

Stellantis reports significant growth in connected and software services

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Revenue from software and connected services rises 2.5 times since 2021 as the number of subscription-based product users reaches 5 million in 2023

Stellantis has seen significant growth in its software and connected services sector, with revenue increasing 2.5 times since 2021 and subscription-based product users reaching 5 million in 2023, the automaker said in a press release on June 13. The company, featuring 14 iconic brands, delivered over 94 million over-the-air (OTA) updates in 2023, enhancing the mobility experience for its vehicle owners. The number of monetizable connected cars has also grown to 13.8 million vehicles.



Source: Getty Images Plus/metamorworks

Stellantis is now preparing for the integration of next-generation technology platforms such as STLA Brain, STLA SmartCockpit and STLA AutoDrive by the end of 2024, aiming to redefine automotive software development through cloud-based design and testing tools such as the Virtual Engineering Workbench.

The automaker has also developed connected services and software-enabled features for retail and fleet customers across its brands, including AppMarket in North America, e-ROUTES in Europe, Free2move Connect Fleet and MyTasks to empower commercial vehicle users, and Mobilisights for data-driven enhancements in products and planning. Stellantis claims to be the first automaker to offer ChatGPT as a standard feature for new and existing vehicles. This feature will be available in 20 European countries by the end of 2024.

By leveraging data from its vast connected vehicle base, Stellantis aims to foster smarter, safer transportation solutions. The automaker has set an ambitious target of generating approximately €20 billion in incremental annual revenue by the end of the decade.

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