

**NEW UZBEKISTAN MARKETING RESEARCH AND WAYS TO IMPROVE IN  
THE AUTOMOTIVE INDUSTRY.****Musayeva Shoira Azimovna**

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**Abstract:** This article analyzes the formation and development of the private sector in the automotive industry of New Uzbekistan using the example of the ADM Jizzakh plant. The study examines the dynamics of production, localization processes, and the market share of brands such as Kia, Chery, and Haval for the period 2021-2025 based on statistical data.

**Keywords:** Automotive industry, brand, sector, investment, competition, model, optimization.

**Introduction.** In the process of modernization and structural reforms of the Uzbek economy, the automotive industry remains one of the strategic drivers of national gross domestic product (GDP) growth. Until recent decades, this sector was almost completely under the monopoly of a single state-controlled manufacturer - UzAuto Motors, but since March 2021, a fundamental change has occurred on the country's industrial map. The launch of the ADM Jizzakh plant was the first and largest step towards increasing the share of the private sector in the Uzbek automotive market. Located in the Jizzakh free economic zone, this enterprise was established at the expense of purely private investments and brought international brands to our country without relying on the state budget. This process, while creating a healthy competitive environment in the market, provided consumers with a choice.

**Analysis of literature on the topic.** An analysis of the existing literature on marketing shows the need to improve modern marketing principles, brand promotion methods and a flexible approach to consumer requirements. In his textbook on marketing strategies, the expert RGIbragimov states the following: "Marketing strategy is understood as the use of a model of the principles of the enterprise's behavior in the market, established for a certain period of time. With its help, the enterprise seeks to ensure its success." Many economists have been involved in the development and implementation of marketing strategies. Among them are such famous scientists as F. Kotler, David Aaker, Clayton Christensen, Seth Godin, Kevin Keller, Byron Sharp, and Jay Bayer.

While the research in the field of marketing conducted in our country for many years is based on national characteristics, it is also necessary to recognize the scientists who have made a significant contribution to the development of marketing theory. These include R.Ibragimov, YO.Abdullaev, A.Saliev, M.Sharifkhodjaev, D.Rakhimova, Sh.Ergashkhodjaeva, Sh.Musayeva and others.

**Research methodology.** The study used a systematic approach, marketing analysis, benchmarking, and digital metrics. Mass surveillance methods were used to collect and analyze data from social media platforms.

**Analysis and results.** The plant's activities have developed in two important stages, increasing the level of technological complexity in a short period of time: 2021-2023: At the initial stage, work began using the SKD (Semi-Knocked Down) method, that is, large-unit

assembly. During this period, the main focus was on quickly introducing high-quality international models (Kia, Chery) to the market. From 2024 to the present: The plant switched its activities to the CKD (Complete Knocked Down) - full-cycle production method. At this stage, complex processes such as welding, painting and assembly of car bodies are carried out directly in Uzbekistan. The Kia Sonet model was the first localized product produced using this method.

Today, ADM Jizzakh is not just a car assembly plant, but a multi-brand industrial cluster. It unites such world-leading brands as Kia, Chery, Haval, Tank and Changan. By the end of 2024, the plant's market share increased from 7.5% to 8%, strengthening its position as the second largest manufacturer in the country. The enterprise's international reputation and product quality are confirmed by the ISO 9001:2015 quality management certificate. Also, within the framework of the localization program, the strategy of reducing import dependence and optimizing costs by gradually producing spare parts in Uzbekistan is being consistently implemented.

The development path of the ADM Jizzakh plant includes the process of transforming from a simple assembly shop into a high-tech automotive complex. This evolution was manifested in two main stages: SKD Stage: Market Capture Strategy (2021–2023). Since March 2021, the plant has introduced SKD (Semi-Knocked Down) - a large-unit assembly technology. This method has made it possible to introduce modern international models to the Uzbek market in a short time. In the SKD method, cars are delivered in the form of finished components and assemblies, and final assembly is carried out at the plant itself. This stage serves as a kind of school for the plant's employees in mastering the quality standards of international brands (in particular, Kia). CKD Stage: Full Cycle Production (from 2024). Since 2024, the enterprise has switched to its strategic goal - the CKD (Complete Knocked Down) method. This is not just assembly, but the process of creating a car "from scratch".

- Technological chain: The plant has launched lines for welding, anti-corrosion treatment and painting of body parts, as well as complete assembly.
- Kia Sonet Factor: Starting in March 2024, the Kia Sonet model will be produced in this way. As a result of this project, the localization rate has exceeded 30%.
- Economic efficiency: The transition to a full cycle will reduce logistics costs, reduce the cost of finished products, and most importantly, increase the production of components (seats, plastic parts, bumpers, etc.) by establishing cooperative relations with local entrepreneurs.

By 2025, ADM Jizzakh products have become not only a choice in the Uzbek automotive market, but also a symbol of quality and trust. Sales dynamics as of January were as follows:

### **Kia Brand: The Absolute Market Leader**

Kia brand continues to be the best-selling brand in Uzbekistan among international brands. In the first month of 2025, a total of 1,977 cars found their owners.

- Analysis by model: 1) Kia Sonet: "Bestseller" in terms of sales - 1369 units. The high demand for this model was also confirmed by the production of the 10,000th Sonet car on January 23, 2025. 2) Kia Sportage and K5: The next places were taken by the Sportage crossover with 185 units sold and the K5 business sedan with 137 units sold.
- Buyer Profile: Gender: 66.5% of buyers are male and 33.5% female, indicating the growing popularity of Kia models among female drivers. Age: The most active buyer segments are those aged 40-49 (28.8%) and 30-39 (26.8%). This indicates the brand's appeal among an economically active and stable income audience.

- Regional distribution: 33.5% of sales are accounted for by the city of Tashkent, and the rest by large regions such as Kashkadarya (9.0%) and Samarkand (8.6%).

### Chery and Haval Brands: Competition in the Crossover Segment

Chinese brands Chery and Haval have also significantly strengthened their positions in the market:

Brand	January sales	Leading model	Model sales
Chery	595 pieces	Tiggo 7 Pro	263 pieces
Haval	559 pieces	Haval M6	288      neither

- Chery Dynamics: Chery Tiggo 7 Pro leads the way with its technological equipment. The new Tiggo 2 Pro model, which was launched in January, also quickly attracted the attention of buyers.

- Haval sustainability: The Haval M6 model, due to its affordable price and wide volume ratio, can be evaluated through mathematical analysis of the Company's activities:

#### Indicator 1: Growth rate

If 20,000 cars are produced in 2023 and 30,000 in 2024, the annual growth rate is calculated as follows:

$$\text{Growth} = \frac{30,000 - 20,000}{20,000} \times 100\% = 50\%$$

#### Indicator 2: Market share

With a total market size of 400,000 units, the share of ADM Jizzakh with 30,000 cars is:

$$\text{Share} = \frac{30,000}{400,000} \times 100\% = 7.5\%$$

The geography of sales shows that the main demand falls on the city of Tashkent (33.5% in the case of Kia) and industrialized regions (Samarkand, Kashkadarya). This is explained by the high incomes of the population in these regions and the development of service centers.

#### Conclusion.

The example of the ADM Jizzakh plant clearly shows that the Uzbek automotive industry is undergoing a period of fundamental transformation. The bold entry of the private sector into the country's automotive market has put an end to a long-standing monopoly and created a healthy competitive environment. As a result of these changes, the choice of modern and international-standard cars for local consumers has significantly expanded. The introduction of CKD technology has not only increased production capacity, but also created hundreds of new highly qualified jobs. The implementation of ISO 9001:2015 international standards guarantees strict quality control of each product. The plant's localization level exceeding 30 percent has become an important foundation for the development of domestic industrial cooperation. The future strategic goal is to further optimize costs by increasing the localization rate to 50 percent.

Also, the increase in production volumes will pave the way for increasing the country's export potential and finding a place in foreign markets. The company's sales figures for January 2025 confirmed that the population's confidence in the brand is stable. The success of brands such as Kia, Chery and Haval shows how important private investment is for the economy of Uzbekistan. These analyses characterize ADM Jizzakh not only as a production center, but also as a place of innovation. The diversified range of models is aimed at meeting the needs of all social strata and age groups. Public-private partnership will remain a key factor in ensuring sustainable growth of the national economy in the future. This positive dynamics in the industry further strengthens Uzbekistan's ability to become a regional automotive hub. Thus, the development of the enterprise indicates the successful implementation of the country's industrial policy.

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