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Stellantis CEO's Ambition for Affordable \$25,000 EVs



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As the automotive landscape undergoes a paradigm shift towards sustainability, the spotlight is on electric vehicles (EVs) to lead the charge in the quest for a greener future. At the helm of this transformative journey is the CEO of Stellantis, the global automotive powerhouse, who is on a mission to make affordable EVs a reality for everyone.



The Sweet Spot: Affordable EVs at \$25,000

A defining goal of the CEO of Stellantis is to strike the perfect balance between cost-effectiveness and eco-friendliness. According to the visionary leader, this "sweet spot" lies at the \$25,000 price range for EVs, a crucial threshold that can empower the middle class to embrace electrification without breaking the bank.

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Beyond the immediate benefit to consumers, achieving affordable EVs holds the key to securing the U.S. manufacturing landscape. The CEO recognizes that producing EVs that are not only accessible but also profitable is imperative to protect American jobs and ensure a thriving automotive industry in the United States.

Collaboration and Constructive Dialogue with UAW

Central to the journey towards affordable EVs is fostering a productive and collaborative relationship with the United Auto Workers (UAW) union. The CEO of Stellantis emphasizes the importance of open-minded dialogue and recognizing the dynamic shifts occurring in the automotive world. By addressing challenges together, both the company and the union can build a resilient and sustainable future for all stakeholders.

With a keen eye on the potential risks of UAW strikes, the CEO acknowledges the disruptive nature of such events. However, he remains steadfast in his belief that strikes are not the path to progress. Instead, he advocates for finding common ground and seeking solutions that ensure the well-being of employees while keeping the production wheels turning smoothly.

Jeep's Journey: Overcoming Challenges and Embracing Electrification

The iconic Jeep brand, under the Stellantis umbrella, has faced its share of challenges, particularly concerning sales performance. However, the CEO is optimistic about Jeep's future, highlighting the brand's commitment to continuous improvement. The electrification of Jeep's lineup, with the forthcoming Wrangler-inspired Recon and sleek Wagoneer S EVs, promises to reinvigorate market share and profitability.

Amidst the challenges, Jeep has celebrated successes in the electrification arena. Jeep's current electrified models, including the Wrangler 4xe and the Grand Cherokee, have witnessed remarkable popularity. The Wrangler 4xe, in particular, has secured its position as the top-selling plug-in hybrid in the United States, demonstrating the brand's prowess in embracing electrification.

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Driving Forward: A Bright Future for EVs

Overall, the CEO of Stellantis spearheads a visionary movement that places affordable EVs at the heart of the automotive revolution. With a resolute focus on sustainability and accessibility, he seeks to drive the industry towards a greener and more inclusive future. By fostering collaboration with stakeholders and addressing challenges head-on, the path towards affordable EVs becomes clearer, marking a milestone towards a brighter, electrified tomorrow.