



SWOT ANALYSIS

Subaru 2024

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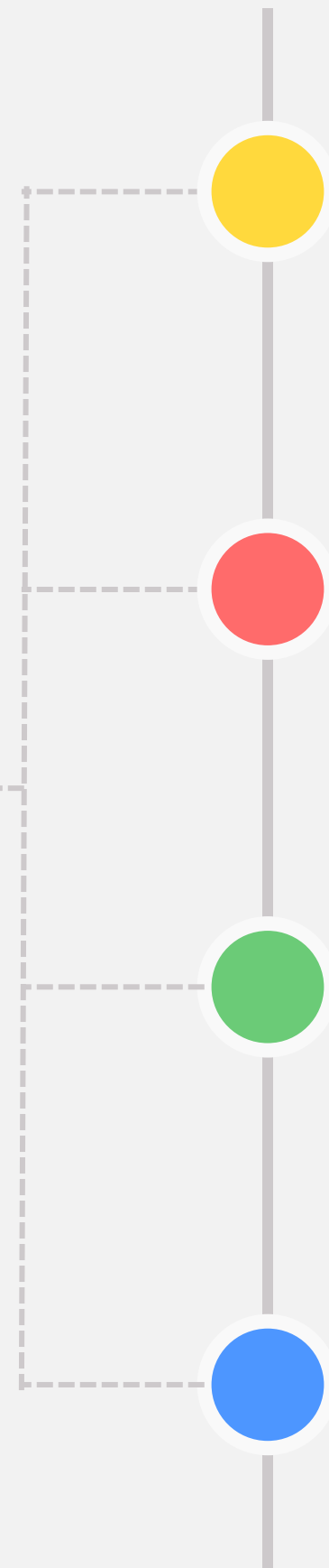




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STRENGTHS

WEAKNESSES

OPPORTUNITIES

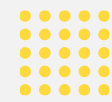
THREATS



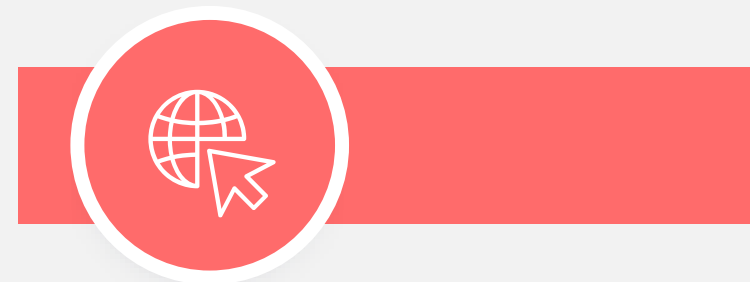
SWOT ANALYSIS – Subaru 2024



STRENGTHS



- Safety Reputation: Known for producing safe, durable vehicles.
- AWD Expertise: Superior all-wheel drive technology.
- Product Innovation: Strong in drivetrain and safety system development.
- High Sales: Consistent global sales success.



WEAKNESSES



- Electrification Delay: Slow entry into hybrid/electric vehicle market.
- Brand Awareness: Lower recognition compared to major competitors.
- Dealer Network Size: Limited compared to larger automakers.
- Supply Chain Risks: Reliance on Japanese manufacturing.



OPPORTUNITIES



- SUV/Crossover Trend: Growing global demand in Subaru's strong segments.
- Market Expansion: Potential in international markets.
- Electric Vehicles: Opportunities in developing electric SUVs/CUVs.
- Tech Partnerships: Alliances in electrification and autonomous tech.



THREATS



- Intense Competition: Increasing pressure in key market segments.
- EV Transition: Resource and technology challenges.
- Sales Growth Risk: Potential for plateau in a competitive market.
- Economic Instability: Sensitivity to global economic shifts.

