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## VALEO SWOT & PESTLE ANALYSIS

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**Company Name :** Valeo

**Company Sector :** Automobile

**Operating Geography :** France, Europe, Global

**About the Company :**

Valeo is a French global automotive supplier headquartered in France. Founded in 1923 it is now a world-leading automotive supplier operating in 33 countries and partnering with automakers worldwide. As a technology company, it designs innovative solutions for smart mobility, with a particular focus on intuitive driving and reducing CO2 emissions. The Group also provides and distributes spare parts for automakers and independent aftermarket operators. As of 2020, the automotive industry has 1,14,700 employees with 191 production units. As global automotive production evolves, its centre gravity is shifting to Asia. Valeo's diversified, balanced customer base and geographical footprint is fully in line with developing global platforms that require automotive supplier proximity, wherever they are in the world

The company won 2020 PACE Award for its XtraVue(TM) Trailer, an innovation that makes trailers "invisible". The second Coyote Automobile Awards, held in the year 2019 in Paris, highlighted and applauded, Valeo innovation. It won awards including 1st prize for the Valeo reversible charger in the "Green Innovation" category, 1st prize for Valeo XtraVue Trailer in the "Safety" category and 3rd place for Valeo Voyage XR in the "Techno Innovation" category. Valeo's USP or unique selling point lies in its heralding three simultaneous revolutions that are redefining the car: The engine revolution, The autonomous car revolution and The digital, connected and shared mobility revolution.

**Revenue :**

Euro 16.44 billion - FY ending 31st December 2020 (y-o-y growth of -16%)

Euro 19.48 billion - FY ending 31st December 2019 (y-o-y growth 1.8%)

Euro 19.12 billion - FY ending 31st December 2018

## SWOT Analysis :

The SWOT Analysis for Valeo is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Investments in key technological platforms to create a unique product portfolio</li> <li>2. '5 Axes' Methodology for operational excellence</li> <li>3. Balanced geographic positioning and customer portfolio</li> <li>4. Leading market share across key business segments</li> <li>5. Optimizing R&amp;D spend by leveraging technological platforms</li> <li>6. Consecutively growing and robust sales and financials</li> </ul>	<ul style="list-style-type: none"> <li>1. Allegations of defective radiators by Mercedes hurting the company</li> <li>2. Impact of introduction of WLTP emissions testing standards</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Automobile market pushing towards smart and safer mobility</li> <li>2. Expanding AI technologies in Automotive sector</li> <li>3. Moving towards Carbon free and environmental free solutions</li> <li>4. Reduction in corporate taxes in France from 2019</li> <li>5. Valeo SIEMENS eAUTOMOTIVE expected to breakeven in 2022</li> </ul>	<ul style="list-style-type: none"> <li>1. Forced to cut costs during the volatility of the market 2019.</li> <li>2. Lockdown across the globe due to Covid-19 to hit automotive industry</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Valeo is given below:

Political	Economical
1.Vulnerability to worsening US-China political and trade relations	1.Impact of currency fluctuations post-Brexit 2.Covid-19 induced recession to impact auto sector
Social	Technological
1.Cost effectiveness of sustainable automobiles 2.Consumer awareness driving electric vehicle growth	1.AI technologies like multi sensor perception, uncertainty estimation 2.Innovation in path-breaking road safety technology 3.Smart factories with automation and digitization
Legal	Environmental
1.Impact of French emission policies 2.France to ban fossil fuels vehicles by 2040	1.Smart cars not only efficient but environment friendly. 2.EU emission regulations such as WLTP 3.Strong focus on environmental initiatives

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The complete report for **Valeo** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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