This study aims to develop the marketing flexibility measurement scale for automobile companies. In the wake of heightened competitiveness and enhanced business turbulence, role of marketing flexibility in attaining sustainable competitive edge has got emphasis not only from academicians but also from practitioners. For development of scale, marketing system dimensions were identified with the help of literature and experts’ interviews. Then the flexibility attributes were identified and generated related to these dimensions with the help of literature, expert-interviews and self-observation. These attributes were then validated by the help of domain and industry experts’ panel. 3 samples of data at different point of time were collected for statistical analysis.

Exploratory factor analysis and confirmatory factor analysis were employed to develop the marketing flexibility measurement scale. Exploratory factor analysis yielded the 6-factor structure which was then confirmed by the confirmatory factor analysis run with the help of AMOS software. Further the nomological validity of scale was conducted by calculating correlation between marketing flexibility scale and market orientation measure. Study resulted in 26-item marketing flexibility measure scale christened as AUTOFLEX. Research contributes to knowledge field by delving deep into marketing flexibility concept that has been largely unexplored in literature. Implications and future study have also been discussed.