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## AUDI AG SWOT & PESTLE ANALYSIS

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**Company Name :** Audi AG

**Company Sector :** Automobile, Consumer Discretionary

**Operating Geography :** Germany, Europe, Global

**About the Company :** Audi AG is a German automobile manufacturer that designs, engineers, produces, markets and distributes luxury vehicles. The AUDI AG stands for sporty vehicles, high build quality and progressive design – for “Vorsprung durch Technik.” The Audi Group is among the world's leading producers of premium cars. Audi is a member of the Volkswagen Group and is headquartered at Ingolstadt, Bavaria, Germany. The Audi Group sells vehicles of the Audi and Lamborghini brands as well as motorcycles of the Ducati brand internationally through its own sales companies or those belonging to the Volkswagen Group and in partnership with local importers. In the 2019 fiscal year, AUDI AG had an average of 61,415 employees, as compared to 61,289 employees in 2018.

Every year Audi and its products are presented with prestigious awards from both national and international juries. In 2020 the company has been recognized as World Car of the Year, Best Cars, the German Design Award, and even International Engine of the Year. It also won 5 out of 10 trophies awarded at the “Autonis” Awards ceremony on 21st Oct 2020. Besides, the Audi Denkwertstatt was once again among the best digital innovation hubs in a German company.

Audi’s mission statement reads “We act purposefully, systematically and with our full efforts – in other words, consistently. That is why our mission is “Consistently Audi.” Audi’s vision is to “Unleash the beauty of sustainable mobility.” The USP or Unique Selling Proposition of Audi Group sprawls in being among the world’s leading producers of premium cars known for its luxury, comfort and excellent engine performance

**Revenue :**

EUR 55,680 million - FY ended 31st December 2019 (y-o-y growth of -6%)

EUR 59,248 million - FY ended 31st December 2018

**SWOT Analysis :**

The SWOT Analysis for Audi AG is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong brand value of Audi globally</li> <li>2.Continuous focus on innovation to solve unmet customer needs</li> <li>3.Adoption of Virtual Reality to enhance customer experience</li> <li>4.Taking the lead in the transition to electric mobility</li> <li>5.Fostering a culture of Employee Focus</li> </ul>	<ul style="list-style-type: none"> <li>1.Product-related lawsuits worldwide</li> <li>2.Losses on fine and settlement charges for violation of environmental laws</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.New sales opportunities due to emergence of electric vehicles</li> <li>2.Recovery and growth of Chinese luxury car market in the post COVID-19 era</li> </ul>	<ul style="list-style-type: none"> <li>1.Trade dispute between China and U. S</li> <li>2.Technology and cyber security risks</li> <li>3.Change in tax policies by government</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Audi AG is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Impact of Brexit on business</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Impact of Covid-19 on business revenue 2.Financial risk due to currency exchange fluctuations 3.Slowdown in international car market</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Change in consumer behaviour after COVID-19 pandemic 2.Promoting employee diversity within the organization</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Use of Artificial Intelligence for autonomous driving 2.Experimentation with new OLED lighting technology</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Impact of Audi emissions fraud lawsuit 2.Carbon dioxide legislations in China</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Shift towards electric vehicles to reduce carbon footprint 2.Use of new technologies to improve the sustainability of supply chains</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Audi AG** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



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