



#	STRENGTHS (+)	
1	Strong global presence and market share	
2	Diverse brand portfolio (Chevrolet, GMC, Cadillac, etc.)	
3	Technological advancements (e.g., electric vehicles)	
4	Strong financial performance	
5	Emphasis on sustainability and innovation	
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#	WEAKNESSES (-)	
1	High dependence on North American market	
2	Product recalls and quality issues	
3	High pension liabilities	
4	Lack of strong presence in certain vehicle segments	
5	Dependence on a limited number of suppliers	
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#	OPPORTUNITIES (+)	
1	Expansion into emerging markets	
2	Growing demand for electric and autonomous vehicles	
3	Strategic partnerships and collaborations	
4	Integration of advanced safety features and technologies	
5	Expansion of mobility services (e.g., ride-sharing, autonomous taxis)	
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#	THREATS (-)	
1	Intense competition in the automotive industry	
2	Fluctuating fuel prices and environmental regulations	
3	Economic downturns and global market uncertainties	
4	Changing consumer preferences and lifestyle trends	
5	Currency exchange rate fluctuations	
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