

The need to change the attitude in the country's automobile industry

Need to invest in the production of electric and hybrid vehicles

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A few days ago, news was published about the construction of Vietnam's first all-electric SUV and the start of sales of this car in world-class markets next year. As shocking as this news was, it also shows the definitive outlook of the global automotive industry. The Iranian automotive industry, which began its activities in the 1950s with the assembly of Willys Jeeps, has a history of about seventy years, but mass production definitely began with the production of Paykans in the factories of Airat National, or today's Iran Khodro, in 1967, when Vietnam was engaged in a fierce civil war and even South Korea did not have an automotive industry. In this article, we do not intend to exhume the past of the automotive industry in the country, but rather focus on having a strategic view of the future of this industry.

A model of a successful strategy;

China's automotive industry began its export-oriented production in the late 1990s. Initially, automobile production was carried out by reverse engineering, but over the course of more than a decade of activity, Chinese automobile companies gradually created the basis for producing their own platforms by hiring designers and engineers from Germany, Italy, and

other European countries. In this way, Chinese automobile companies that started their work in the 1990s by reverse engineering, or in other words, industrial theft of Japanese, European, or Korean car platforms, have each acquired one or more exclusive platforms of their own over the past six to seven years and have developed their new cars on them. This progress of the Chinese automobile industry has been quite tangible in our country. The Chinese cars that entered the country in the 1980s were all produced using the reverse engineering method. Then, in the second stage, the cars that entered the country in the first half of the 1990s were mostly reverse engineered models built on the same old platforms. Finally, the Chinese cars that have entered the country in the past five or six years use new and specialized platforms designed specifically for the Chinese, designed by mostly European engineers working in Chinese automobile companies. Over the past twenty years, these cars have been sold in the markets of developing countries such as Iran, Russia, Ukraine, Belarus, and South American countries. Of course, before the start of the new series of sanctions against our country, that is, until 2018, Iran has always been the largest export market for Chinese cars, and in second place are generally Russia and South American countries such as Venezuela. However, the Chinese are not and are not satisfied with this amount of development and ambition, and they have detailed plans to enter the world's first-class markets such as the American and European markets. But what is the Chinese strategic strategy for entering these markets? In fact, the competition in these markets, like the North American and European markets, is so tough that if the Chinese wanted to enter these markets in the same way as other countries and previous brands, it would probably take decades. However, the Chinese are investing in entering these markets using a shortcut strategy. The Chinese, with a correct understanding of the blue ocean of the automotive industry, namely the growing market for electric vehicles, have focused their main focus on entering these markets in order to reduce their gap with Korean, Japanese,

American and European manufacturers. These companies, following the example of Tesla or Japanese companies such as Toyota, Mitsubishi and Nissan, have invested heavily in the development of electric vehicles so that they can access world-class markets such as the American and European markets in a much shorter time. For this reason, most Chinese automakers are currently developing electric vehicles for the next five to ten years.

A suitable strategy for the development of the country's automobile industry;

Our country's automobile industry, while once comparing itself to the Korean automobile industry in the 1970s, now aspires to reach the Chinese automobile industry. If our automobile industries are truly interested in achieving sustainable development, they must understand the paradigm shift in the global automobile industry and define a new horizon and mission for themselves. Investing in the production of electric or hybrid vehicles can be the best strategy for our automobile industry. Of course, the question may arise that given the low price of fuel in our country, do domestic automobile industries see a need to invest in the production of electric or hybrid vehicles? In response, it should be said that this issue can be answered from two perspectives. First, the high fuel consumption statistics in the country, for which subsidies have become a vital issue for the government and are putting a lot of pressure on the country's budget. On the other hand, in the not-so-distant future, non-electric or at least hybrid vehicles will no longer be in demand in most major markets in the world, and their sale will even be prohibited. Therefore, it is necessary, if we are looking for real development of the automotive industry, to define a new vision and mission for this industry and to plan for the development and production of electric and hybrid vehicles. Given the lack of infrastructure necessary for electric

vehicles in the country's cities, in addition to the necessity of developing this infrastructure,