**Press Conference Speech**

**The 45th Bangkok International Motor Show**

**Mr. Jaturont Komilmis, Vice Chairman**

**The 45th Bangkok International Motor Show**

The 45th Bangkok International Motor Show 2024 is organized under the theme concept of “The Mobility of Joyful Experiences”, reflecting the creativity and innovation that fulfill happiness and joyful experience of every journey. Changing in technology affects environment and our life. Therefore, adapting to technological change is important, and this event is also ready to support environmentally friendly technology.

This is another year we have received good feedback and participation confirmation from those who regularly attended the event. Many of these are new customers who have just recently launched their EV brands and never before launched their brands in Thailand, such as AION, CHANGAN, NETA, HONRI, POCCO, NEXPOINT, FIREBRIGHT, ZEEKR, XPENG and the Vietnamese brand, VINFAST. Moreover, new electric motorcycle brands, such as RAPID, FELO, ZEEHO, CF MOTO have also confirmed their participation, which definitely allowing visitors to have firsthand experience with many car and motorcycle EV models. This is a phenomenon that the entire exhibition space under the roof of Challenger Halls is fully booked by car and motorcycle brands. The steering Organizer of The 45th Bangkok International Motor Show 2024, hence, decided to expand the exhibition space in response to the growth to IMPACT Forum Hall-4, which literally covers up to 76,000 square meters of exhibition space in total.

With the latest update, 49 brands of car and motorcycle companies (36 automotive brands and 13 motorcycle brands) have confirmed their participation. This truly reflects the confidence

each and individual automotive company has toward the Organizer and shows the confidence in the growth of automotive industry in Thailand. Inside Challenger Hall is fully packed with car and motorcycle brands covering all types of vehicles including ICE, EV, and CONCEPT CAR, along with the unveiling of new models from various brands, including EV cars, and CONCET CARfromMERCEDES-BENZ VISION ONE-ELEVEN, NISSAN HYPER TOURER, VINFAST VF WILD and others yet to be unveiled, which will definitely bring lively vibes to the event. You can follow us for more information, updated news, and press releases, or download information of highlight cars, campaign and other promotions at the official website of Bangkok International Motor Show. As for car accessories brands that participating the event, including TECHART, ROWEN, M’z SPEED, ROJAM, and BLACK PEARL are also going all out with their high-end products at the show.

Consequently, we have extended the Press Day to two consecutive days, namely March 25 and 26, 2024 to facilitate the press members to work conveniently, by which the presentation schedule for each brand will not be allocated too late into the evening. The Presentation Schedule of each brand can be downloaded at [www.motorshow.in.th](http://www.motorshow.in.th/).

I am confident that everyone will enjoy exploring the show, experiencing the latest technology, and don’t miss the chance to test drive a car on the specially designed test drive track to know the car performance and efficiency at The 45th Bangkok International Motor Show 2024.

This year, we will give away cars and motorcycles through these 3 campaigns.

1. Every purchase of an admission ticket and complete the questionnaire will have a chance to win an EV car from LUMIN, and 4 motorcycles from KAWASAKI, YAMAHA, HONDA, and SUZUKI
2. Every booking of a car made at The 45th Bangkok International Motor Show will have a chance to win an MG4 ELECTRIC D Version.
3. Every booking of a motorcycle made at The 45th Bangkok International Motor Show will have a chance to win a ZEEHO AE6+ motorcycle.

For the press members whose media registration has been confirmed, the media badge will be delivered to your registered address. For those who have not registered yet, kindly contact our Public Relations Department to obtain the registration code.

I am confident that The 45th Bangkok International Motor Show will play a vital role in developing Thailand’s economy in 2024, with more investment from foreign automotive industry operators. It is expected that Bangkok International Motor Show will yield an impressive result and the income generated from this event will definitely increase at no less than 12% compared to last year.

Come join us and be a part in the development of Thailand’s technology, economy, and industry at The 45th Bangkok International Motor Show. Thank you.