SWOT Analysis

SWOT

SStrengths

- -Pioneer
- -Often updates the cars
- -Targeted countries well chosen
- -Scale savings

Opportunities

- -Electric car market is growing fast
- -Creation of a vehicle under 25 000€

Weaknesses

-Not affordable for middle classes
-Not competitive in term of battery against
thermic vehicles

-Need to developp more electrical refill

Threats

-Increasing number of competitors