**PESTEL ANALYSIS TEMPLATE EXAMPLE**

Edit the PESTEL Analysis Template prompts below to match your own text.

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| **P** |
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 | POLITICAL |
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| **Regulations and Government Oversight** | California plans to ban the combustible engine in the future. |  |
| **Legislative Changes** | The current administration is more amenable to the demand of EVs. |  |
| **Taxes** | There are currently debates over EV car-related tax breaks. |  |
| **Legal Issues** |   |  |
| **Employment and Wage Issues** |   |  |
| **Trading and Embargo Policies** |   |  |

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| **E** |
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 | ECONOMIC |
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| **Business Cycles** | Car makers must prep for end-of-year sales and the influx of new models. |
| **Inflation and Interest Rates** | Inflation has risen to its highest rate in 41 years. |
| **Economic Growth** | This is the time for significant EV sales growth. |
| **Stability of Financial Markets** |   |
| **Employment Rates** |   |
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| **S** |
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 | SOCIAL |
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| **Demographics** | EVs are starting to appeal to younger consumers. However, these cars might be out of this demographic's price range. |
| **Education** | It is important to continue educating potential EV consumers regarding the positive environmental impact of driving an EV. |
| **Income Distribution** | We continue to work on the EV low-cost (LC) line in order to make our EVs more affordable for every demographic. |
| **Lifestyle Trends** |   |
| **Culture** |   |
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| **T** |
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 | TECHNOLOGICAL |
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| **Manufacturing Innovations** | Our newest EV batteries last 31 percent longer than last year's. |
| **Recent Technological Developments** | During this past quarter, we opened 47 new EV-charging stations across the U.S., Canada, and Mexico. |
| **Patents/Licenses** | We've submitted a patent for a longer-lasting EV battery. |
| **Communication and Information Tech Trends** |   |
| **Intellectual Property** |   |
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| **E** |
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 | ENVIRONMENTAL |
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| **Emissions** | EVs generate no emissions. |
| **Water Quality** | Because EVs have no emissions, they have a carbon-neutral impact on water quality. |
| **Global Warming** | Driving EVs instead of combustion engine cars reduces global warming. |
| **Rising Water Levels** |   |
| **Benefits of Public Transportation** |   |
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| **L** |
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 | LEGAL |
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| **Current Emissions Tax Laws** | California will ban combustible engines in the not-to-distant future. |
| **Other Environmental Laws** | Disputes have emerged between EV drivers and regional electricity providers concerning wildfire "brown outs" and the inability to flee a car before it's fully charged. |
| **Tax Benefits of EVs** | The EV tax credit makes an economical choice even more attractive. |
| **Legal Issues with Autonomous Vehicles** |   |
| **Regional Electricity Availability Concerns** |   |
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