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AMERICAN AXLE & MANUFACTURING HOLDINGS (AAM) SWOT & PESTLE ANALYSIS

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Company Name : American Axle & Manufacturing Holdings (AAM)

Company Sector : Auto Ancillary

Operating Geography : United States, North America, Global

About the Company :

American Axle & Manufacturing Holdings, Inc. (AAM) is an American company that specializes in the design, engineering, and manufacturing of driveline and drivetrain systems for a variety of vehicles. The company was founded in 1994 and is headquartered in Detroit, Michigan. AAM's products are used in a range of vehicles, including cars, trucks, SUVs, and commercial vehicles. The company's main product lines include axles, driveshafts, power transfer units, and other driveline components. AAM's customers include many of the major global automakers, such as Ford, General Motors, and Fiat Chrysler Automobiles. The company operates manufacturing facilities in the United States, Mexico, Brazil, and Poland. AAM also has engineering and sales offices located around the world. The company is committed to developing innovative solutions to improve vehicle performance, reduce emissions, and enhance safety. In recent years, AAM has been working to expand its product offerings and increase its global footprint through strategic acquisitions and partnerships. In 2017, the company acquired Metaldyne Performance Group, a leading producer of powertrain and suspension components, which significantly expanded

AAM's capabilities. AAM has also formed partnerships with other companies to develop new technologies and expand its customer base. As of early 2023, AAM had approximately 25,000 employees and reported annual revenues of \$5.5 billion. The company is publicly traded on the New York Stock Exchange under the ticker symbol "AXL."

The USP of AAM lies in it being one of the largest American companies in automobile industry. The mission of American Axle & Manufacturing is to POWER a more sustainable future while providing value to our stakeholders.

Revenue :

US\$ 5,156.6 million - FY ending 31st December 2021 (y-o-y growth 9.46%)

US\$ 4,710.8 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for American Axle & Manufacturing Holdings (AAM) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Successful track record of integrating with firms through mergers & acquisitions 2.Delivering operational excellence through established best practices 3.Diversification of customer, product, and geographic sales mix 4.AAM's focused investments in R&D and future technologies 5.High quality standards delivering durable and reliable products 6.Strong set of Electrification Engineering Capabilities 7.Global-leader in design, engineering and manufacturing of automotive propulsion systems and technologies to support electric, hybrid and ICE vehicles 	<ul style="list-style-type: none"> 1.Negotiating power of customers is extreme and can impact price leadership 2.Business is significantly dependent on sales to GM, Stellantis & Ford accounting for 65% of Revenue
Opportunities	Threats

1.Opportunity to expand in electronic vehicles' battery sector 2.Investments to leverage access to mobility opportunities 3.Contracts awarded to AAM will generate revenue opportunities	1.Supply chain disruption impact operations 2.The cyclical nature of the automobile and automotive industry can adversely affect operations 3.Direct and indirect effect of COVID-19 on production 4.Highly competitive landscape with players like Autoliv, Linamar, Valeo, General Motors, and Snap-on Tools
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PESTLE Analysis :

The PESTLE Analysis for American Axle & Manufacturing Holdings (AAM) is given below:

Political	Economical
1.Political stability and international relations between countries 2.Promotion of electronic vehicles can cause hindrance to some automotive parts supplied by the company	1.Impact of COVID-19 pandemic on the economy and automobile sector 2.A stronger dollar may lay positive influence on export out of U.S. Facilities 3.Economic system followed by producing countries like the USA, China, Brazil, India, etc.
Social	Technological
1. Consumers shift to Non-Four-Wheeler Vehicle Segment or Public Transport Services	1.Introduction of 3D Printing Technology in the automobile sector in production activities 2.Investments in cutting-edge technologies 3.Electrification to be a major driving force in automobile sector
Legal	Environmental

1.New Labour code across the globe - concerned with wages and work time restrictions

1.Metal recycling policy followed in automobile Industry of various countries
2.Improving OS to make the company's value chain more environmentally friendly

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