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KNORR-BREMSE AG SWOT & PESTLE ANALYSIS

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Company Name : Knorr-Bremse AG

Company Sector : Automobile and Railway Spares

Operating Geography : Germany, Europe, Global

About the Company :

The Knorr-Bremse Group is a manufacturer of brake systems and a supplier of additional sub-systems for rail and commercial vehicles headquartered in Munich, Germany. The business was founded in 1905 by engineer Georg Knorr in Boxhagen-Rummelsburg, near Berlin (since 1920 part of Berlin-Friedrichshain). Its railway braking systems are the result of a company created in 1883 called "Carpenter & Schulze." It operates through two divisions: Rail Vehicle Systems and Commercial Vehicle Systems. The company's product range includes brake, entry, and HVAC systems, as well as power electric and control technology, digital solutions, couplers, signal systems, pneumatic braking systems, energy supply and distribution systems, wiper and wash systems, and more. It is divided into four geographical segments: Europe/Africa, North America, South America, and Asia/Pacific. Knorr-products Bremse's contribute significantly to increased safety and energy efficiency on train tracks and highways all over the world. Around 29,700 workers work at over 100 locations in over 30 countries to provide products and services to consumers all over the world. In December, 2021, Knorr-Bremse announced that Siemens Mobility had granted it a large, long-term remote condition monitoring contract. The company will be in charge of remote condition monitoring of the HVAC systems on 172 Siemens Mobility trains that will be operated by the South Western Railway in the United Kingdom. In February 2022, Knorr-Bremse partnered with Alstom to supply systems for the Coradia Stream regional train family.

Knorr-Bremse Group's USP lies in being the world's top manufacturer of braking systems and a global supplier of additional rail and commercial vehicle subsystems. It has been at the forefront of developing, manufacturing, marketing, and servicing cutting-edge braking systems for more than 110 years. The mission statement of Knorr-Bremse Group reads, "To fulfil our mission of making mobility on roads and railways safe, sustainable and environmentally friendly, we strive to get even better every day. That's why excellence is our standard at Knorr-Bremse".

Revenue :

Euro 6.7 billion – FY ending 31st December 2021

Euro 6.2 billion - FY ending 31st December 2020 (y-o-y growth -11.2%)

SWOT Analysis :

The SWOT Analysis for Knorr-Bremse AG is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diversified business portfolio covering rail and commercial vehicles Industry leading safety standards and quality 2.Leading manufacturer of commercial braking systems 3.Engages in extensive research and holds multiple patents 	<ul style="list-style-type: none"> 1.Sudden changes in acquisition plans affecting investor confidence 2.Majority shareholders selling stakes in company
Opportunities	Threats
<ul style="list-style-type: none"> 1.Eye market leadership for the supply of vehicular sanitary systems 2.Leverage opportunities in automated driving 3.Keep up with rapid digitalization in automobile industry 4.Expand operations in emerging economies having high growth potential 	<ul style="list-style-type: none"> 1.Falling oil prices reduces competitiveness of railways 2.Transport bans due to COVID-19 3.High costs of meeting environmental regulations

PESTLE Analysis :

The PESTLE Analysis for Knorr-Bremse AG is given below:

Political	Economical
1.Finalization of the Green Deal in EU 2.High government spending on infrastructure in emerging economies	1.Slowdown of global trade affecting the transport industry
Social	Technological
1.Growing population leading to greater traffic volumes 2.Work-from-home reducing demand for public transport	1. AI-based driver assistance systems to promote road safety 2. Growing importance of Electric Vehicles
Legal	Environmental
1.EU to restrict use of loud freight cars from 2024 2.Ban on commercial ICE vehicle sales	1.Mass transit necessary to reduce air pollution

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