
S&P TEST

SWOT & PESTLE.com

LITHIA MOTORS INC. SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Lithia Motors Inc.

Company Sector : Automotive Retailing

Operating Geography : United States, North America, Global

About the Company : Lithia Motors Inc. based in Medford, Oregon, is a national car retailer in the United States. Walt DeBoer launched the business in 1946 with a single car dealership in Ashland, Oregon. Present in 209 locations throughout 22 states, the company offers around 33 new vehicle brands and all used vehicle brands. Domestic, Import, and Luxury are the three segments in which it operates. The firm's domestic business consists of retail automotive franchises that sell new Chrysler, GM, and Ford vehicles. Its Import category comprises retail automotive franchises that mostly offer new vehicles from Honda, Toyota, Subaru, Nissan, and Volkswagen. Its Luxury sector consists of retail automobile franchises that predominantly offer new BMW, Mercedes-Benz, and Lexus vehicles. The business also offers products and services which consist of new and used vehicles, finance and insurance products and automotive repair and maintenance. Lithia & Driveway announced its entry into the North American Powersports market on November 9, 2021, with the acquisition of Pfaff Harley-Davidson in Toronto, Canada. Lithia Motors, Inc.'s Unique Selling Point or USP lies in it being one of America's largest auto merchants, with the majority of domestic and import franchises. The mission statement of Lithia Motors reads, "Growth Powered by People", we aim to do our very best every day and have fun while working together".

Revenue :

\$ 14.663 billion - FY ending 31st March 2021 (y-o-y growth 16.3%)

\$ 13.124 billion - FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for Lithia Motors Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.One of the largest automotive franchises in the United States 2.Consistently strong financial performance 3.Strategic acquisitions expanding its network. 4.Successful omnichannel network lowering operating costs 	<ul style="list-style-type: none"> 1.Significant portion of the vehicles are manufactured outside the United States. 2.Presence limited to the United States 3.Lease obligations of the company can adversely impact financial health and impair acquisitions. 4.The company is highly indebted
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growth through acquisition and network optimization. 2.Increasing sales of used cars. 	<ul style="list-style-type: none"> 1.Natural disasters and adverse weather conditions dent operations. 2.Changes in consumer spending and preferences 3.Increase in ride sharing services

PESTLE Analysis :

The PESTLE Analysis for Lithia Motors Inc. is given below:

Political	Economical
1.Biden's support for electric vehicle industry could negatively impact the sales of traditional cars. 2.Changes in the US-Mexico-Canada Agreement will impact the operations of the company.	1.Due to covid-19, decline in the purchase of new vehicles. 2.US-China trade war adversely impacting the automobile industry.
Social	Technological
1.Due to the pandemic, consumers have developed preference for private vehicles. 2.Consumers while buying a car prefer a hybrid of offline and online methods.	1.Technological advancements are facilitating the development of driverless vehicles which would impact the demand for traditional vehicles. 2. Leveraging technology to expand its nationwide network of service and delivery points.
Legal	Environmental
1.Change in state dealer laws could adversely impact Franchise Agreements.	1.Increased investment in LED lighting and solar projects to conserve energy.

Please note that our free summary reports contain the SWOT and PESTLE table contents only.
 The complete report for **Lithia Motors Inc.** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com