Jörg Lamparter

Member of the Management Board for Digital and Mobility Solutions

In his function as Head of Mobility Services at Daimler Mobility AG, Jörg Lamparter is responsible for areas that will change the future of mobility. An important milestone was January 31, 2019, which saw the successful completion of the mobility joint ventures between Daimler AG and the BMW Group in the areas of ride-hailing (FREE NOW), carsharing (SHARE NOW), multimodal mobility (REACH NOW), parking (PARK NOW) and charging (CHARGE NOW). As Head of Mobility Services, Lamparter is also responsible for autonomous services, digital mobility solutions, urban mobility concepts and for the management of portfolio investments in several companies, such as Blacklane, FlixMobility, Taxify, Turo, Via, among others. These topics will continue to report under Lamparter.

Lamparter, a technical business economist graduate, joined the former Daimler-Benz AG in 1996 and has held various positions in Germany and abroad. In the early 2000s, he played a central role in establishing an internet-based car financing startup in the USA. From June 2006 until the end of 2011, Lamparter was responsible for setting up and developing Mercedes-Benz Financial Services Canada Corporation outside Toronto, Canada. Following, he became Director Sales & Marketing, managing the sales and marketing activities for the Passenger Car and Commercial Vehicle unit of Daimler Mobility AG in Stuttgart until September 2013. From July 2013 to February 2016 he was Head of Sales at Mercedes-Benz Bank AG. Between March 2016 and October 2017, Lamparter was CEO of the moovel Group, responsible for all activities of the moovel Group (Stuttgart) and moovel North America (Portland, Oregon).