



EVOLUTION OF SUCCESSFUL MARKETING POLICY: DEVELOPMENT PROSPECTS FOR CHEVROLET DAMAS AND CHEVROLET COBALT AT UZAUTO MOTORS PRODUCTION SITE

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ANNOTATION

The study focuses on improving the marketing policy for Chevrolet Damas and Chevrolet Cobalt cars at UzAuto Motors. The analysis of key aspects, including pricing and competitiveness, is aimed at maintaining leadership in the rapidly changing automotive segment.

KEYWORDS: *Automotive industry, marketing strategies, market leadership, automotive industry, UzAuto Motors*

INTRODUCTION

The current dynamics of the automobile industry require continuous analysis and improvement of marketing strategies to meet the growing needs and expectations of customers. In the context of this challenge, my research focuses on the analysis and further development of marketing policies for Chevrolet Damas and Chevrolet Cobalt produced at UzAuto Motors.

MATERIALS AND METHODS

Chevrolet Damas occupy a special place throughout the history of the automotive industry in Uzbekistan, and its production is associated with various stages of development of the automotive industry in the country. Chevrolet Damas is a small commercial vehicle that has become an important part of the local and global automotive market.

Chevrolet Cobalt in turn was introduced in 2004 as a compact car designed for various markets including North American and Latin American markets. Production of this model started in Russia and then expanded to other countries. In 2012, manufacturing reached Uzbekistan "Production of the new Chevrolet Cobalt budget sedan started at the General Motors plant in Uzbekistan."¹

UzAuto Motors, formerly known as UzDaewooAuto, was founded in 1996 through a joint effort between Daewoo Motors and the government of Uzbekistan. In 2008, a new phase of development began when GM Uzbekistan JSC was established as a result of cooperation between UzAvtoSanoat and the American concern General Motors (GM). This concern acquired the GM DAT division after the bankruptcy and reorganization of Daewoo in 2002. With the emergence of GM Uzbekistan JSC, it became the successor of UzDaewooAuto and began producing cars under the Chevrolet brand. Despite the brand change, the UzDaewoo name for the brand and dealer network is retained in the CIS countries. This is due to preliminary long-term agreements on customs import and trade of passenger cars between CIS countries. The company produces a variety of vehicles, including passenger cars and commercial vehicles. Its history reflects the importance of international cooperation in the automotive industry and its impact on regional markets. For example, through its partnership with GM, UzAuto Motors has become a key player in the automotive industry in the CIS, offering a variety of models that meet the needs of different consumer groups.

¹ Article "Chevrolet Cobalt presented in Tashkent" issued 27.September 2012 <https://www.gazeta.uz/ru/2012/09/05/cobalt/>



No	Model	2018 yr.	2019 yr.	2020 yr.	2021 yr.	2022 yr.
1	Cobalt	37626 pcs.	56211 pcs.	79908 pcs.	31788 pcs.	101 617 pcs.
2	Gentra	33314 pcs.	51824 pcs.	51692 pcs.	21962 pcs.	87 105 pcs.
3	Damas	34618 pcs.	51824 pcs.	51692 pcs.	28772 pcs.	72 235 pcs.

Table 1. Production volume of Uz Avto Motors vehicles over the last five years²

One of the most popular units of the Asaka plant in recent years has been the Chevrolet Cobalt (tab. 1), the first model was released in September 2012, which became a sales leader already in the first months of production. The car is equipped with an engine produced by General Motors Powertrain Uzbekistan - an economical 1.5-liter DOHC engine with an output of 105 horsepower, with an average fuel consumption of 6.2 liters per 100 km.³ It is equipped with ABS (anti-lock braking system) and airbags for driver and front passenger. Production of the sedan is carried out at the Asaka plant on a full technological cycle, including stamping, welding, painting and assembly. Since the start of production, the plant has been using the services of 15 existing and 3 new major domestic localization enterprises to supply component parts.

The main objective of the advertising campaign was to provide the idea that the Chevrolet Cobalt, just like its owners, feels comfortable and confident in any circumstances⁴. The story presented to the audience is steeped in traditional masculine values, telling of real men who are ready to provide support and help in any situation and who can be relied upon.

The video and printed materials created for the press, dealer showrooms and the Internet emphasize the key features of the Chevrolet Cobalt, highlighting its status as a reliable car with a distinctly masculine character⁵. In the course of the study, a survey was conducted among motorists who used the Chevrolet Cobalt. The owners of the car provided both positive and negative feedback on the technical characteristics of the sedan.

Among the positive aspects are the presence of some amenities, including mirrors in both sun visors, deflectors for rear passengers, high suspension, a well-functioning door locking system, and an efficient heater. Despite the lack of proper noise insulation, the car remains relatively quiet inside the cabin even at high speeds, providing a comfortable in-cabin socializing environment.

On the other hand, negative aspects include the lack of an engine temperature gauge, the inconvenience of not having a trunk release button on the key, the lack of efficiency of the air conditioning, and the insufficiently durable plastic interior trim. Reviews note that the plastic used for interior trim is easily damaged, especially around the ignition switch and on the sills.

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To reinforce the positive aspects, the amenities that users highlight in a positive light should continue to be highlighted. Special emphasis should be placed on promoting the sedan as a vehicle ideal for comfortable long-distance travel. These outstanding features can be accentuated in advertising campaigns, brochures and on the website, creating a vivid impression with potential customers.

To address the shortcomings identified in owner feedback, a thorough feedback analysis must be conducted. This includes working to address deficiencies such as the lack of an engine temperature gauge, inconvenience of the trunk release button, poor air conditioning efficiency and problems with the durability of the plastic interior trim as well as unreliable exterior trim. This process will emphasize the manufacturer's focus on quality and comfort, increasing customer satisfaction.

² Developed based on the author's research.

³ Electronic resource: "Technical characteristics of Chevrolet Cobalt" <https://chevrolet.avto-city.ru/auto/cobalt/attributes/>

⁴ Article "McCann Moscow's Chevrolet Cobalt campaign launched" <http://www.advertology.ru/article121119.htm>

⁵ Electronic resource: https://chevrolet-cobalt.infocar.ua/video_cobalt_id2922.html



Active engagement with users through social media, forums and other online platforms will play a key role in building trust and understanding audience needs. This approach will also allow for prompt response to questions and comments, maintaining long-term customer relationships. The introduction of a loyalty program will encourage auto owners to continually seek service and purchase parts from domestic auto dealerships. It will also create additional motivators in the form of promotions and maintenance discounts, strengthening customer commitment to the brand.

Organizing the advertising campaign of the sedan compared to the previous generation cars will enhance brand awareness. Highlighting the interior amenities, spacious trunk, engine reliability and fuel efficiency will make the Chevrolet Cobalt a more attractive choice for potential buyers.

By actively responding to feedback, improving weaknesses and emphasizing strengths, marketing policies can help improve the perception of the Chevrolet Cobalt and attract new customers.

Chevrolet Genra and Damas were the second most produced vehicles, with a small gap in production capacity in 2022.

Based on customer reviews, the Chevrolet Damas, being a small-sized commercial vehicle, successfully combines several outstanding qualities, making it attractive to different groups of users⁶. Firstly, its spacious interior proves to be an undeniable advantage, especially for those who are involved in urban transportation. This makes the car an ideal companion for entrepreneurs and businesswomen engaged in the delivery of goods.

One of the important aspects of using Chevrolet Damas is the availability and relatively low price of spare parts. This in turn contributes to more economical operation and maintenance of the vehicle, which is important for businesses and private owners. In addition, the high endurance and low fuel consumption make this vehicle an ideal choice for urban driving, where fuel economy and reliability become key factors.

However, there are also some concerns that should be noted when considering Chevrolet Damas. For example, the low-budget interior and limited engine power may prove to be factors affecting comfort and performance in operation.

Drivability issues, lack of noise insulation and a stiff leaf spring suspension add some driving discomfort to the overall picture. It's also worth noting that high sailing and limited winter operating characteristics can make the Chevrolet Damas less suitable for use in cold weather conditions.

The bottom line in analyzing Chevrolet Damas car reviews may represent a practical choice for urban use, and potential owners should carefully weigh these pros and cons against their own needs and conditions of use.

Steps to develop the popularity of the car based on analyzing reviews and marketing strategies. First of all, it is worth highlighting the advantages of the car, such as its roominess and fuel efficiency. These features form the basis for improving the overall reputation of the model. To make the car more attractive, the focus should be on improving interior quality and engine power. These changes respond directly to comments about the economical interior and weak engine by raising the level of comfort and performance.

At the same time, drivability issues need to be addressed and innovations in this area need to be added. This will improve the driving experience and emphasize that Chevrolet Damas is not only economical but also a comfortable car.

CONCLUSIONS

In addition, it is important to pay attention to winter operation by improving the relevant features. This will create an advantage in variable weather conditions and expand the vehicle's audience in the international market.

Active utilization of feedback mechanisms such as surveys and regular monitoring of feedback will help in responding to customer needs promptly. The feedback strategy will give owners the impression that their opinions are respected, which is important for establishing long-term relationships. Finally, to emphasize updates and

⁶ Electronic resource: <https://www.drom.ru/reviews/daewoo/damas/>



changes to the model, it is helpful to rebrand and actively use social media and digital channels for promotion. Creative campaigns and a focus on positive change will help build a positive brand image.

All these steps combined into a single strategy will create an integrated approach to the development of this vehicle, increasing its appeal in the light commercial vehicle market.

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