



Mercedes-Benz
Press Information
April 30, 2024

Mercedes-Benz U.S. International, Inc. announces new CEO

Federico Kochlowski named President and Chief Executive Officer, effective April 30, 2024

VANCE, AL – Mercedes-Benz U.S. International (MBUSI) announced today that Federico Kochlowski has been named President and Chief Executive Officer (CEO). Kochlowski will replace Michael Goebel. Goebel – who has served in this role since 2019 – will transition to a new strategic role for Mercedes-Benz production in North America.

“I want to thank Michael for his commitment over the past five years,” said Jörg Burzer, head of Production, Quality & Supply Chain Management for Mercedes-Benz Group AG. “When he took on this role, none of us could have imagined what was in store. He signed up to guide us through our transition to electric vehicles and ended up navigating through a global pandemic, as well. His steadfast leadership helped build a stronger MBUSI.”

Kochlowski has served in multiple Manufacturing leadership roles at Mercedes-Benz, in the US, China, and Mexico. Kochlowski began as Vice President of Operations at MBUSI in 2023.

“Since arriving at MBUSI I have been struck by the commitment of this workforce. Not only to building quality vehicles, but to one another,” Kochlowski said. “Our Alabama Team Members have a reputation for doing things differently. As CEO, I look forward to embracing those differences and helping our Team Members continue to build the kind of company and culture they’re proud to be a part of.”

The Mercedes-Benz plant in Tuscaloosa, Alabama was announced in 1993 and was the first major Mercedes-Benz plant outside Germany. Around two-thirds of the annual production is exported, making the Mercedes-Benz U.S. International (MBUSI) one of the largest automotive exporters in the United States. Since 1997, around four million vehicles have rolled off the assembly line and the Tuscaloosa plant is now home to more than 6,000 Team Members.

Federico Kochlowski, currently “Vice President of Operations at North America at Mercedes-Benz U.S. International (MBUSI)” will take over as “**President & CEO at Mercedes-Benz U.S. International (MBUSI)**” effective **May 1st, 2024**. He succeeds Michael Goebel in this function.



After graduating Industrial Engineering from Catholic University Cordoba in 1994, Federico joined Chrysler in 1996 as Assistant Manager Process & Industrial Engineering in Argentina. In 1999, he became Industrial Engineering Manager at DaimlerChrysler Tech Center in Michigan. Federico earned an Executive MBA from Michigan State University in 2003 and joined BBDC in 2004 as Body Shop Manager in China. Federico was promoted to Manufacturing Engineering General Manager at BBAC in 2005. Later he took over as Vice President Manufacturing Engineering at BBAC in 2014. Federico then joined COMPAS in 2019 as Director of Production in Mexico. He was Chief Executive Officer COMPAS from 2020 thru November 2023 when he joined MBUSI.

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Further information on Mercedes-Benz Group is available at:
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