

A modified methodology of competitiveness analysis for estimating ecological innovations in the automobile industry through the example of using gas-engine fuel

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The article outlines the prospects of ecological innovations in the automobile industry in view of the transition to gas-engine fuel. A modified methodology is proposed for competitiveness analysis of the new dual-fuel car models. A feature of the methodology is that it takes into account different-time payments which determine the total expenses of a user throughout the product life cycle. A calculation is made for the prospective product of AvtoVAZ Company.

Ключевые слова: *экологические инновации, газомоторное топливо, конкурентоспособность, затраты на жизненный цикл, дисконтирование.*

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