



PESTLE ANALYSIS

Stellantis 2024

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PESTLE ANALYSIS – Stellantis 2024

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ENVIRONMENTAL

POLITICAL FACTORS

- **Governmental policies on emissions:** Stellantis faces strict regulations across different markets, influencing vehicle design and market strategy.
- **Trade agreements and tariffs:** Changes in trade policies, especially in the EU and US, affect Stellantis' production costs and pricing strategies.
- **Subsidies for electric vehicles:** Stellantis could benefit from government financial incentives in regions promoting eco-friendly cars.
- **Brexit implications:** Brexit continues to affect Stellantis' operations regarding tariffs, supply chain disruptions, and regulatory compliance.



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ECONOMIC FACTORS

- **Global economic volatility:** Economic downturns in key markets could impact consumer purchasing power and sales volumes.
- **Currency fluctuations:** As a global company, Stellantis is exposed to risks associated with exchange rate variability.
- **Rising raw material costs:** Increases in steel, aluminum, and other materials directly impact production costs.
- **Shifts in consumer spending:** Economic recoveries could steer consumers towards higher-priced or technologically advanced models.



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- **Changing consumer preferences:** There is a growing demand for electric and hybrid vehicles among environmentally conscious consumers.
- **Urbanization trends:** Increased urbanization is influencing the types of vehicles in demand, such as compact cars.
- **Demographic shifts:** Aging populations in developed markets could affect the demand for different types of vehicles.
- **Cultural influences on vehicle ownership:** In some regions, cultural trends are shifting away from vehicle ownership in favor of sharing services.



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- **Advancements in electric vehicle technology:** Stellantis is investing in electric and hybrid technologies to stay competitive.
- **Development of autonomous driving systems:** The push towards self-driving cars presents opportunities and challenges for Stellantis.
- **Increased use of AI and machine learning:** These technologies are integrated into vehicle systems for enhanced performance and safety.
- **Connectivity and infotainment systems:** There is a rising expectation for advanced in-vehicle technology among consumers.



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LEGAL FACTORS

- **Vehicle safety regulations:** Compliance with international safety standards is mandatory and influences design and production.
- **Emissions standards:** Stricter emissions regulations require significant investment in cleaner technology.
- **Labor laws:** Operations worldwide are subject to varying labor laws, affecting workforce management.
- **Intellectual property rights:** Protecting innovations in technology and design is crucial amidst fierce competition.



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ENVIRONMENTAL FACTORS

- **Carbon footprint reduction:** Stellantis is compelled to reduce production and vehicle operation emissions.
- **Waste management and recycling:** Regulations and corporate responsibility push for improved recycling and waste management practices.
- **Resource scarcity:** The availability of sustainable and affordable raw materials is increasingly critical.
- **Impact of climate change:** Operational adjustments are necessary to mitigate risks related to changing weather patterns and natural disasters.