Mercedes-Benz – South African trademarks

Updated 8 November 2026

Mercedes-Benz Group is the German maker of Mercedes-Benz cars and vans. Its South African plant in East London builds vehicles for local and export markets.

How Mercedes-Benz has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#22
largest trademark owner in South Africa (of 121,626)

1,533
trademarks filed

18
different logos published since 2020

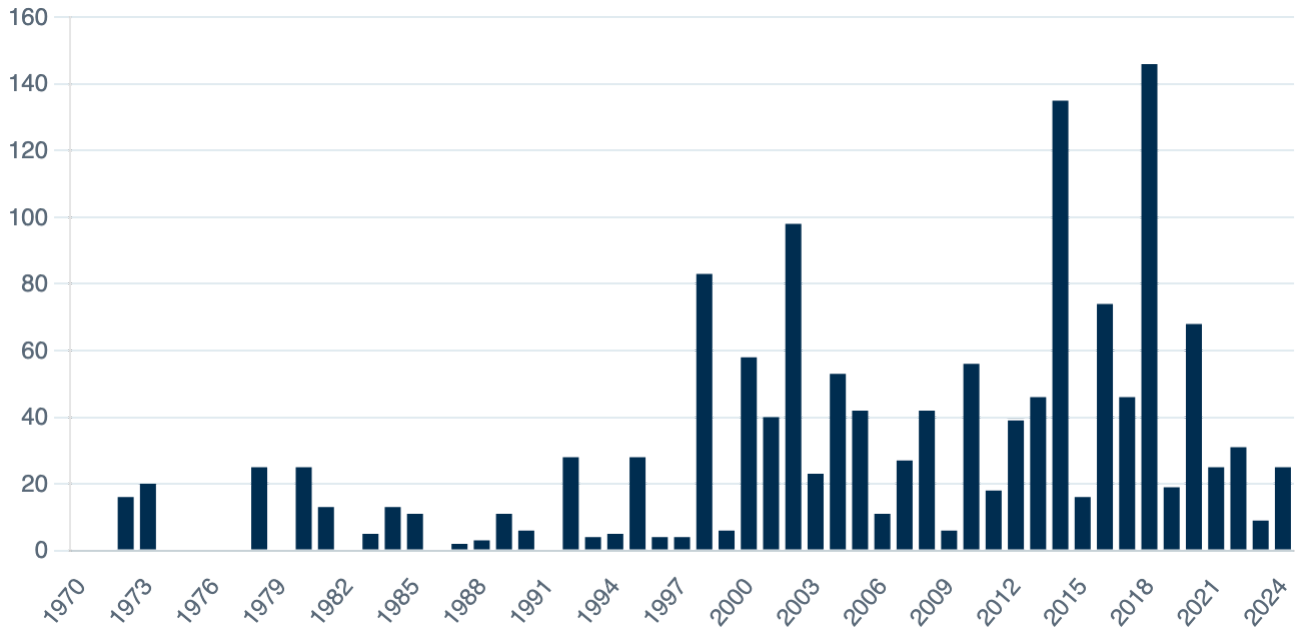
45
of 45 classes used

1921
first trademark filed

445
filed in the last 10 years

A portfolio built over time

Mercedes-Benz filed its first South African trademark in 1921 and has filed 1,533 since; its busiest year was 2018, with 146 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

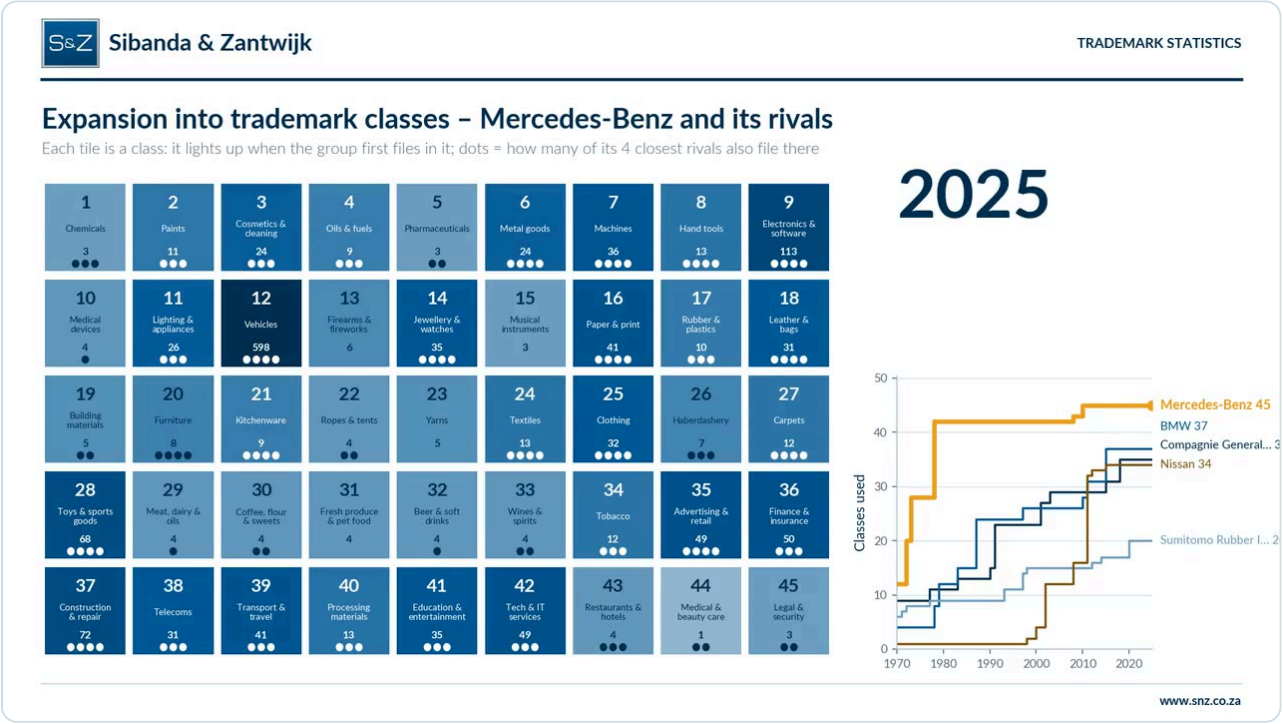
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Mercedes-Benz	1,035	1921–2025
Daimler	891	1921–2021
Daimlerchrysler	413	1922–2006
Daimlerchrysler South Africa	9	1987–2000
Daimlerchrysler Services	5	1998–2002
Mercedes Benz Parts Brand	4	2005–2005
Daimlerchrysler Services South Africa	1	2005–2005
Mercedes Benz	1	1957–1957

Where Mercedes-Benz expanded its business

Trademark classes show what a business sells. Mercedes-Benz's portfolio is concentrated in vehicles (class 12), electronics & software (class 9), construction & repair (class 37). Its most recent moves were into medical & beauty care (2010), legal & security (2010), restaurants & hotels (2008).

Mercedes-Benz trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/mercedes-benz-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

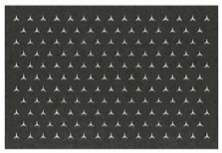
CLASS	MARKS	SHARE	SINCE
12 Vehicles	598	39.0%	1921
9 Electronics & software	113	7.4%	1921
37 Construction & repair	72	4.7%	1972
28 Toys & sports goods	68	4.4%	1973
36 Finance & insurance	50	3.3%	1972
35 Advertising & retail	49	3.2%	1972
42 Tech & IT services	49	3.2%	1972
39 Transport & travel	41	2.7%	1972

The brands Mercedes-Benz protects most

The word marks and logo names Mercedes-Benz has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	MERCEDES-BENZ	81	42	1929–2023
2	MERCEDES	34	20	1921–2024
3	BENZ	32	17	1957–2024
4	STAR PATTERN (PATTERN - SINGLE DESIGN)	26	20	2020–2020
5	MAYBACH	26	14	1995–2021
6	DAIMLERCHRYSLER	25	25	1998–1998
7	MERCEDES-EQ	25	22	2017–2022
8	MM	23	16	2000–2017
9	MERCEDES PRO	20	10	2017–2017
10	AMG	18	16	2005–2023
11	ADE	15	5	1980–1983
12	MERCEDES ME	14	7	2014–2014
13	C.I.R.C.L.E. LOUNGE	13	13	2004–2004
14	DAIMLER	13	13	2007–2007
15	ROADMILES	13	13	2002–2002

Logos filed most often (since 2020)



30 filings · 20 classes

15 filings · 12 classes



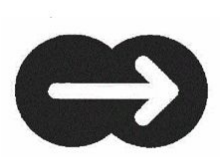
11 filings · 11 classes



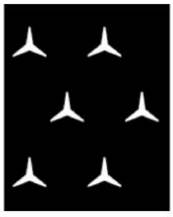
5 filings · 5 classes



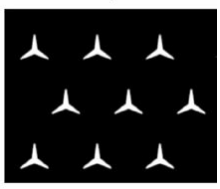
4 filings · 4 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



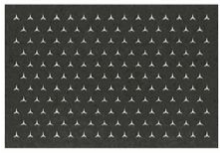
2 filings · 2 classes



2 filings · 2 classes

Mercedes-Benz's logos

The 18 different logos Mercedes-Benz has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



20 classes

12 classes



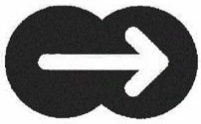
11 classes



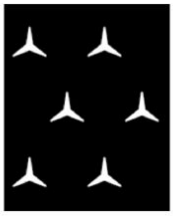
5 classes



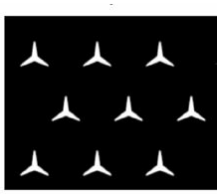
4 classes



3 classes



3 classes



3 classes



2 classes



2 classes



2 classes



2 classes



2 classes



2 classes



1 class



1 class



1 class

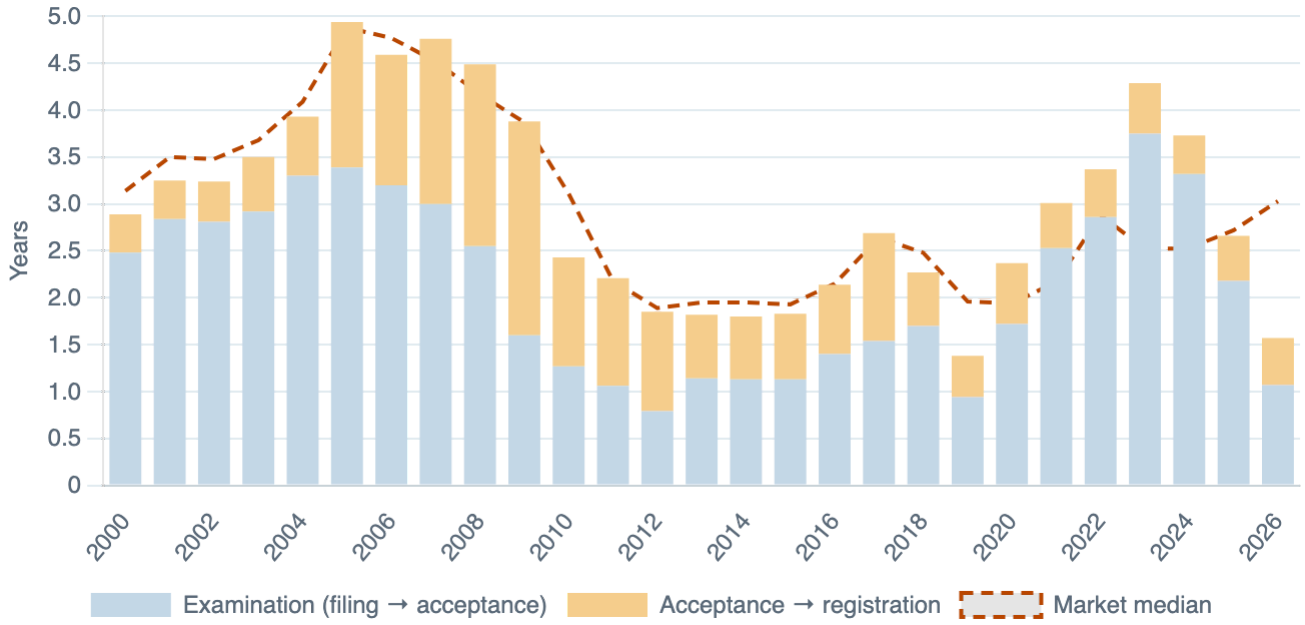


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Mercedes-Benz's marks took a median of **3.2 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.7 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

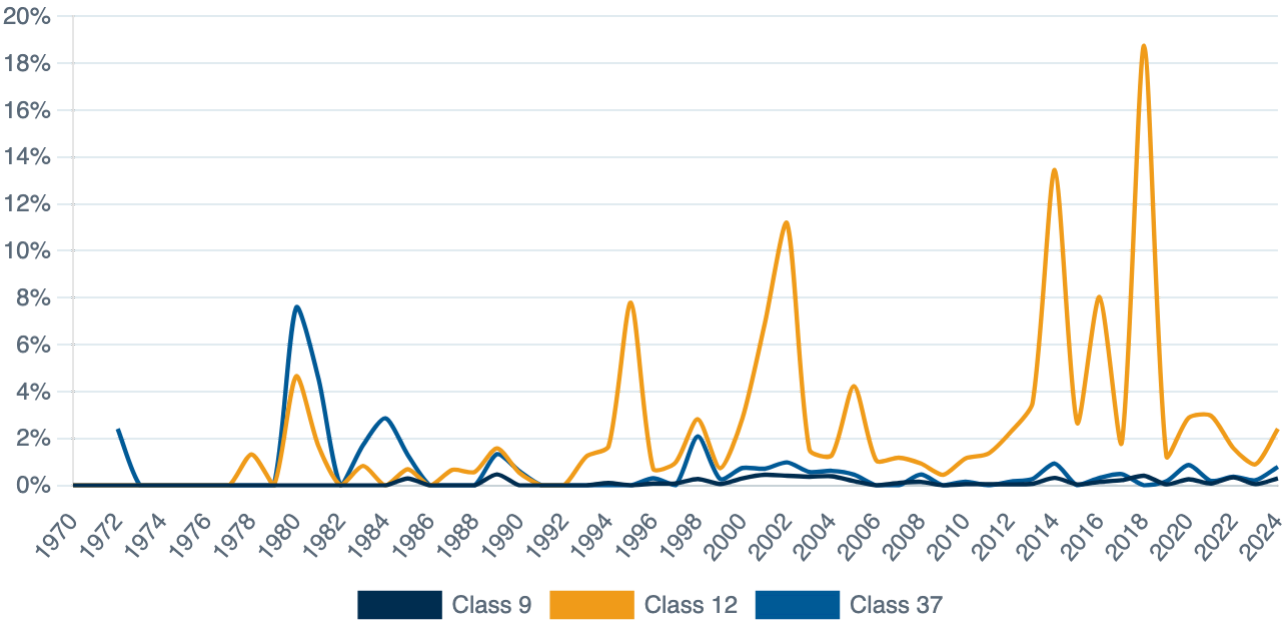


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Mercedes-Benz's classes

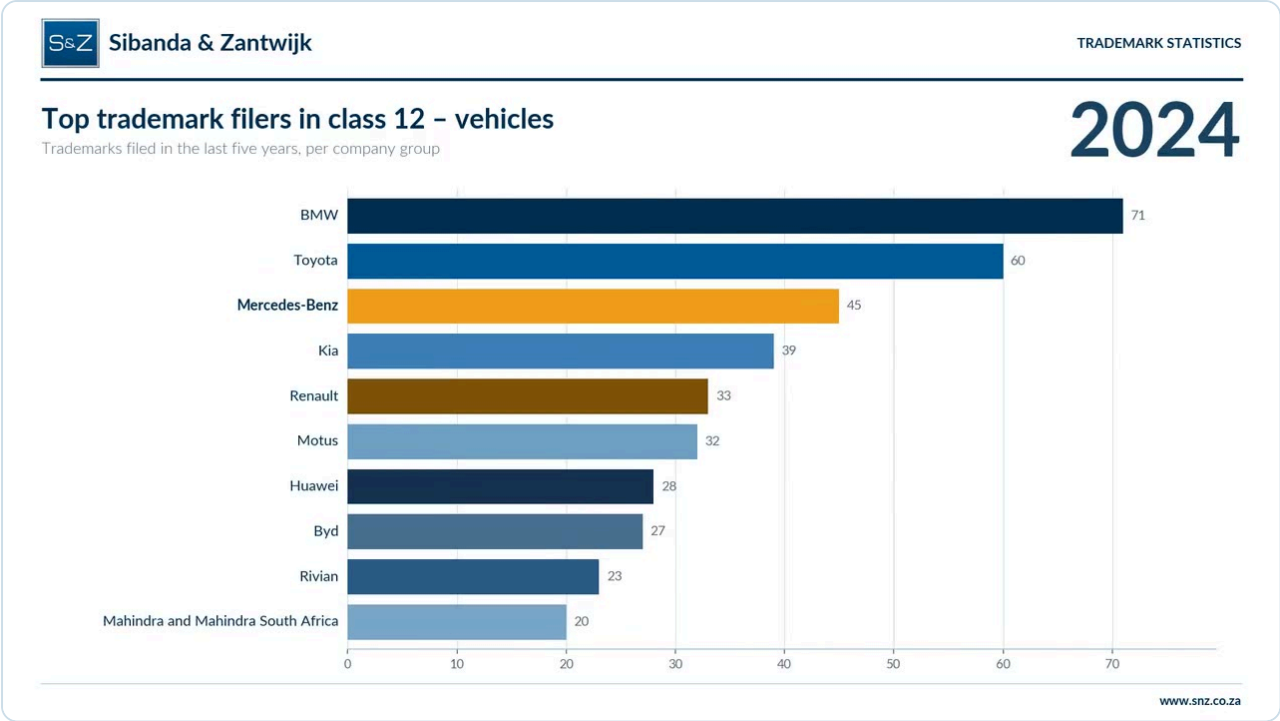
> Ranked by **number of trademarks filed in Mercedes-Benz's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Mercedes-Benz's market position, not who is most like it.

In the last five years, Mercedes-Benz was **#3** of 891 filers in class 12 (vehicles), with 45 of 2,078 trademarks; **#20** of 4,926 filers in class 9 (electronics & software), with 21 of 10,252 trademarks; **#15** of 1,255 filers in class 37 (construction & repair), with 10 of 2,181 trademarks.



Mercedes-Benz's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 12 (vehicles), South Africa 1975–2024: Mercedes-Benz



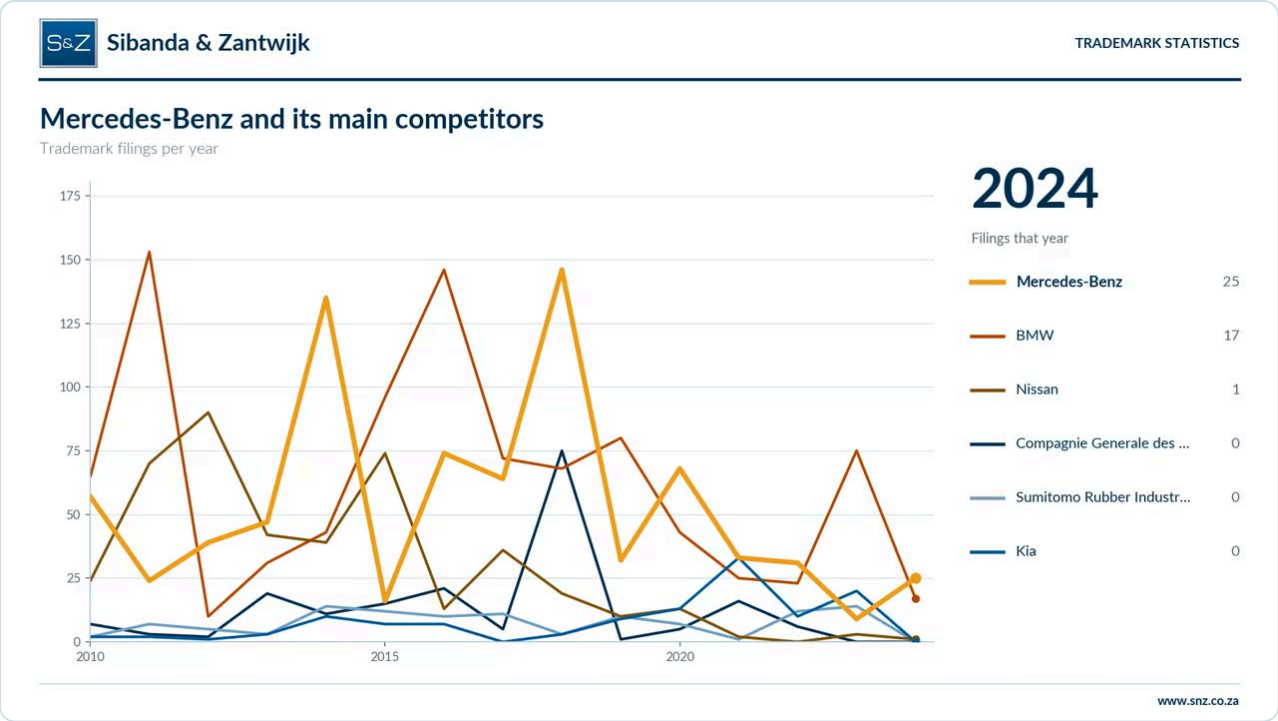
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/mercedes-benz-south-african-trademarks/class-12-race-video.html

Main competitors – the companies most like Mercedes-Benz

> Ranked by **how similar their whole trademark portfolio is to Mercedes-Benz's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Mercedes-Benz's closest competitors in South Africa are Michelin, BMW, Sumitomo Rubber Industries and Nissan.

Mercedes-Benz trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/mercedes-benz-south-african-trademarks/competitors-video.html

Trademark filings per year: Mercedes-Benz (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Michelin	Direct competitor	87%
2	BMW	Direct competitor	86%
3	Sumitomo Rubber Industries	Direct competitor	81%
4	Nissan	Direct competitor	81%
5	Kia	Direct competitor	79%
6	Hyundai Motor	Direct competitor	76%
7	Honda	Direct competitor	76%
8	Rivian	Direct competitor	75%
9	Ford	Direct competitor	74%
10	Jaguar Land Rover	Direct competitor	73%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Mercedes-Benz – relevant export countries

South Africa exported **US$12.3 billion** of the goods Mercedes-Benz's main classes cover in the last year – vehicles; parts; automobiles; fittings (class 12); computer software; computers; electronic; vehicles (class 9); toys; games; sporting articles; toy vehicles (class 28). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Mercedes-Benz's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	European Union	81	US$4.6 billion	+2%	National	US$1,859
2	United States of America	74	US$1.8 billion	+4%	National	US$2,075
3	United Kingdom	69	US$1.5 billion	+2%	National	US$1,012
4	India	61	US$27 m	+9%	National	US$807
5	Hong Kong SAR	59	US$26 m	-0%	National	US$1,110
6	Türkiye	59	US$257 m	+18%	National	US$980
7	Canada	58	US$112 m	+0%	National	US$1,623
8	Australia	56	US$225 m	+3%	National	US$1,660
9	Switzerland	56	US$139 m	-0%	National	US$1,120
10	Singapore	55	US$55 m	-3%	National	US$1,306

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 3 CLASSES
1	Egypt	48	US$88 m	+1%	National	US$1,392
2	Nigeria	48	US$46 m	-9%	National	US$609 S&Z
3	OAPI (17 states)	45	US$74 m	+6%	National	US$1,194 S&Z
4	Tanzania	44	US$62 m	+8%	ARIPO	US$343 S&Z
5	Namibia	44	US$384 m	+15%	ARIPO	US$343 S&Z
6	Malawi	43	US$63 m	+30%	ARIPO	US$343 S&Z
7	Zimbabwe	43	US$268 m	+10%	ARIPO	US$343 S&Z
8	Lesotho	42	US$127 m	+15%	National	US$314
9	Uganda	42	US$12 m	+13%	ARIPO	US$343 S&Z
10	Algeria	41	US$66 k	+29%	National	US$1,160

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 3 classes; ARIPO costs are per country, plus US$280 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
MERCEDES-BENZ	42	US$8,526	US$8,396
MERCEDES	20	US$4,060	US$4,333
BENZ	17	US$3,451	US$3,779
STAR PATTERN (PATTERN - SINGLE DESIGN)	20	US$4,060	US$4,333
MAYBACH	14	US$2,842	US$3,225

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Mercedes-Benz's five most-filed brands: word marks of **other companies** (not Mercedes-Benz's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to MERCEDES-BENZ (classes 9, 12, 28, 36, 37; searched 2020-09-30 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to MERCEDES (classes 9, 12, 28, 36, 37; searched 2025-09-25 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to BENZ (classes 9, 12, 28, 36, 37; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to STAR PATTERN (PATTERN - SINGLE DESIGN) (classes 9, 12, 28, 36, 37; searched 2018-03-28 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to MAYBACH (classes 9, 12, 28, 36, 37; searched 2021-02-24 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a technology-first firm that manages trademarks – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch
New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa
Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

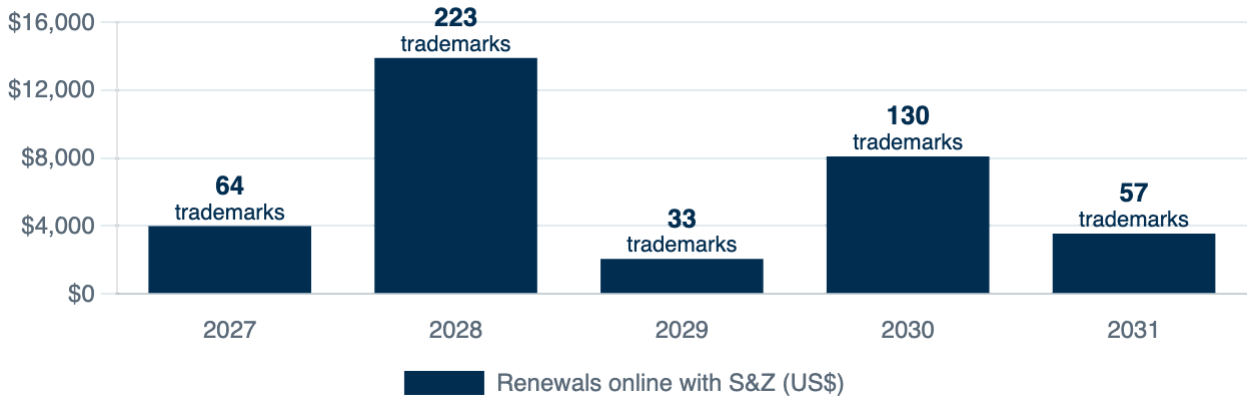
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Mercedes-Benz's next five years of renewals

507 of Mercedes-Benz's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$31,583** over the five years.



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