Good morning Executive Director Marketing Services of the Tourism Authority of Thailand

Secretariat of the Royal Automobile Association of Thailand Under Royal Patronage

Senior Vice Chairman of the Thai Automotive Industry Association

Chairman of Thai Autoparts Manufacturers Association

Chairman of Society of Automotive Engineer - Thailand

Distinguished Guests and Members of the Press,

On behalf of the Organizer, I’m delighted to welcome everyone to the Press Conference of “The 40th Bangkok International Motor Show”. This year, the show is held under the theme of “Enjoyment of Automobile”. Awakening the sense of driving pleasure with road-safety and eco-friendly technology.

Thailand in 2019 will likely see the continuous growth of GDP after the affirmative of the general election. This will strengthen investors’ confidence in driving the economy forward. While many infrastructures developed under the Eastern Economic Corridor Development Plan or EEC has been progressed accordingly as well. Looking at the automotive industry this year, the production number is estimated at no lesser than 2.2 million units or increased by 4% from last year, 1 million of which will be for the domestic sales, while the remaining of 1.2 million will be for export market. Moreover, the tax rebate measure will be launched by the government to promote the use of green energy vehicles. This will eventually let Thai consumers accept such innovative products easier. The industry will also see the growth in the sector of Plug-in Hybrid vehicle, Electric Vehicle (EV) as well as Eco Car that will later be developed into Eco-Hybrid in the near future. Increasing in government investment has posted a positive factor in driving the growth of domestic pickup truck market also.

This year, we have come up with our new logo, elaborately designed to reflect the world of the modern day, full of innovations and technologies that lead us to the digital era. A load of technologies is then employed to facilitate our exhibitors and visitors to the next extent of experience. The mightiness of the show is well furbished as usual in all spectrum. More than 30 international automotive brands will go all out with the launching of their latest models and concept car as the highlight to showcase their global development in technology. Visitors to the show will definitely enjoy the first-hand experience of the latest innovations packed inside the hall.

“The 40th Bangkok International Motor Show” is the place for the people of Thailand to closely experience the finest automobiles from around the world. I am greatful for the opportunity that Bangkok International Motor Show plays a vital role in driving the growth of Thai automotive industry to a sustainable future.