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BORGWARNER SWOT & PESTLE ANALYSIS

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Company Name : BorgWarner

Company Sector : Auto Ancillary

Operating Geography : United States, North America, Global

About the Company :

BorgWarner is a global automotive technology leader that specializes in designing and manufacturing innovative powertrain solutions. The company was founded in 1928 and is headquartered in Auburn Hills, Michigan, USA. BorgWarner operates in two main business segments: Drivetrain and Engine. BorgWarner's products are used in a wide range of vehicles, including passenger cars, commercial trucks, and off-highway vehicles. The company operates in more than 96 locations in 24 countries around the world, employing over 30,000 people as of early 2023. The company was included in the Dow Jones Sustainability Index for six consecutive years and was ranked among the top 100 most sustainable companies in the world by Corporate Knights in 2021. The company has been named to Forbes' list of America's Best Employers for Diversity and has received a perfect score on the Human Rights Campaign Foundation's Corporate Equality Index for four consecutive years.

The USP of BorgWarner lies in it being one of the leading suppliers of powertrain solutions worldwide. BorgWarner is committed to sustainability and has set ambitious goals to reduce its carbon footprint and improve environmental performance. The company is also focused on developing technologies that support electrification and hybridization to meet the evolving needs of the automotive industry.

Revenue :

US\$ 15,801 million - FY ending 31st December 2022 (y-o-y growth 6.49%)

US\$ 14,838 million - FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for BorgWarner is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Serving wide range of vehicle market like light vehicles, commercial vehicles, off-highway vehicles and aftermarkets. 2.Acquisitions of major companies have helped to enter into new product segments 3.Wide range of customer diversity which is spread across all the major continents. 4.Advanced engineering products backed by a strong R&D team. 5.More than 8000 active and pending patents along with licensing agreements. 	<ol style="list-style-type: none"> 1.Business is dependent upon the demand of the vehicles and can be affected due to production fluctuations. 2.Higher prices of the company's product are facing backlash from the OEM clients. 3.Decreasing shareholder returns which is less than the market and other competitors in the past 5 years.
Opportunities	Threats
<ol style="list-style-type: none"> 1.To expand the product offerings in the growing EV markets. 2.The company can expand its sales in the vehicle aftermarket that is growing faster. 3.Strengthening its inverter capabilities through use of new engineering technologies. 4.Improve its software solutions offerings according to the rising market demand. 	<ol style="list-style-type: none"> 1.Production disruptions in automobile industry due to new covid-19 waves can affect the business. 2.Semiconductor chip shortages can affect the production of the business. 3.Supply chain crisis can delay the delivery of components and affect production.

PESTLE Analysis :

The PESTLE Analysis for BorgWarner is given below:

<p style="text-align: center;">Political</p> <p>1.Ukraine- Russia war has majorly affected global business environment.</p> <p>2.The trade war between US and China has affected several businesses operating in these countries.</p>	<p style="text-align: center;">Economical</p> <p>1.Due to high inflation commodity prices and metal prices are rising.</p> <p>2.Major economies of the world like US, China and Europe are facing slowdown.</p> <p>3.Rise in fuel costs is raising the cost of logistics and affecting the price of products.</p>
<p style="text-align: center;">Social</p> <p>1.Increased adoption of EVs in major economies like China, US etc has boosted sales.</p>	<p style="text-align: center;">Technological</p> <p>1.The manufacturing industry is experiencing industry 4.0 transformation and smart manufacturing.</p> <p>2.The trends of connected vehicles and autonomous driving is set to increase in the future</p>
<p style="text-align: center;">Legal</p> <p>1.Theft of intellectual property rights is a major concern for companies.</p> <p>2.US environment protection agency are proposing to amend certain existing corporate average fuel economy and greenhouse gas emission standards for passenger cars and light trucks.</p>	<p style="text-align: center;">Environmental</p> <p>1.EU legislation has proposed to cut CO2 emissions from cars 55% and vans by 50% by 2030.</p> <p>2.Adoption of electric vehicles can help the world in reaching the Paris climate goals.</p> <p>3.Investments in sustainable products and solutions business</p>

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