

Title:

DaimlerChrysler: Merger or Acquisition?

Word Count:

724

Summary:

One of the largest mergers in history nearly imploded soon after the agreement was signed. Dai

Keywords:

Mercedes Benz parts, DaimlerChrysler, Plymouth, Dodge, Chrysler, Jeep, MOPAR, car parts, Germa

Article Body:

In 1998 Daimler-Benz and the Chrysler Corporation tied the knot. The newly created DaimlerChry

A changing global automobile market during the final decade of the 20th century signaled the e

At first, the merger was hailed as the deal of the century. The combined automakers, roughly t

<b>An American president of the Chrysler Group, Jim Holden, was replaced by a German appointee

<b>Billionaire shareholder Kirk Kerkorian</b> who owned 36 million shares of Chrysler before t

<b>Adding fuel to the fire was the closing out of the Plymouth brand.</b> Already suspicious o

Fortunately, time has eased some of the friction and the Chrysler Group [defined as the part o

<b>New Mercedes inspired products.</b> The Chrysler Crossfire was the first of several new Mer

<b>Strengthening of the Dodge name.</b> Already a decent performer, the Dodge division has rec

<b>Fresh blood for Jeep.</b> An all new 7 passenger Commander has hit the streets and addition

Likely, Mercedes would have survived without a merger, while Chrysler would not have. Overcomi

Certainly, the rancor that existed just a few years ago seems to have eased. For DCX to surviv

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