Iran automobile industry is regarded as one of the main and progressive industries in Iran which is developing with a considerably fast pace. Therefore keeping successful presence in this industry as car manufacturer requires wise measures.

Great changes in customer demands for new products and functions, increasing demand, liberation of automobile importation and environmental rules and regulations of government are all among the challenges facing the domestic automobile manufactures. Fighting these challenges to profit from this market has caused automobile manufacturers to increase their power of competition and enhance the quantity and quality of their products.

Bahman Group is most capable and powerful in the field of vehicle and spare parts. Therefore the strategies and targets of Bahman Group have been set around the vehicle industry and spare parts. Among these targets are:

* winning the third position in the automobile industry of the country (by increasing the current 3% market share to 10%)

* Manufacturing approximately 140,000 units of various commercial and passenger cars.

Achieving the aforesaid goals depends on applying new strategies including mass production, developing market, keeping diversity strategy and discrimination in developing special products. In line with this goal Bahman Group intends to develop its products within 3 sections of commercial, pick-up and passenger automobiles. Currently the automobiles produced in Bahman Group include: commercial/cargo vehicles (ISUZU small truck in 3 models including

NKR, NPR, NQR), commercial/passenger automobiles (ISUZU minibus and van), pick-up (Mazda and Capra pick-up), passenger automobile (Mazda 2 and Mazda 3). Also besides principal automobile manufacturing companies (Bahman Motor and Bahman Diesel) some other companies active in the field of manufacturing automobile parts as supplier companies and Mazda Yadak Co. as the after sale services company are also available.