

## Situation

- Global leader in the production of automotive lighting faces increasing price-pressure from Automotive OEMs and from low-cost Asian competitors
- Currently owned by large corporate, intention to sell assets. Mid-Cap Private Equity fund pursuing buy-and-build

## Actions Proost Ventures

- Assess technology and the substitution risks of LED lights
- Analyse relevant drivers for automotive lights, separated in OEM and Aftermarket
- Determine market size (historic and projected production numbers of cars and trucks, penetration of traditional lighting technology, OEM and Aftermarket, by car segment)
- Determine purchasing criteria of automotive OEM clients
- Evaluate growth potential of existing product lines with in-depth projections of both volumes and prices
- Analyse and assess the revenue plan in comparison to market and competitive development and initiatives
- Analyse strengths and weaknesses (based on extensive customer, competitor, and expert interviews)

## Project Results

- Successfully performed buy-side Commercial Due Diligence including Growth Plan in the context of low-cost Asian competition in 4 weeks

## Price evolution car light technologies

- in EUR/headlight, 2010-2020 -

