

SALES KIT

MOBILITY: IMAGINATION and **BEYOND**

ยานยนต์: ความหมายที่มากกว่า

40th
Anniversary

มหกรรมยานยนต์ครั้งที่ 40
THAILAND INTERNATIONAL
MOTOR EXPO
2023

ufi
Approved
Event



November 30-December 11, 2023
IMPACT Challenger 1-3, Muang Thong Thani

For a long time previously, when talking about “vehicle” we tended to refer only to motor cars as vehicles for journeying and transporting goods by land.

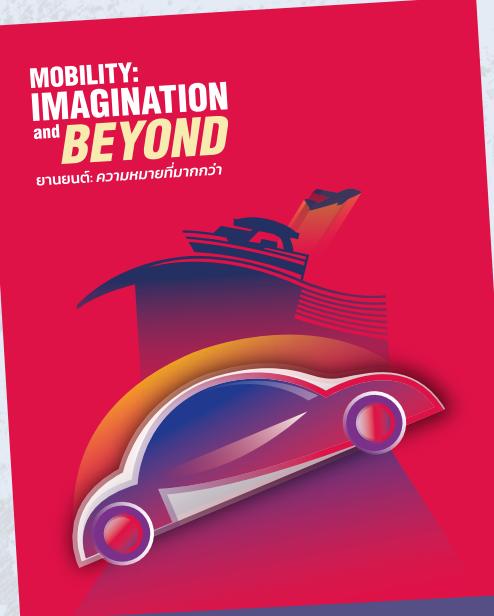
Until not so long ago, people all around the world began to make recreational trips by river, sea and ocean on luxurious watercraft equipped with high-performance engines, as well as making use of drones extensively in various activities, clearly signifying that aircraft are increasingly playing a role in the daily life of general people.

The updated meaning of “Motor Vehicle” is thus more wide-ranging than before, in response to the current and future lifestyles’ transport requirements without limitation - whether by land, water or air.

40th Anniversary

THAILAND INTERNATIONAL MOTOR EXPO 2023

Inter-Media Consultant Co., Ltd. first staged its grand motor show at the national level in 1984 and has been hosting the event annually since then up to the present. Over the time span of 4 decades, so many significant happenings related to our event and the automotive circles have taken place.



1984-1993

Venue

- Asoke Fairground
- MBK Center
- Central Plaza Ladprao

1994-2003

Venue

- Central Plaza Ladprao
- IMPACT, Muang Thong Thani

2004-2013

Venue

- IMPACT, Muang Thong Thani
- IMPACT Challenger 1-3, Muang Thong Thani

2014-2023

Venue

- IMPACT Challenger 1-3, Muang Thong Thani

The 1st Edition
7-15 Jul, 1984
The beginning of the series of events that act as an intermediary between makers and consumers.

The 2nd Edition
14-24 Feb, 1985
We move the venue to MBK Center.

The 3rd Edition
19-24 Dec, 1986

The 4th Edition
29 Dec, 1987-3 Jan, 1988
The venue is relocated to the 4th and 5th floors of the Convention Hall, Central Plaza Ladprao.

The 5th Edition
20-25 Dec, 1988
The Thai automotive industry has entered the global market, with MMC Sittipol Co., Ltd. exporting MITSUBISHI LANCER CHAMP cars to Canada for the first time.

The 6th Edition
5-10 Dec, 1989

The 7th Edition
11-16 Dec, 1990

The 8th Edition
10-15 Dec, 1991
Concept:
"Re-underline the Importance of Life"
The Government requires car drivers and front-seat passengers to wear seat belts, and motorcycle riders to wear helmets.

The 9th Edition
5-10 Dec, 1992
Concept:
"Variety in Motions"

The 10th Edition
5-10 Dec, 1993
Concept:
"Automobile Technology...Dreams Without Boundary"

The 11th Edition
7-12 Dec, 1994
Concept:
"A New Perspective – City Cars for Urbanites"
City cars begin to gain popularity because they save fuel as well as ameliorate city traffic conditions.

The 12th Edition
2-8 Dec, 1995
Concept:
"Automobile Technology...Dreams Without Boundary"

The 13th Edition
1-8 Dec, 1996
Concept:
"Automobile: The Ultimate in Dynamic Lifestyle"
The first year of the event with given-away vehicle prizes, viz. 1 Daihatsu MIRA car and 1 Honda NOVA motorcycle.

The 14th Edition
3-10 Dec, 1997
Concept:
"The Wonder Cycle... Automobile and Nature"

The 15th Edition
3-10 Dec, 1998
Concept:
"The New Horizon... Thai Cars – World Cars"

The 16th Edition
4-12 Dec, 1999
Concept:
"The New Millennium...Automobile with Human Mind"
Welcoming Y2K, changing the English title of the event to "Siamese International Motor Trade Exhibition" and relocating the venue to IMPACT, Muang Thong Thani. Also the first year that motorcycles are displayed.

The 17th Edition
2-11 Dec, 2000
Concept:
"For the World, For the People...Vehicles for the New Days"

The 18th Edition
1-10 Dec, 2001
Concept:
"The Dynamics of Art and Science for Our Contemporary Life"
The name of the event in English is changed to "Thailand International Motor Expo".

The 19th Edition
30 Nov-10 Dec, 2002
Concept:
"New Age Energy. Future Vehicles"
The introductory year of "Buy a Car...Win a Car" promotion campaign, with a HONDA CR-V worth 1,196,000 Baht as the big prize for the lucky winner.

The 20th Edition
29 Nov-10 Dec, 2003
Concept:
"New Automotive Hub...From Thailand to the World"
Opening of ASEAN Free Trade Area (AFTA). The Thai automotive industry is headed towards the "Detroit of Asia" goal.

The 21st Edition
11-12 Dec, 2004
Concept:
"Cars Today...Innovations Beyond Expectations"
The venue is relocated to IMPACT Challenger 1-3, Muang Thong Thani. The event area is enlarged to 80,000 square metres.

The 22nd Edition
1-12 Dec, 2005
Concept:
"Future Vehicles Stun the World"
The introductory year of "Buy a Car...Win a Car" promotion campaign, with a HONDA CR-V worth 1,196,000 Baht as the big prize for the lucky winner.

The 23rd Edition
30 Nov-11 Dec, 2006
Concept:
"Bionic Vehicles...Here, There and Everywhere"
The venue is relocated to IMPACT Challenger 1-3, Muang Thong Thani. The event area is enlarged to 80,000 square metres.

The 24th Edition
29 Nov-10 Dec, 2007
Concept:
"Future Vehicles Stun the World"
Bangkok, a sound level measurement system is deployed at the event, drawing praise from the Pollution Control Department.

The 25th Edition
29 Nov-10 Dec, 2008
Concept:
"Grand Charity Night" is organized to raise money for charity organizations. Subsequently, the first day of the Motor Expo is designated "Grand Charity Day".
"Obligation of Mankind to Stop Global Warming"

The 26th Edition
2-13 Dec, 2009
Concept:
"Driving... for Sustainability"
The "Hamburger Crisis" that erupted in the US hit the vehicle industry hard in both the US and Japan.

The 27th Edition
1-12 Dec, 2010
Concept:
"Unify...Create Earth-Loving Vehicles"
In collaboration with King Mongkut's University of Technology North Bangkok, a sound level measurement system is deployed at the event, drawing praise from the Pollution Control Department.

The 28th Edition
1-12 Dec, 2011
Concept:
"Automobile Blossoms in Full Bloom"
Though the nation is suffering from extensive and severe flooding, the Thai automotive market is bustling with "Eco-cars" – the state-promoted, economical vehicles that are highly popular.

The 29th Edition
29 Nov-10 Dec, 2012
Concept:
"Meet Tomorrow's Cars Today"
The most successful Motor Expo, due to the "First Car" project, that swept up 85,904 units of car bookings. It is also the first year that UFI grants recognition to the event.

The 30th Edition
29 Nov-10 Dec, 2013
Concept:
"Innovative Energies – World-Changing Vehicles"
New generation vehicles have higher standards of economy, safety and eco-friendliness.

The 31st Edition
29 Nov-10 Dec, 2014
Concept:
"New Age Vehicles...A Distant Dream Come True"
The 35th Edition
30 Nov-10 Dec, 2018
Concept:
"Moving Forward Together...ASEAN Autos" Welcoming the opening of "ASEAN Economic Community" or AEC and also the event's inaugural "Buy a Motorcycle...Win a Big Bike" promotion campaign.

The 32nd Edition
2-13 Dec, 2015
Concept:
"New Standards...Thai Vehicles Care about the Earth"
The 36th Edition
30 Nov-10 Dec, 2019
Concept:
"Ride and Drive Together Now"
Several types of vehicles are available along with energy options.

The 33rd Edition
1-12 Dec, 2016
Concept:
"Whatever Changes Will Be...Move On"
The 37th Edition
2-13 Dec, 2020
Concept:
"Connect the World...Connecting People: Smart Vehicles"
The 40th Edition
30 Nov-11 Dec, 2023
Concept: "Mobility: Imagination and Beyond"
Stepping into a new decade under the vision of "International Standards, All-Embracing Motor Vehicle Show".

The 34th Edition
30 Nov-11 Dec, 2017
Concept:
"New Age Vehicles...A Distant Dream Come True"
The 38th Edition
1-12 Dec, 2021
Concept:
"TIME to ENJOY!"
The 39th Edition
1-12 Dec, 2022
Concept:
"It's TIME...Come Touch the FUTURE" After the COVID-19 era, the market recovers rapidly.

The 40th Edition
30 Nov-11 Dec, 2023
Concept: "Mobility: Imagination and Beyond"
Stepping into a new decade under the vision of "International Standards, All-Embracing Motor Vehicle Show".

10 reasons why you should participate in the 40th Motor Expo 2023

40th
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MOTOR EXPO 2023

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8 Expanding viewer base with Motor Expo Online Platform

We launched a parallel event in digital format to meet the shopping behaviour of the new generation and this has turned out to be highly successful, with 142,717 visitors and 285,671 clip views.



1 The driving force of Thai and ASEAN automotive industry

Our event generates tens of thousands car and motorcycle sales each year, making it a very important driving force of the Thai and ASEAN automotive industry.



2 Most brands of car and motorcycle in ASEAN

Our event has over 60 brands of car and motorcycle participating—the highest number in ASEAN.

3 A UFI Approved International Event

The Global Association of the Exhibition Industry (UFI) welcomed IMC as a member and recognized the Motor Expo as a UFI Approved International Event since 2012, thereby assuring all parties concerned of the event's organizing standards.

4 Best time of year to hold the event

Our event takes place at the start of December each year which is the time of year when people have the purchasing power and the need to spend the most.

5 The event is held on an expansive venue of 80,000 square metres

Our event is held on 60,000 sq. m of space inside IMPACT Challenger, Muang Thong Thani plus 20,000 sq. m of outdoor areas, totalling 80,000 sq. m.



6 Full definition of "motor vehicles"

The definition of "motor vehicles" is not confined only to cars and motorcycles; it includes ships, aircraft and other powered vehicles. And we plan to showcase a complete range of motor vehicles from this year onwards.



7 PR campaign that reaches all target groups, over 1 million people

We invest over 30 million Baht budget to advertise the event via all digital media platforms and the mass media including newspapers, magazines, radio and television, plus billboard and City Vision advertisements, PR activities at the expressway, MRT, etc.



10 Huge success for Exhibitors

With the international level of organizing standards, the reputation and trustworthiness that are second to none, extensive PR campaign, stimulating sales promotions and appropriate timing of the event, the 39th Motor Expo 2022 attracted consumers with high purchasing power to spend lavishly, resulting in the sales of 36,679 cars and 6,089 motorcycles, totalling 42,768 vehicles, creating over 51,000 million Baht of money circulation.



MOTOR EXPO 2023 Activities



JOIN BOAT PLATFORM 2023

Exhibition zone of river boats, speedboats, scooters, yacht models; a focal meeting point for boat buffs and enthusiasts of waterborne activities.

AIRCRAFT CORNER

Displaying aircraft, unmanned aerial vehicles and providing full information about flying schools and the aviation business.

VINTAGE CAR CLUB EXHIBITION

Vintage Car Club of Thailand exhibits rare and valuable vintage/classic cars, also welcoming visitors to vote for the car they like most in contest for the People's Choice Award 2023.

EXCLUSIVE VISITOR

Experience viewing Motor Expo as EXCLUSIVE VISITOR at the service rate of 500 Baht/right to receive 2 ULTIMATE VIP admission tickets, use of reception lounge and 1 indoor parking slot (free for 3 hours).

Centre for test drive activities and driving skill practice



SKILL DRIVING EXPERIENCE

TRAINING Project

Provides driving skill training on how to correctly handle immediate problems and improve driving skills to avoid road accidents and dangers.

SPIRIT OF THE 4x4 DRIVING SCHOOL

Spirit of the 4x4 Driving School introduces training courses for part-time and full-time 4WD driving, also providing a mock-up track for visitors to test ride 4x4 vehicles as passengers driven by an expert in an area outside Challenger Hall.

TEST DRIVE GROUND

An area behind Challenger Hall for visitors to test drive cars of their interest under strict safety measures.

EV TEST RIDE GROUND

Interested persons can test ride as passengers in an electric vehicle driven by an expert, who also imparts knowledge about electric cars, in an area inside Challenger Hall.



Real Giveaways: 3 Cars & 1 Big Bike



TEST TRACK FOR AUTOMATED DRIVER ASSIST SYSTEM

A test track for automated assist system is provided on the truck parking lot behind IMPACT Challenger Hall for trying out such advanced assist systems as automated reverse parking, autonomous braking, obstacle avoidance, etc.

The 39th Motor Expo 2022 staged 4 promotional giveaway campaigns for visitors consisting of "Buy a car...Win an MG ZS EV Model X priced at 1,269,000 Baht; "Buy a Ticket to Win a VOLT CITY Model FOR-FOUR priced at 425,000 Baht; "Buy Merchandise to Win a MITSUBISHI MIRAGE 1.2 ACTIVE CVT A/T priced at 509,000 Baht; and "Buy a Motorcycle to Win a YAMAHA Big Bike Model MT-09 priced at 439,000 Baht. The ceremony to present the prizes to the lucky winners took place at Inter-Media Consultant Co., Ltd. on February 6th, 2023.

We invest more than 30 million Baht to publicize the event widely through many media and activities.

- Motor Expo Online Platform.
- Digital media on all platforms.
- PR of the event is shown on more than 300 big screens throughout Bangkok Metropolitan Region.
- Billboard advertising to raise awareness of the event throughout Bangkok Metropolitan Region.

- Advertising spots on television and radio programs.
- Live telecast on Royal Thai Army Television Station Channel 5
- Interview with the Organizer and Exhibitors along with news report of the event on Car World and CARNATOMY programs on YouTube AUTOINFO ONLINE channel.

- Advertisements and PR news in "Formula", 4 WHEELS and THE WORLD OF CARS magazines.

Notable statistics

Most visitors were male of working age with a high income



Male 56.6 % Female 43.4 %

Age

- | | |
|------------------|--------|
| • Under 15 years | 1.1 % |
| • 15-24 years | 9.1 % |
| • 25-34 years | 30.1 % |
| • 35-44 years | 28.2 % |
| • 45-54 years | 20.6 % |
| • Over 55 years | 10.9 % |



Monthly Income

- | | |
|--------------|--------|
| 30,000 Baht | 46.6 % |
| 100,000 Baht | 12.6 % |

Visitors' satisfaction 87.2 %

Exhibitors' satisfaction 74.8 %

Average price of merchandise sold at MOTOR EXPO 2022



Car 1,349,742 Baht



Motorcycle 253,699 Baht



Ancillary equipment 8,581 Baht/person

Type of merchandise that car buyers were most interested in

1 Body kit 20.7 %

2 Car window tint film 15.8 %

3 Alloy wheel / Tyre 15.4 %

Type of merchandise that motorcycle buyers were most interested in

1 Crash helmet 61.8 %

2 Jacket 32.0 %

3 Gloves 24.4 %

Category of top-selling cars



4-door saloon 33.9 %



SUV, 4WD 21.9 %



MPV, 2WD 10.4 %

Category of top-selling motorcycles



Big scooter 47.1 %



Sport classic 7.1 %



Sport 5.7 %

Participants in MOTOR EXPO 2022

Cars



Tuning Houses



Motorcycles



Plus a host of manufacturers and vendors of ancillary equipment

Organized by



Created by



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Exhibitor's
Handbook



Motor Expo 2022
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ONLINE PLATFORM