

# SWOT ANALYSIS OF STELLANTIS



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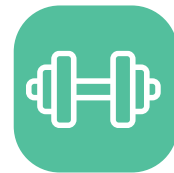
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# SWOT ANALYSIS OF STELLANTIS



## Strengths

- Diverse, iconic 12-brand portfolio with global reach.
- Top 5 automaker status with strong global presence.
- Skilled management team led by CEO Carlos Tavares.
- Strong financials and significant tech investments.



## Weaknesses

- Challenges in merging two large companies.
- Overlap in brand and product offerings.
- Intense competition, especially in EV market.
- Uncertain strategy in the critical Chinese market.



## Opportunities

- Rapid growth potential in EV market.
- Advancements in software and autonomous driving.
- Opportunities in vehicle connectivity.
- Expansion into integrated mobility solutions.



## Threats

- Risks from potential economic downturns.
- Vulnerability to supply chain disruptions.
- Intensifying competition from various players.
- Changing consumer preferences and sustainability goals.