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## PENSKE AUTOMOTIVE GROUP SWOT & PESTLE ANALYSIS

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**Company Name :** Penske Automotive Group

**Company Sector :** Automotive Retailing

**Operating Geography :** United States., North America, Global

**About the Company :** Penske Automotive Group founded on December 6, 1990, is an international transportation service company. The company is headquartered in Bloomfield Hills, Michigan. The organization works in Automotive and Commercial truck dealership principally in the US, Canada, and Western Europe and distributes business vehicles, diesel engines, gas engines, power systems and related parts and services principally in Australia and New Zealand. The Company operates through four segments: Retail Automotive, Retail Commercial Truck, Non-Automotive investments, and others. The Company is also involved in the sales of new and used motor vehicles of approximately 40 brands, besides offering vehicle maintenance and repair services. It also engages in the sale and placement of third-party finance and insurance products, third-party extended service contracts, and replacement and aftermarket automotive products. The company features in the Fortune 500 list and employs more than 27000 people worldwide as of 2019. In 2019, the Company was honoured as one of the “World’s Most Admired Companies” by Fortune Magazine.

**Revenue :\$ 22.8 Billion – FY ending 31st Dec 2018**

## SWOT Analysis :

The SWOT Analysis for Penske Automotive Group is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Robust Retail Automotive Dealership</li> <li>2. Key Acquisitions and dispositions across three year span fuelling tremendous growth</li> <li>3. Strong and smart distribution network</li> <li>4. Exclusive importer and distributor of certain brands of heavy duty vehicles across Australia, New Zealand and parts of the Pacific</li> </ol>	<ol style="list-style-type: none"> <li>1. There is weak demand for new automobiles</li> <li>2. Markets in Asia and Africa remain unexplored</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Sales of vehicles will be increased after removal of several government restrictions</li> <li>2. The stand-alone supercenters are expected to grow</li> <li>3. Increasing urbanization and building of smart cities will boost demand for connected cars</li> </ol>	<ol style="list-style-type: none"> <li>1. Macroeconomic conditions</li> <li>2. The individual reputation of the sold brands</li> <li>3. Adversities impacting any significant automotive manufacturer or supplier</li> <li>4. PAG's business is subject to risk due to property loss, business interruption, and other liabilities</li> <li>5. Increasing dependence on third-party licensed Information Technology</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Penske Automotive Group is given below:

Political	Economical
1.Change in U.S tax laws 2.Change in laws at the state or government levels	1.International and foreign currency risk 2.Australian economic conditions
Social	Technological
1.Geographically diversified business 2.Evolving customer needs and expectations 3.Increasing shift towards hybrid, electric and self-driving	1.Accurately track and trace every load 2.Engage in collaborative co-creation to improve vehicle performance using IoT 3.Risk in Cyber-Security 4.Digitization playing a vital role at each step of the auto purchase lifecycle
Legal	Environmental
1.Increasing regulatory and legislative practices	1.EPA smart way transport partnership 2.Greenhouse gas emission program 3.EPA green power partnership 4.Waste stream management and Recycling

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