

SALES KIT

มหกรรมยานยนต์ ครั้งที่ 41  
THAILAND INTERNATIONAL  
**MOTOR**  
**EXPO**  
2024

u fi  
Approved  
Event

# INNOVATIVE SPIRIT... Futuristic Vehicles

จิตวิญญาณแห่งนวัตกรรม...ยานยนต์ล้ำอนาคต

**29 November-10 December, 2024**  
**IMPACT Challenger 1-3, Muang Thong Thani**

Advancement in automotive technology has brought about numerous innovations in every facet of a vehicle including its powertrain system, suspension system, safety system, convenience-oriented system and communication system.

Innovation is therefore like the "Spirit" that continuously drives development of vehicles to completely fulfil the demands of consumers.

Over **72,000** million Baht of money circulation at the event

The event where over **60** brands of cars and motorcycles participated in-the most in ASEAN

Held during the period of the year when people have the highest purchasing power and the strongest desire to spend.

Reaching more customers in target group via **MOTOR EXPO ONLINE PLATFORM**, the parallel event in digital media with 1,091,375 viewers

**53,248** car sales; **7,373** motorcycle sales



Floor Plan 2023



After organizing the first Motor Expo in 1984, "IMC" has been hosting the event annually ever since, using IMPACT Challenger at Muang Thong Thani as the venue from 1999 onwards, to function as trade intermediary and build good relationship between manufacturers and consumers, public and private sectors, distributors and their overseas parent companies, while supporting the automotive industry in Thailand to develop its potential as the hub of ASEAN automotive production.

# 10 reasons why you should participate in "Motor Expo 2024"



## 8 Expanding viewer base with Motor Expo Online Platform

We offer 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 1,091,375 viewers.



## 9 Exclusive service for EXCLUSIVE VISITOR

We function as an intermediary between car dealerships and actual customers whereby a visitor via MOTOR EXPO ONLINE PLATFORM can book an in-person visit as an EXCLUSIVE VISITOR to enjoy many privileges.



## 10 Huge success for Exhibitors

With our international level of organizing standards, reputation and trustworthiness that are second to none, extensive PR campaign, stimulating sales promotions and suitable timing of the event, the Motor Expo 2023 attracted consumers with high purchasing power to spend generously, resulting in the sales of 53,248 cars and 7,373 motorcycles, totalling 60,621 vehicles, creating over 72,000 million Baht of money circulation.

## 1 The driving force of Thai and ASEAN automotive industry

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

## 2 Most brands of car and motorcycle in ASEAN

Over 60 brands of cars and motorcycles participate in our event—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 the Motor Expo has been recognized as a UFI Approved International Event since 2012, thereby assuring all parties concerned of the event's organizing standards.

## 4 Best period of the 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 at an expansive venue that offers convenient parking

Our event is held on 60,000 m<sup>2</sup> of space inside IMPACT Challenger, Muang Thong Thani plus 20,000 m<sup>2</sup> of outdoor areas, totalling 80,000 m<sup>2</sup>.



## 6 Full definition of "motor vehicles"

The definition of "motor vehicles" is not confined only to cars and motorcycles but also encompasses ships, aircraft and other powered vehicles. Therefore, we have added exhibition of boat and aircraft to expand our visitor base and business channels.



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

We invest over 30 million Baht budget to advertise the event via digital media on all platforms and the mass media including billboard and City Vision advertisements, PR activities along the expressway and the MRT, etc.



## ACTIVITIES at MOTOR EXPO 2023



### TEST DRIVE GROUND

An area behind Challenger Hall is provided for visitors to test drive the cars they are interested in to ensure the cars meet their expectations, under stringent safety protocols.



### TEST TRACK FOR AUTOMATED DRIVER ASSIST SYSTEM

A test track for automated assist systems is provided for trying out advanced driver assist systems such as automated reverse parking, autonomous braking, obstacle avoidance, etc.



### SPIRIT OF THE 4x4 DRIVING SCHOOL

The school, dedicated to honing 4x4 driving skills, provides training courses on driving part-time and full-time 4WD vehicles, along with a mock-up terrain for test riding in 4x4 vehicles.



### TEST DRIVE AND DRIVING SKILLS TRAINING CENTRE

Our event is also a focal point for test driving cars and enhancing driving skills through activities as follows.



### VINTAGE CAR CLUB EXHIBITION

Vintage Car Club of Thailand exhibits rare and valuable vintage/classic cars, inviting visitors to join in the fun of voting for the car they like most in contest for the PEOPLE'S CHOICE AWARD 2024.



### MOTOR EXPO MOTORING CLUB

Motoring Club for lovers of cars and big bikes. A variety of around ten renowned models are displayed daily by members of Car Clubs nationwide in the DROP OFF area, 2<sup>nd</sup> floor of IMPACT Challenger.



### IAM BANGKOK

The event IAM BANGKOK (INTERNATIONAL AUTOMODIFIED BANGKOK) showcases and runs a contest of cars customized by Thais, in which proprietors in the car modification industry and car customizers from ASEAN countries are also invited to participate.



### SEMINAR, TRAINING and important FUNCTION

The Motor Expo supports various activities of organizations in the public and private sectors such as a technical seminar, professional training or an important function to develop the industry and promote the automotive business.



### JOIN BOAT PLATFORM

To satisfy lovers of water vehicles, a collection of boats and waterborne activities are displayed including yachts, motorboats, speedboats, scooters, jet skis, and water sports equipment such as sailboats, kayaks, electric surfboards and complete waterborne businesses.



### AVIATION ZONE

Displays various types of aircraft and related businesses, divided into 3 parts, viz. Aviation Innovation & Technology, Aviation Training Institutes, and Ground Services & Charter Flight Business.

**REAL GIVEAWAYS of 3 CARS, 1 BIG BIKE and 1 MOTORCYCLE**

The 40th Motor Expo 2023 held 4 promotional giveaway campaigns for visitors comprising "Buy a car...Win an MG HS PHEV Model D priced at 1,299,000 Baht; "Buy a Ticket to Win a NETA Model NETA V priced at 760,000 Baht; "Buy Merchandise to Win a MITSUBISHI ATTRAGE 1.2 ACTIVE CVT A/T priced at 529,000 Baht; "Buy a Motorcycle to Win a HONDA Big Bike Model XL750 TRANSALP priced at 394,000 Baht; view the event via MOTOR EXPO APPLICATION to win an ALPHA VOLANTIS Model HORIZON300 priced at 129,900 Baht. The Awards presentation ceremony took place at Inter-Media Consultant Co., Ltd. on March 14th, 2024.

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

### MOTOR EXPO ONLINE PLATFORM

- Digital media on all platforms.
- Over 300 PR screens in Bangkok Metropolitan Region.
- Billboards publicizing the event throughout Bangkok Metropolitan Region.

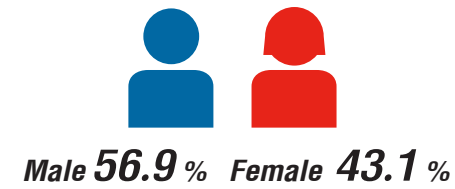
- Advertising spots on television and radio programs.
- Live telecast on Television Station
- Interview with the Organizer and Exhibitors along with news report of the event on The World of Cars

and CARNATOMY programs on YouTube AUTOINFO ONLINE channel.

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

## Notable statistics

### Most visitors were working age with a high income



### Age

- Under 15 years 1.1 %
- 15-24 years 8.4 %
- 25-34 years 29.7 %
- 35-44 years 28.3 %
- 45-54 years 20.6 %
- Over 55 years 11.9 %



### Monthly Income

- 30,000 Baht 49.0 %
- 100,000 Baht 13.6 %

Visitors' satisfaction **87.8 %**

Exhibitors' satisfaction **78.4 %**

### Average price of merchandise sold at MOTOR EXPO 2023



Car **1,323,962 Baht**



Motorcycle **198,488 Baht**



Ancillary equipment **10,341 Baht/person**

### Type of merchandise that car buyers were most interested in

**1** Car window tint film **19.1 %**

**2** Body kit **19.0 %**

**3** Alloy Wheel/Tyre **15.5 %**

### Type of merchandise that motorcycle buyers were most interested in

**1** Crash helmet **54.0 %**

**2** Jacket **21.7 %**

**3** Gloves **19.2 %**

### Category of top-selling cars



4-door saloon **37.1 %**



SUV, 4WD **23.0 %**



Hatchback 3/5 Doors **13.1 %**

### Propulsion system of cars booked

**1** BEV **38.3 %**

**2** ICE **36.6 %**

**3** HEV **23.0 %**

**4** PHEV **2.1 %**

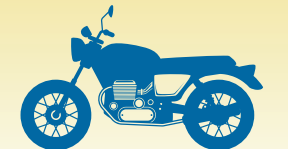
### Category of top-selling motorcycles



Electric scooter **23.3 %**



Big scooter **20.3 %**



Sport classic **8.9 %**

# Participants in MOTOR EXPO 2023

## Cars



## Tuning Houses



## Motorcycles



Plus a host of manufacturers and vendors of ancillary equipment

Organized by



Created by



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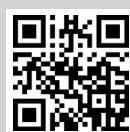
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Exhibitor's Handbook



Motor Expo 2023 recap VDO



SALE KIT 2024



MOTOR EXPO ONLINE PLATFORM