MELLTY

PERFORMANCE GROUP



OUR TEAM



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External Analysis

Pestle Analysis

Political
Tightening of regulations around ICE emission standards in the EU & UK as well as zero emissions and future new ICE vehicle. However, the EU & UK backtracking on regulations.

Economic
The pressure exerted on materials, logistics, and energy consumption by inflation and international instability.

Social
Customer are tending towards more sustainability. Motorsport is becoming mainstream.

Technological
The large shift towards EVs and alternative powertrains.

Legal
New emission regulations such as Euro 7 come into effect 2026 or 2027.

Environmental
Adjust and make sure brand image is advancement & environmentally friendly.

Porter's 5 Forces

Threat of New Entrants	Bargaining Power of Suppliers	Bargaining Power of Buyers	Threat of Substitutes	Rivalry
Low	Medium	Medium	Medium - *Invest in EV -> high	High

COMPANY OVERVIEW

Objectives:

- Reduce the underperformance of motorsport section and use it as key factor.
- Adapt to the new regulations.
- Invest in new engineering talent & retain current staff

Critical Issues:

- Push for electrification & zero-emission regulations in the UK and EU.
- Technologically advanced and lower-cost EV competitors.
- Financial underperformance of the Motorsport Division.
- Need of sustainability commitments
- Attract and retain engineering talent.

Internal Analysis

SWOT & VRIO Analysis

S — Strengths:
ICE heritage, in-house capability, premium performance heritage.

W — Weaknesses:
Motorsport loss, Regulations push for EV.

O — Opportunities:
Hydrogen/synthetic fuels switch, Motorsport as R&D booster.

T — Threats:
regulations for ZERO emissions, economic decline, EVs displacing in the market.

V — Valuable:
- ICE heritage.

R — Rare:
- Heritage in performance.

I — Imitability:
- ICE is well-researched, however, imitations struggle to achieve the same accuracy.

O — Organisation:
- Company faces structural changes and seeks counseling.

1 SHORT-TERM STRATEGY: MOTORSPORT EXIT



OBJECTIVE

Reduce operational losses and redirect resources toward EV development and sustainability.

ADVANTAGES

- Reduced operational losses
- More capital available for EV investment
- Stronger ESG positioning
- Simplified business operations

RISKS

- Loss of brand identity
- Reduced innovation capability
- Talent attraction risks
- Lower fan engagement

KEY ACTIONS

- Withdraw from customer motorsport programmes
- Reduce motorsport staffing and operational facilities
- Reallocate motorsport budgets into EV R&D
- Shift brand positioning toward sustainability and electrification

INDUSTRY EXAMPLE: MERCEDES-BENZ

Withdrew from motorsport after the 1955 Le Mans disaster, later returned to F1. Demonstrates long-term value in technology, visibility, innovation and engineering excellence.

2. LONG-TERM STRATEGY: FULL EV TRANSITION



OBJECTIVE

Transform MPG into a fully electric premium automotive manufacturer between 2026 and 2031.

ADVANTAGES

- Strong ESG positioning
- Alignment with future regulations
- Access to growing EV market
- Long-term sustainability potential

RISKS

- Extremely high development costs
- Intense competition from Chinese EV ccmpanies
- Loss of performance heritage
- Lack of existing EV expertise

KEY ACTIONS

- Phase out ICE vehicle development
- Invest in EV platforms & battery technologies
- Expand software engineering capability
- Electrify motorcycle production
- Modernise manufacturing operations for EVs

INDUSTRY EXAMPLE: PORSCHE

Adopts a balanced transition with hybrids, EVs, sustainable fuels, and continued performance-focused ICE production to preserve heritage and customer loyalty.

MERGERS & ACQUISITIONS



1. Automotive supply chains under strain
2. The EV reality check
3. The regulatory bind tightens as hybrids return
4. Winners and losers
5. Production realities versus projections
6. Adapting to uncertainty

AUTOS

Stellantis is struggling. Here's why

PUBLISHED THU, OCT 10 2024-8:00 AM EDT

Robert Ferris

BUGATTI

Porsche sells Bugatti stake in retreat from ultraluxury cars

By Bloomberg April 27, 2026 05:03 AM EDT

BBC NEWS

Volkswagen to cut 50,000 jobs as profits drop

George Wright

10 March 2026

Volkswagen has said it will cut 50,000 jobs in Germany by 2030 as its profits dropped to their lowest level since 2016.

BBC INDEPTH

Tesla's challenges run deeper than 'toxic' controversy around Elon Musk

20 March 2025

Hindustan Times

Tata Motors shareholders panic as shares plunge 40% after demerger: 'Almost a mini heart attack'

Tata Motors shares fell nearly 40% in early trade on October 14, 2025, after the company completed its demerger into two separate entities

Updated on: Oct 15, 2025 8:53 AM IST

By HT Trending Desk

Analysis: Production Pivots

Global vehicle production faces sharpest decline in 5 years

Ishan Ostwin

PUBLISHED 28 October 2025 · 00:47 · MODIFIED 6 January 2026 · 09:00 · 8 min

Tariff exposure crushes margins, aluminium shortages halt F-150 lines, and BEV strategies unravel. Industry faces steepest production decline in five years as 78 million unit forecast reveals manufacturers misjudged policy, supply and demand dynamics.

autoNotion.

Toyota's CEO Warned the Company Might Not Survive. The Numbers Tell a More Complicated Story

By: Olivia Richman

Published: Apr 20, at 2:00pm ET

BBC NEWS

Nissan to cut 11,000 more jobs and shut seven factories

Mariko Oi & Tom Espiner

Business reporters, BBC News

13 May 2025 · 1582 Comments

Japanese carmaker Nissan has said it will cut another 11,000 jobs globally and shut seven factories as it shakes up the business in the face of weak sales.

EXPRESS

Major UK motorsport company plunges into liquidation – in business since 2021

The motorsport company fell into liquidation just before the new racing season.

By Catherine Mackinlay, News Reporter

18:08, Fri, Apr 17, 2026 | Updated: 19:28, Fri, Apr 17, 2026

A motorsport company has fallen into liquidation just before the new racing season after losing vital funding. MJ Motorsport Limited, which was founded in 2021, has stopped trading and entered voluntary liquidation, according to a report by The Herald.

CNN Business

BUSINESS · 6 MIN READ

Tesla is in deeper trouble than you think

UPDATED JUL 8, 2025

By Chris Isidore



PROPOSED STRATEGY DIRECTION

- Alternate/Sustainable Fuels
- Create Enjoyable & Fulfilling Workplace
- Rejuvinate & Reframe Motorsport
- Evolve & Diversify Advertising Campaigns



ELECTRIFICATION DOWNSIDES



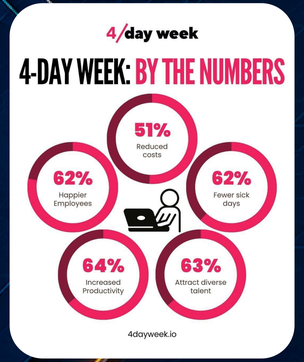
ALTERNATIVE FUELLING

Expands Strong ICE Heritage & Expertise

Retains Recognisable *Feel* of Performance

Projects Image of Evolution & Advancement

CONSIDERATIONS	FULL EV	ALTERNATIVE FUEL ICE
RESEARCH & DEVELOPMENT CAPITAL REQUIREMENT	**Very High** • Complete redirection of company • New, unexplored development path	**Moderate** • Evolution & adaptation of current models • Engine-only re-development
TIMESCALE	**Slow** • All new systems • Complete vehicle redesigns	**Accelerated** • Retain "Body In White" of current models • Engine adjustments and adaptions
COMPETITION	**High** • Established EV companies (Tesla, Polestar, Rivian)	**Reduced** • Less companies currently invested • ICE expertise levels playing field
TALENT	**High** • Massive recruitment drive needed for field experts	**Reduced** • Current staff covers majority • Alternate fuel experts/experienced staff
SUPPLY CHAIN VULNERABILITY	**Unstable** • Rare earth metal scarcity (Lithium, Cobalt, Nickel etc.) • Established companies with priority • Large companies with economies of scale advantage	**Stable** • Basic material availability (Steel, Aluminium, Magnesium etc.) • Retain current & establish supply chains





RETAIN TALENT

- **4 day week**: because better rested, better motivated brain, create better work
- How responsible leaderships pays off: role of organizational identification and organizational culture for creative **idea sharing**
- Designing **rotation programs**: limits and possibilities
- Culture and **accountability** in organizations: variations in forms of social control across cultures





ATTRACT NEW TALENT

Short term:

- Conferences at universities to explain the company & its structure
- Promote placement opportunities and final dissertation projects in colaboration with universities.

Long term:

- Partnership with a university to create a specialise master's degree on engines development .



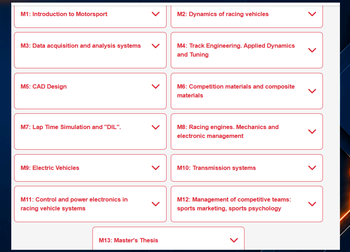
(Purohit et al., 2024)



ENTICING NEW TALENT & FAN BASE



Master degree between UC3M-Airbus. (UC3M, 2026)

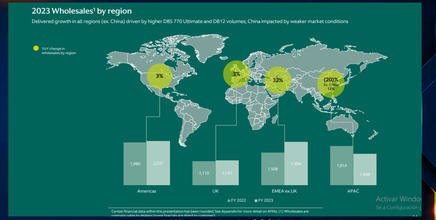


Master degree between Florida University-Campos Racing. (Florida University, 2026)

INVESTMENT IN MOTORSPORT

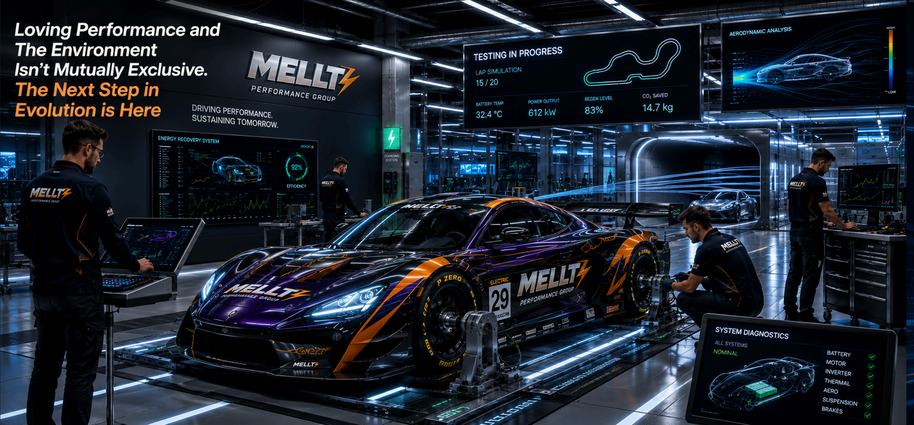
- Hire international drivers for the motorsport area.
- Promote meet & greet activities with the fanbase of the team.
- Invest in a merchandise of the team





(Aston Martin, 2024)

"British luxury carmaker Aston Martin grew 29% in Spain last year." (ContentEngine, LLC, 2024)





Marketing Approaches

- Seperate Demographic For Cars & Bikes Warrents Different Approaches
- Automotive Ads Focused on Advancement & Sustainability
- Motorcycle Ads Focused on No-Frills Performance



ALTERNATE STRATEGY 1

FULL EV TRANSITION & MOTORSPORT EXIT



01 **EV TRANSITION**

Commit fully to electric vehicle technology across all product development and operations.

02 **MOTORSPORT EXIT**

Gradually exit all motorsport programs and redirect resources to core EV initiatives.



CONCLUSIONS

01 Alternative Fuelling Development

02 Retain Current Talent

FOCUS AREAS

03 Recruiting New Talent & Fans

04 Diversified Marketing Campaigns

STRATEGY 2

MERGERS & ACQUISITIONS

01 **STRATEGIC GROWTH**

Pursue targeted mergers & acquisitions to expand capabilities, enter new markets, and strengthen our competitive position.

02 **VALUE CREATION**

Integrate and optimize acquisitions to drive operational synergies, accelerate innovation, and deliver long-term value.

