



โหนด นี นัน

สารพันยานยนต์

Here, There and *EVERY CAR*

2-13 December 2026

IMPACT Challenger 1-3 Muang Thong Thani

"The Motor Expo" features the newest car models of every type, powertrain, drive system, and price range, offering consumers a one-stop shop to find a vehicle that meets their needs. Additionally, other popular kinds of mobility are featured, including motorcycles and watercraft.

 **มหกรรมยานยนต์ ครั้งที่ 43**

THAILAND INTERNATIONAL

MOTOR
 **EXPO**
2026

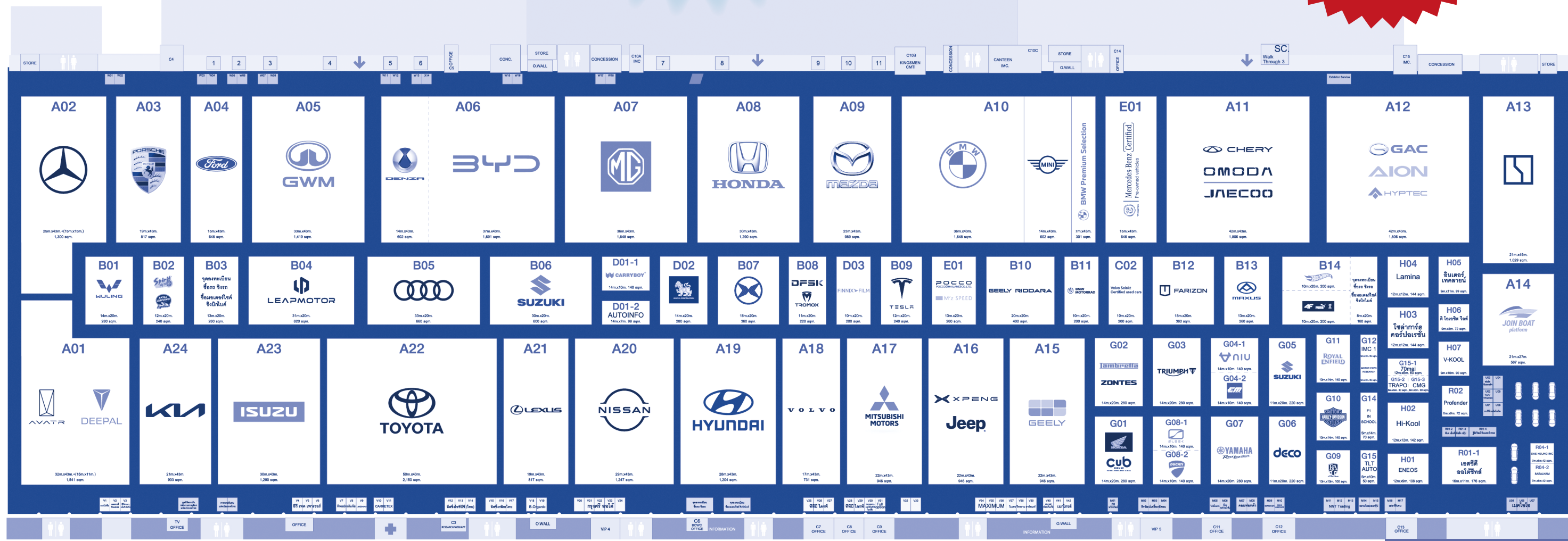


2,000,000 views,
experiencing the event via
the **MOTOR EXPO**
ONLINE PLATFORM

70,000
million baht
Money flow
at the event

1.5
million visitors

80,000 units
Total vehicle sales
at the event



Floor Plan 2025

IMC staged the inaugural "Motor Expo" in 1984 and has hosted the event annually ever since, using IMPACT Challenger, Muang Thong Thani as the venue since 1999. The event serves as a medium for buying and selling and for creating good relationships between manufacturers and consumers, government and private sectors, dealers and parent companies abroad, and to support and promote the Thai automotive industry to develop its potential to become the hub of ASEAN automotive production.

Reasons Why You Should Participate in "Motor Expo 2026"



1 Most brands of car and motorcycle in ASEAN

Over 70 brands of cars and motorcycles participate in our event - the highest number in ASEAN.

2 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, assuring all parties concerned of the event's organizing standards.

3 Full definition of "motor vehicles"

The definition of "motor vehicles" is not confined only to cars and motorcycles but also encompasses boats and other vehicles, and we plan to have an all-inclusive vehicle show.

4 The dynamic Hub of the Thai and ASEAN Automotive Industry

"The Motor Expo" receives official support from numerous public and private organizations in the automotive industry. It serves as a platform for seminars, academic forums, and activities that benefit motorists. Our event is thus truly the central hub driving the automotive industry in Thailand and ASEAN region.



5 Extensive exhibition space of 80,000 square meters

"The Motor Expo" utilizes 60,000 square meters of indoor space at IMPACT Challenger, Muang Thong Thani and 20,000 square meters of outdoor space, totalling 80,000 square meters with parking for over 12,500 cars. Public access is convenient by the Pink Line electric train project, the extension from Si Rat Station to Muang Thong Thani. Additionally, "free" air-conditioned shuttle bus services are available, connecting visitors from BTS Skytrain and MRT Subway stations, covering the Bangkok Metropolitan Region.

6 Publicize the event to reach all target groups of over 10 million people

We invest over 50 million Baht budget in advertising and publicizing the event via digital media on all platforms and mainstream media such as newspapers, magazines, radio, television, including billboards, City Vision signs, as well as organizing PR activities along expressways, MRT subways, etc.



7 Driving the "Sustainable Event" Project

We are committed to making the "Motor Expo" an exhibition with the lowest possible carbon dioxide emissions, or a "LOW CARBON EVENT". This is achieved through the implementation of the "Sustainable Event" project, with excellent cooperation from exhibitors in preparing Carbon Footprint reports in accordance with the stipulations set by the Project Committee, who are experts from environmental management organizations.

8 Up-to-date Event Concept

The event concept that is reformulated each year ensures that each edition of the event has a clear direction, up to date with regard to timing and happenings, aligning with and responding exactly to the needs of makers and consumers.

11 Promoting youth capabilities, welcoming everyone in the family



In addition to showcasing cars, motorcycles, and related accessories, the event features dedicated areas to promote youth capabilities and self-expression. It also includes exhibitions and activities that offer family audiences the opportunity to participate together with fun and enjoyment.

9 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.



10 Expand viewer base with MOTOR EXPO ONLINE PLATFORM



MOTOR EXPO APP

Watch Highlights
Latest car launches
Reviews of all vehicle types
Along with details
and the newest prices.

We organize a parallel event in digital format with reviews of all types of vehicles by leading influencers, Buyer's Guide with brochures and comparative info to help in deciding to choose cars and motorcycles, responding to the purchasing behavior of the new gen, making MOTOR EXPO ONLINE PLATFORM highly successful with 2,028,044 online views.

12 Exclusive service for EXCLUSIVE VISITOR

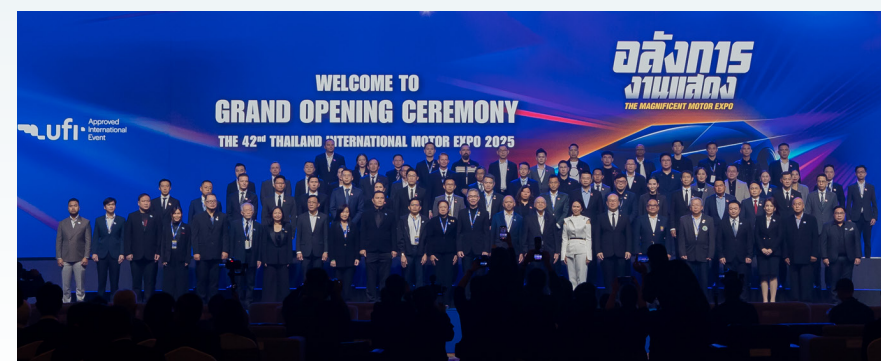


We function as a medium between car dealerships and actual customers whereby a visitor via MOTOR EXPO ONLINE PLATFORM can book an in-person visit as an EXCLUSIVE VISITOR to enjoy many privileges.

13 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 42nd Motor Expo 2025" attracted consumers with high purchasing power to spend actively at our event, resulting in the sales of 75,245 cars and 5,263 motorcycles, totalling 80,509 vehicles, creating over 70,000 million baht of money flow.



ACTIVITIES AT MOTOR EXPO 2025



VINTAGE CAR CLUB OF THAILAND

Vintage Car Club of Thailand exhibits precious rare vintage cars and classic cars, also inviting visitors to have fun in picking their favourite cars to win the PEOPLE'S CHOICE AWARD.



IAM BANGKOK

IAM BANGKOK (International Automodified Bangkok) features an exhibition and competition of Thai-modified cars, with car customizers from ASEAN nations also invited to participate.



MOTOR EXPO MOTORING CLUB

See the cherished vehicles, comprising dozens of cars and big bikes, which members of Car Clubs nationwide put on display every day at the Level 2 Drop-off area, Challenger Building.



"Drive Well...Drive Safely with IMC SKILL DRIVING EXPERIENCE" PROJECT

Provides driving skill training on how to control a vehicle when encountering obstacles or sudden emergencies, while enhancing skills to avoid accidents and dangers on the road.



SPIRIT OF THE 4x4 DRIVING SCHOOL

The school for developing 4x4 driving skills introduces courses for Part-time and Full-time 4-wheel drive vehicles, complete with a mock-up track behind Challenger Building.



TEST DRIVE GROUND

An area behind Challenger is made available for visitors to try out car models they are interested in to ensure their selection meets their needs, all under special safety measures.



Seminar, Training and Important Function

We support the hosting of seminars, training sessions, and official ceremonies of both public and private sectors during the event, to develop the industry and promote the automotive business.



JOIN BOAT PLATFORM

To satisfy watercraft lovers, a collection of boats and water activities are on display, such as yachts, motor boats, speedboats, scooters, jet skis, water sports equipment and a full range of water businesses.

Real giveaways: 3 cars, 1 big bike



"The Motor Expo 2025" features lucky draw campaigns for visitors comprising: 'Buy a Car...Win an AVATR 11 Model Standard Range' worth 2,099,000 baht; 'Buy a Ticket...Win a Mitsubishi XFORCE Model Ultimate' worth 1,059,000 baht; 'Visit the event via Motor Expo App...Win a Wuling Binguo Model DC Icon' worth 429,000 baht; and 'Buy a Motorcycle...Win a Suzuki Model GSX-8R' worth 419,000 baht. The award ceremony for the winners was held at Inter-Media Consultant Co., Ltd. on March 10, 2026.

We invest over 50 million baht to publicize the event widely through various media and activities.

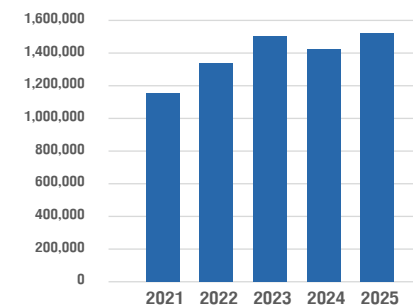
- MOTOR EXPO ONLINE PLATFORM
- Digital media on all platforms.
- More than 300 public relations screens throughout Bangkok Metropolitan Region.
- Billboards advertising the event throughout Bangkok Metropolitan Region.

- Spot advertisements on TV and radio programs.
- Interviews with Organizer and participants, along with news reports on Car World program on YOUTUBE AUTOINFO ONLINE channel.

- Advertisements and public relations news for the event in "FORMULA", 4 WHEELS, and The World of Cars magazines.

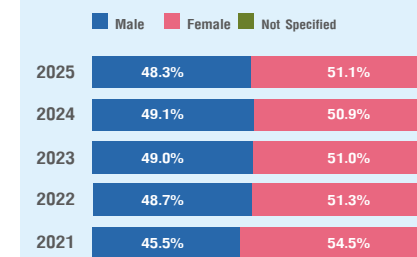
INTERESTING STATISTICS: MOTOR EXPO 2025

Visitor

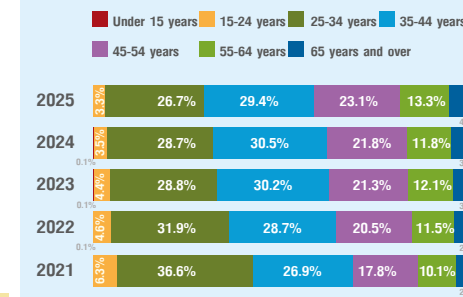


Car Buyer Profile

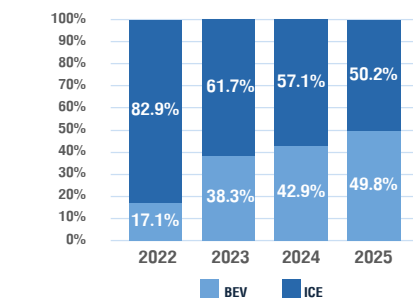
Gender



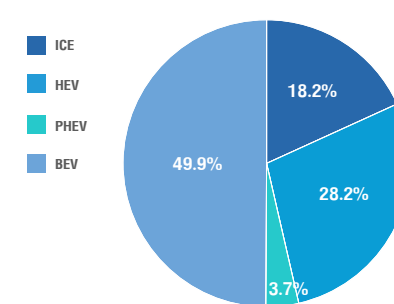
Age



Growth Rate of Electric Vehicles (at the Motor Expo)

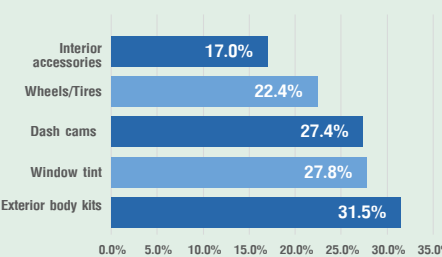


Energy Type Proportions 2025

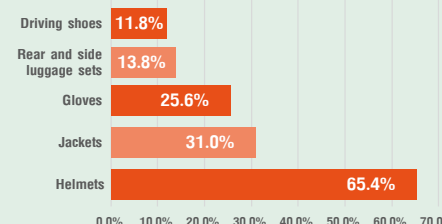


Top-Selling Products 2025

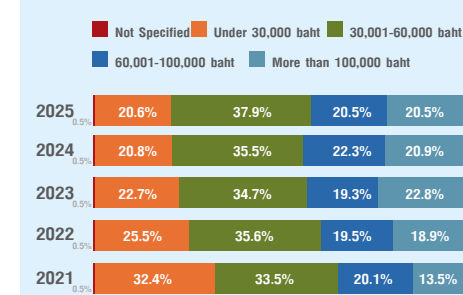
Cars



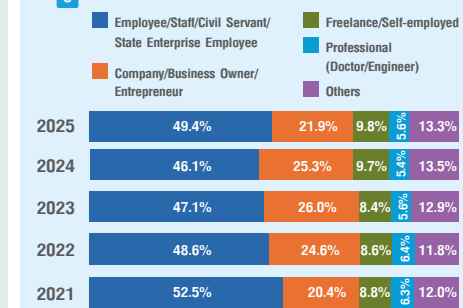
Motorcycles



Income

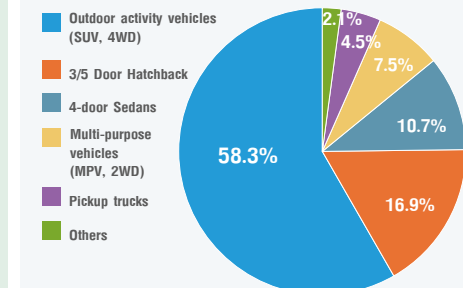


Occupation



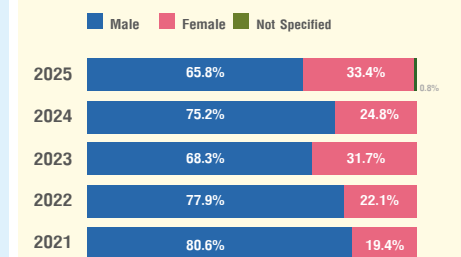
Proportion of Vehicle Types Sold at our Event 2025

Cars

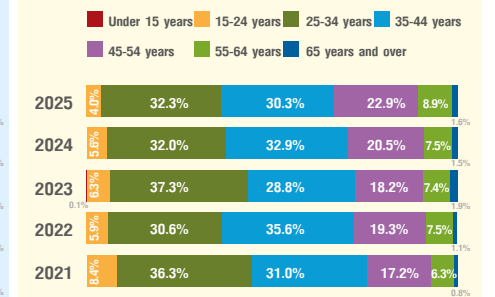


Motorcycle Buyer Profile

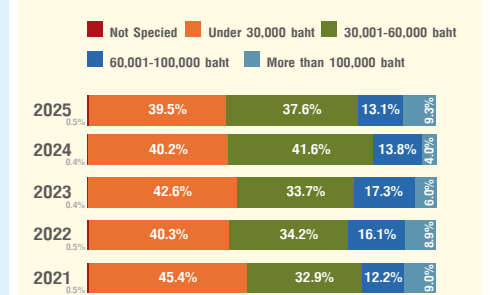
Gender



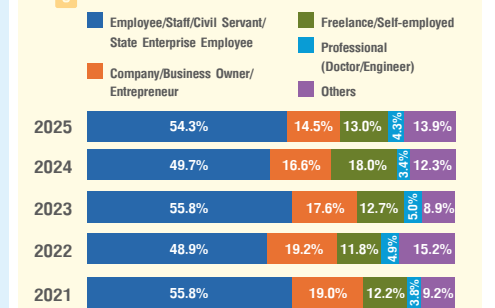
Age



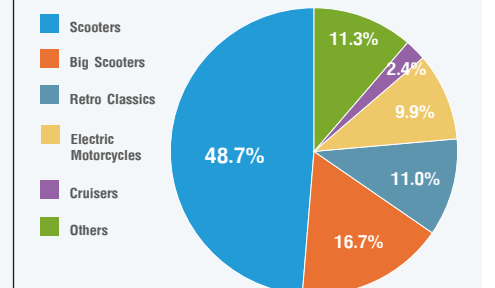
Income



Occupation



Motorcycles



Participants in MOTOR EXPO 2025

CARS



TUNING HOUSES

USED



MOTORCYCLES



Plus a host of manufacturers and vendors of ancillary equipment

ผู้สนับสนุนอย่างเป็นทางการ/Official Sponsors



ผู้สนับสนุนอย่างเป็นทางการ/Official Supporters



ดำเนินการโดย/Managed by



สร้างสรรค์โดย/Created by



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