just a corporate partner in South Carolina, it is also a community partner.
- In April of 2013, the Daimler Vans Scholar Program was created to help support students preparing for careers in supply chain management or finance at the College of Charleston.
- Daimler's investment in our community represents more than just jobs – it also promotes education.
- I am proud to be here to celebrate this expansion and I want you to know that you have no greater ally than the State of South Carolina when it comes to creating an environment where business can expand.
- Thank you for your commitment to South Carolina and I look forward to a long and mutually beneficial partnership.

**SENSITIVITIES AND BRAGGING POINTS – The company has asked the Governor not to mention unions.**

**LOCATION LAYOUT:**