






#	STRENGTHS (+)	
1	Strong brand recognition	
2	Strong manufacturing capabilities	
3	Commitment to innovation	
4	Global presence	
5	Wide product range	
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#	WEAKNESSES (-)	
1	Dependence on specific markets	
2	High fixed costs	
3	Legacy issues and product recalls	
4	Relatively high fuel consumption	
5	Limited electric vehicle market share	
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#	OPPORTUNITIES (+)	
1	Growing demand for electric vehicles	
2	Focus on autonomous driving technology	
3	Expansion in emerging markets	
4	Strategic partnerships and collaborations	
5	Shift towards mobility services	
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#	THREATS (-)	
1	Intense competition	
2	Technological disruptions	
3	Regulatory challenges	
4	Changing consumer preferences	
5	Supply chain disruptions	
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