The need to pay attention to shortcuts in the automobile industry

Global Investment in Electric Vehicles Accelerates

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Although we had seen the production of several fully electric vehicle models before the production of the Tesla Model S, none of these vehicles had been able to gain a proper place in the target markets, and electric vehicles were known as slow-moving, weak-engined, small-sized, short-range, and impractical vehicles. In fact, the world's leading automakers had realized their focus on the production of hybrid electric vehicles, but Tesla was able to change the existing paradigm in the automotive industry. With the change in mindset about fully electric cars, a new market for these cars was created, which resulted in the rapid and lightning-fast rise in the value of the Tesla brand among the world's most experienced automakers, so that Tesla was able to be at the top of the global automaker brand value in less than a decade. As a result of this paradigm shift in the automotive industry, experienced automakers also turned to producing fully electric cars, so that these days Tesla is in tough and fragile competition with Mercedes-Benz, Porsche, Audi, Volkswagen, BMW, Lexus, Toyota, Nissan, Kia and Hyundai. New Chinese automakers, realizing this, quickly turned to producing fully electric cars to focus on producing these cars and use it as a shortcut for faster progress in the automotive industry. Things have gotten to the point where these days, completely new countries in the automotive industry such as Vietnam or Turkey are also following suit. The production of all-electric

cars is the same issue that led us to address this issue again in this article, despite writing several articles in the past two years in the magazine Machine about the importance and necessity of paying attention to the production of hybrid cars and all-electric cars;

After the relatively long introduction above, it is better to start this article from here, what happened that Tesla was able to do something that other automakers could not do, or to make all-electric cars in a way that would please customers and could hunt down potential buyers of Mercedes-Benz, Porsche, BMW, Audi and Lexus. In response, it must be said that Tesla and certainly its senior management, Elon Musk, are well aware of the principles of marketing science and have exploited one of them well. According to one of the principles of marketing science, the customer’s reaction after providing a service or product to him can be summarized in these three states; If the product or service provided is lower than the customer’s initial expectation, that is, the product is lower than the customer’s initial impression in terms of quality or performance or value for money, the customer will be dissatisfied after receiving that product or service. If the product or service exactly matches the customer’s initial expectation, he will be satisfied. Finally, if the product or service is higher than the customer’s initial expectation in terms of quality, performance, or value for money, the customer will be delighted. Now, if you want to encourage customers to buy a new product or service that has a high risk of selection in the customer’s mind, or in simple terms, the customer is hardly willing to accept the risk of buying that product or service, you must design and present the product or service in such a way that the customer is delighted after receiving it, because delighted customers each act as an advertising medium for you and, by defining and praising your product or service, encourage others to buy that product or

service, and thus the next waves of customers who accept the risk of purchase and are added to the ranks of your actual customers. This method was exactly true for Tesla products, especially the initial S and X models, because these cars, contrary to customers' expectations, have extraordinary acceleration, are spacious and suitable for family traffic, have a long range (over the distance on a full charge), and most importantly, for the money paid to These reasons have led to their delighted customers acting as Tesla's marketing arm and adding subsequent waves of customers to the ranks of Tesla buyers. This wave of customer attraction has become so large that it has led to a paradigm shift in the automotive industry. Today, most European and North American countries, according to their government plans, will stop producing cars with combustion engines by 2030 or at least 2035. It must be said that the paradigm of cars with internal combustion engines is definitely giving way to the paradigm of all-electric vehicles. Understanding this has led, in addition to Chinese automakers, other countries that are recently planning to become automakers, such as Turkey, Saudi Arabia, and Vietnam, etc., to focus on producing all-electric vehicles. This is while our automakers have not yet been able to commercialize hybrid electric vehicles, and all domestically produced engines are all gasoline-powered. It must be said that within the next ten years, an automotive industry that has not made significant investments in the production of fully electric or at least hybrid vehicles will be doomed to destruction unless, as has been the case in the past few years, we close the doors to car imports and force domestic buyers to buy cars with engine technology from the 1980s and 1990s, as is currently the case.