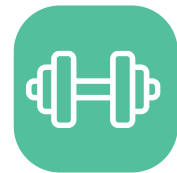


SWOT ANALYSIS OF FORD MOTOR



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Strengths

- Iconic brand with strong recognition
- Dominant in U.S. truck segment
- Global presence with large-scale operations
- Extensive U.S. dealership network and robust R&D investment



Weaknesses

- Overreliance on North American market
- Behind in the electric vehicle race
- Recurring quality issues and vehicle recalls
- High debt and complex corporate structure



Opportunities

- Rising demand for trucks and SUVs
- Expanding electric vehicle lineup
- Potential in autonomous driving tech
- New revenue streams from digital services and strategic partnerships



Threats

- Intense competition from both traditional and new players
- Vulnerability to economic downturns
- Supply chain volatility affecting production
- Increased costs due to material prices and regulatory compliance