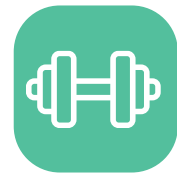


SWOT ANALYSIS OF MERCEDES-BENZ



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Strengths

- Synonymous with luxury and quality, commands market premium
- Pioneer in automotive technology with a strong innovation track record
- Extensive global manufacturing footprint
- Wide product range from compact cars to commercial trucks



Weaknesses

- High cost structure impacts competitiveness in sensitive markets
- History of recalls and quality control issues
- Heavy reliance on European markets, risk from economic shifts
- Limited agility due to size and established processes



Opportunities

- Electrification of fleet aligns with global EV trend
- Potential leader in autonomous driving technology
- Rising luxury market in emerging economies
- Expansion potential in services and mobility solutions



Threats

- Intense competition from established and new luxury car makers
- Regulatory pressures, especially in emissions and safety
- Vulnerability to economic downturns affecting luxury spending
- Supply chain risks, particularly in rare materials for EVs