

---

# S&P TEST

SWOT & PESTLE.com

---

## MAGNETI MARELLI SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. Topurchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Magneti Marelli

**Company Sector :** Automotive Parts

**Operating Geography :** Italy, Europe, Global

**About the Company :**

Magneti Marelli S.p.A was founded in the early 1900's by Ercole Marelli and is headquartered in Corbetta, Italy. It is an Italian developer and manufacturer of components for the automotive industry and provides its products and services through its subsidiaries and brands including AL-Automotive Lightening, Carello, Cromodora, Cofap, Ergom Automotive, Jaeger, Mako Elektrik, Paraflu, Securvia, Seima, Siem SpA, Solex, Veglia Borletti, Vitaloni and Weber. In 2019, Calsonic Kansei and Magneti Marelli joined forces to form the 7th largest independent automotive component supplier in the world. The key products of Marelli includes automotive lightening, cabin comfort, electric powertrain, electronics, green technology systems, interior experience, powertrain, ride dynamics, thermal solutions, motorsport, as well as providing products and services to aftermarket business. As of early 2021, Magneti Marelli has around 58,000 employees, 170 facilities and R&D centers in 24 countries including Asia, America, Europe, and Africa. During a virtual ceremony held in September 2021, Automotive News recognized the company as 2021 PACE Award winner. Through its AMBITION 2024 is aiming to position itself as a leading global tier 1 independent automotive supplier.

Magneti Marelli's unique selling proposition or USP lies in being one of the leading independent suppliers of automotive products in the world. Magneti Marelli's mission statement reads, "We work hand-in-hand with our customers to create a safer, greener and better-connected world." While its vision is, "We exist to innovate and transform the future of mobility."

**Revenue :**

JPY 1,380 billion (EUR 10.6 billion) – FY ending 2021

JPY 1,266 billion (EUR 10.4 billion) – FY ending 2020

## SWOT Analysis :

The SWOT Analysis for Magneti Marelli is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Global leader of developing and manufacturing automotive parts covering 24 countries.</li> <li>2. Provides 10+ key product areas and diverse range of spare parts of 4 types.</li> <li>3. 7th largest automotive supplier with 170 facilities and over \$12 billion revenue.</li> <li>4. Outstanding industrial expertise and high complimentary match of the two mother companies.</li> <li>5. High competitive advantage on a global scale.</li> </ol>	<ol style="list-style-type: none"> <li>1. Financial crisis developed within a year of company merger.</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Strategic partnership with China based Highly Group can expand company market.</li> <li>2. 5-year agreement with leading logistic provider DHL can vastly improve supply-chain management.</li> <li>3. Asia-Pacific market's lucrative growth opportunities can boost company sales.</li> <li>4. New facility in Germany to produce EV drivetrains can be a huge success.</li> </ol>	<ol style="list-style-type: none"> <li>1. Covid-19 induced halts in production and operations can limit company growth.</li> <li>2. Downsizing employee volume translates to doubtful business profitability and growth.</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Magneti Marelli is given below:

<p><b>Political</b></p> <ol style="list-style-type: none"> <li>1. The Biden government in the US promoting citizens to switch to EV can help Marelli recover high investments with EV compatible technologies.</li> <li>2. Italy to strengthen the automotive industry by allocating slightly less than \$ 1 billion.</li> </ol>	<p><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Global auto parts industry to grow from \$</li> </ol>
<p><b>Social</b></p> <ol style="list-style-type: none"> <li>1.9 trillion to \$2.3 trillion by 2026.</li> <li>2. Shortage of auto parts affecting major countries including the USA.</li> </ol> <p>"],["</p> <p><b>Social</b></p>	<p><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Consumer preference of a limited number of advanced features in vehicles can guide a company's R&amp;D strategy effectively.","</li> </ol>
<p><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Self-driving race cars make records of successful race completion.</li> <li>2. Advanced thermal management design increases performance of EVs.</li> </ol> <p>"],["</p> <p><b>Legal</b></p>	<p><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.India's new rule to reduce imports of auto parts being resisted by automakers.","</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.  
The complete report for **Magneti Marelli** SWOT & PESTLE Analysis is a paid report at **15.53 U.S.D.**

**Buy Now**

\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
**[support@swotandpestle.com](mailto:support@swotandpestle.com)**