

# PESTLE ANALYSIS

## Stellantis 2024



www.strategypunk.com

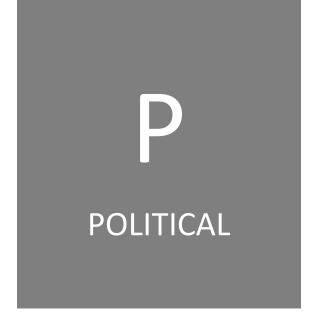




#### **POLITICAL FACTORS**

- 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.









## TECHNOLOGICAL

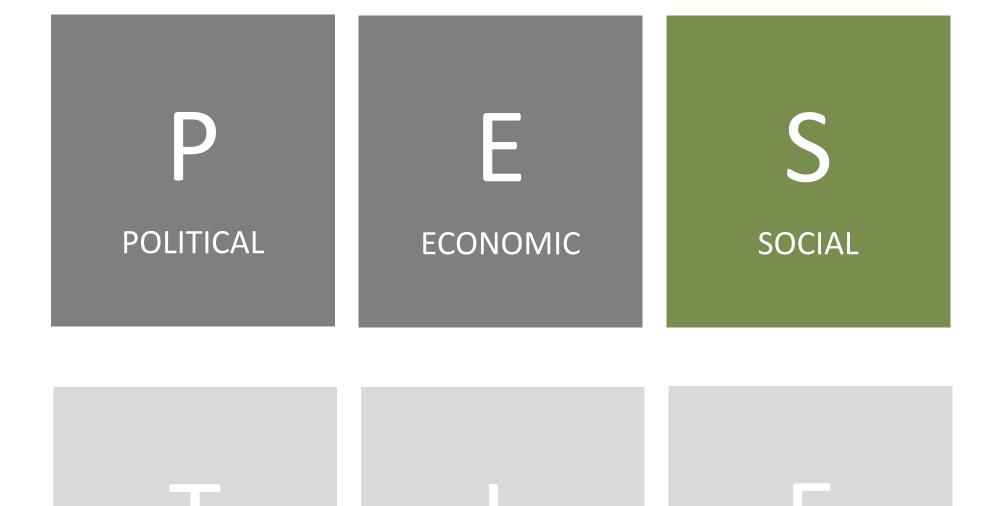




#### **ECONOMIC FACTORS**

- 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.





#### **SOCIAL FACTORS**

- 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.





TECHNOLOGICAL

LEGAL

ENVIRONMENTAL

#### **TECHNOLOGICAL FACTORS**

- 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.



POLITICAL

ECONOMIC

SOCIAL

TECHNOLOGICAL

LEGAL

E NVIRONMENTAL

#### **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.





TECHNOLOGICAL

LEGAL

ENVIRONMENTAL

#### **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.