

The article deals with the nature and characteristics to use benchmarking in the automobile industry domestic enterprises activity under the current economic conditions. The article identifies the concept of benchmarking, examining its stages, determinates the efficiency of benchmarking in workautomakers. It determines the economic aspects of the benchmarking in the work of automobile industry enterprise. The stages of innovative products benchmarking in the modern conditions of the productive forces development and market factors was analysed. Market electric vehicles are studied in Ukraine. The authors improved methodical approach to assess the vehicles selection with the best technical parameters based on benchmarking, which, unlike the existing ones, based on the calculation of the vehicles technical specifications integral factor in order to establish a better competitive product at automobile industry companies among evaluated. Aspects that need to be taken into account in the CJSC “Zaporizhia Automobile Building Plant” management to improve the competitiveness of its electric vehicles are identified. Benchmarking can be regarded as one of the most important area of marketing strategic research. Enterprises of automotive industry must develop activities to study “best” products and marketing process. It is proposed to do it compared to the enterprises which are competitors. Prospects for further study should be related to the methodological approaches’ formation to identify market segments for cars with electric motor depending on price, quality and technical characteristics. Keywords: benchmarking, phase, enterprise, electriccar, automobile industry, assessment.