

BEYOND BOUNDARIES

Looking east with a sharp focus

Aligned with our diversification strategy, we are expanding our focus beyond our prominent markets in North America and Europe. We are actively seeking opportunities in the fast-growing markets of Asia, specifically India, China, and the rest of Asia. Although Asia represents more than half of the global automotive production, our current share is relatively small.

North America and Europe are mature markets with stagnant car sales volumes but a rich model mix, offering opportunities to component suppliers to grow by gaining a higher share of the content value. In addition to growing market shares in North America and Europe, we will increase our focus on Eastern markets, particularly India, China, Japan, and Korea. This may necessitate adaptations to our operating model, including the possibility of forming joint ventures or alliances. By concentrating more on these Asian markets, we aim to achieve a balanced geographical diversification in our revenue.

