

# Thai Automotive Cluster Edition

Thailand  
AutoBook  
2015





# IMPORTANT NOTICE

**This book will be updated quarterly.**



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# WELCOME!

Thailand is ASEAN's Automotive Hub – a market comprising 625 Million people – and significant potential for growth both in its domestic as well as export markets.

Japanese and US OEMs have set up in Thailand for both domestic and export production – cars made in Thailand are delivered in more than 100 countries around the world.

2012 and 2013 were 'Golden Years' with 2.5 Million vehicles produced and the country joining the **Top 10 Automotive manufacturer** countries worldwide - In 2013 Thailand was number 9 showing the potential and capacity of the country. In 2014 the industry contracted back to approx. 2 Mio units and in 2015 we expect to reach even lower volumes - our forecast as of August 2015 stands at 1.9 Million vehicles.

Domestic sales have been contracting since mid 2013 partly offset by a stronger export market.

In 2016 and 2017 the market is expected to recover and offer new opportunities for growth for the industry.

## Outsourcing, localization and business development

This book was prepared for:

- 1) Outsourcing – local and international commodity managers, buyers who are looking to source Automotive components from Thailand



- 2) Localization – international managers desiring to expand their market and set up a footprint in Thailand – either for distribution or local production.
- 3) Business Development - managers who seek to identify potential customers and sales opportunities in the Thai automotive industry

The information was compiled over the past years from personal research, the internet and with support of friends at automotive companies, automotive organizations, industrial estates and business associates.

I am sure this book will give you lots of information and inspire you to do business in Thailand.

## Focus on contacts (full version only)

The full version introduces new quick links to access web sites, Google Maps locations and social media sites of the featured companies and their representatives. Simply click on the following icons to connect:



The full version is available on our web site [www.thaiautobook.com](http://www.thaiautobook.com)

Bangkok, August 2015



Uli Kaiser

The background of the advertisement is a blurred industrial scene. In the foreground, a close-up of a metallic, curved machine part is visible. In the background, two people are standing near a large industrial machine, possibly a CNC mill, in a factory setting.

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# Introduction

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Thailand is ASEAN's Automotive Hub and largest manufacturing base for the industry.

And Thailand offers a double opportunity – both as a sales market with more than 60M consumer as well as an attractive sourcing base.

We invite you to discover the Thai Automotive Industry by browsing through this eBook - have fun and find information and inspiration to expand your business network!

If you have any questions or suggestions please email us [here](#).





# Introduction

## AT A GLANCE

1. **Thailand is the Automotive Hub of ASEAN with 2.45 Million cars produced in 2013.**
2. **About 50% of the manufactured vehicles are exported.**
3. **About 50% of the manufactured vehicles are Pick-Up Trucks.**
4. **OEM's are from Japan and the USA supported by virtually all MNCs (Multinational Corporations) and a Thai Automotive Cluster of components suppliers.**
5. **85% of the market share is controlled by Japanese, about 15% by US OEMs**

## Thailand's Automotive Industry

Thailand's Automotive Industry offers a wealth of opportunities for local and international sales and sourcing. Incentives are offered to encourage local production of components, electronics and eco-cars and there is also demand for design, R&D and testing centers.

Over the next years, Automotive exports will grow significantly through Thailand's free-trade agreements (FTAs) with it's ASEAN neighbors and many other countries such as India, China and Australia.

Many of the world's major automakers, assemblers, and parts and components manufacturers have put their footprint in Thailand, and many are planning additional investment such as Germany's Volkswagen Group and PSA from France.

Toyota, Honda, Mitsubishi, Mazda, Isuzu, Nissan, Ford, Chevrolet, BMW, Daimler all have a presence in the country with a combined capacity of more than 3 Million units per year.

**Table 1.1** Thailand economic development

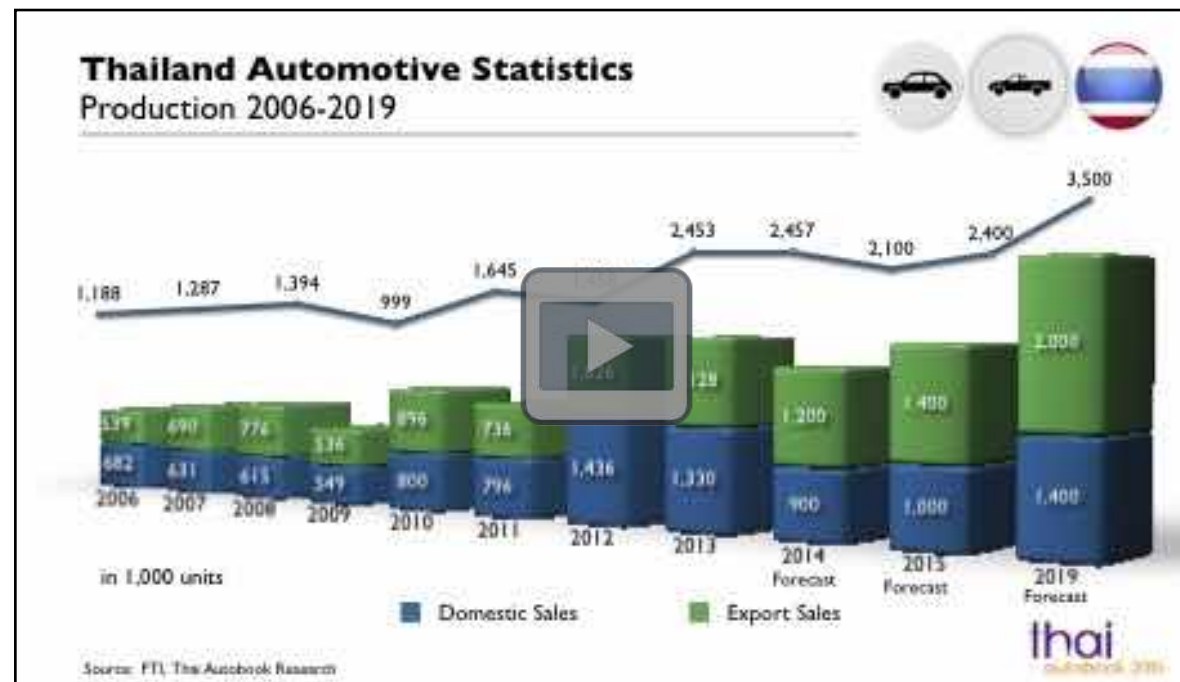
Real and nominal GDP growth	2008	2009	2010	2011	2012	2013	2014	2015*
Real Growth (% change)	4.1	1.7	3.3	5.1	4.9	2.9	1.5	3.5
Nominal GDP (US\$ Billion)	273	278	294	317	335	345	350	360

Source: Global Insight, Bank of Thailand, Thailand Ministry of Finance, Thai Autobook Research

\* Forecast



**Chart 1.1** Thailand Automotive Production 2004-2013



The Thai automotive industry has developed into a major production center with significant export for both automobiles as well as components.

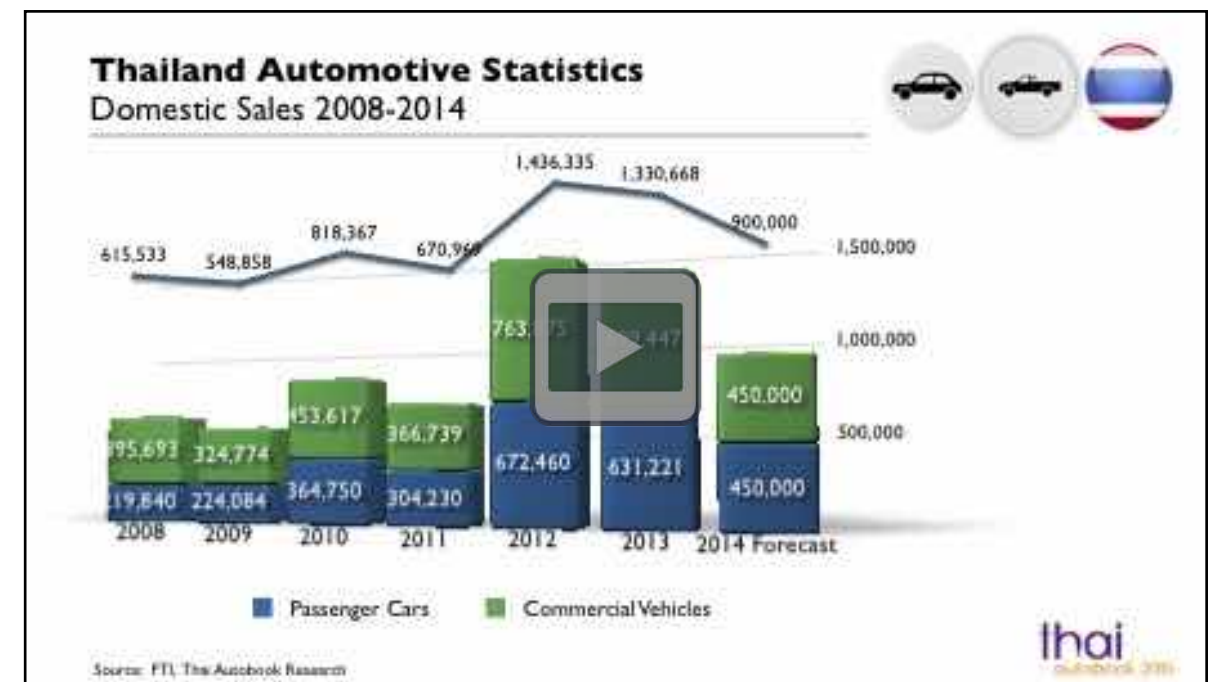
As of 2013, the industry employs about 350,000 people and generates 12% of the national GDP.

Automotive exports are expected to reach 1,200,000 units in 2014. With shipments to more than 100 countries, Thailand is currently the world's second largest producer of one-ton pickup trucks and the seventh-largest automotive exporter overall. It is the top manufacturer in all of Southeast Asia.

## Research & Development

More foreign makers are beginning to appreciate Thailand as a location for R&D investment as well. Toyota has established a technical facility here to conduct R&D work on product design, testing and evaluation.

**Chart 1.2** Thailand Domestic Sales



Other examples include Toyota Tsusho Electronics (Thailand) Co., Ltd., established in 2005 who develops embedded software for automotive applications and Honda R&D in Amata Nakorn Industrial Estate, Chonburi.

Thailand is the only country outside of the 30-nation Organization for Economic Co-operation and Development in which Toyota has such sophisticated facilities.

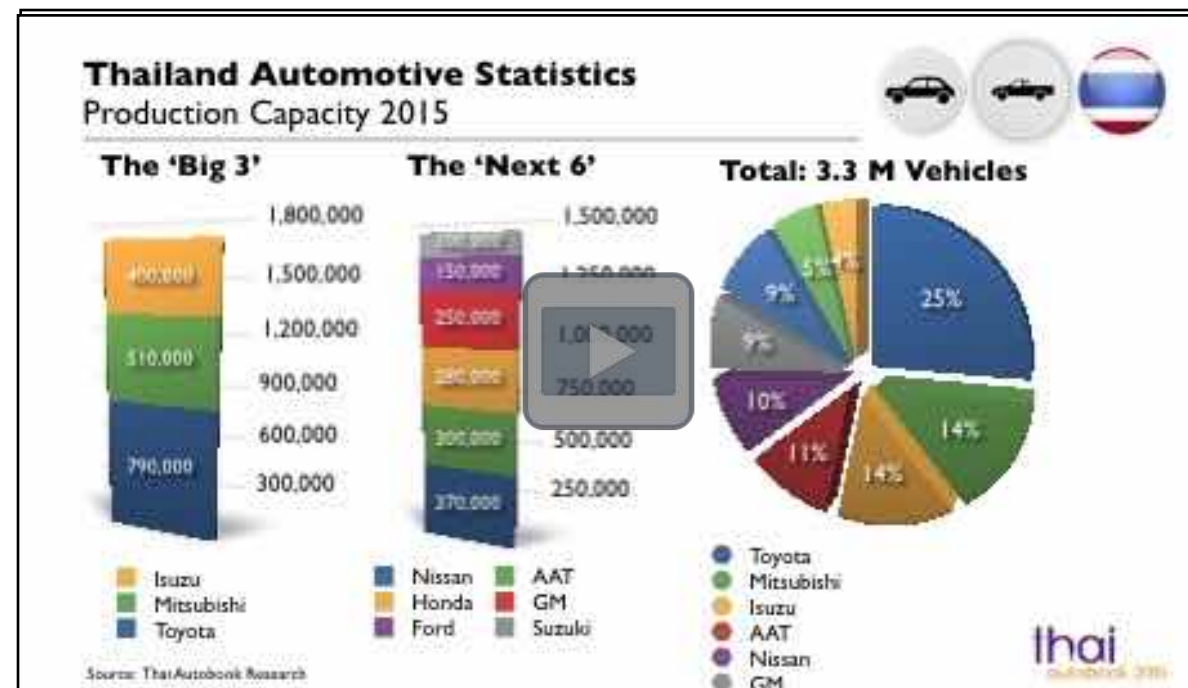
## Attractive Policies

The Automotive Industry in Thailand is looking to further growth and development. Such optimism stems largely from FTAs with countries such as Japan, China, South Korea, Australia, New Zealand and India, and the prospect of rising exports to ASEAN member nations.

As the industry contributes significantly to the local economy, the Thai government is also offering substantial support in the form of tax



**Chart 1.4 Thailand OEM Capacity 2014**



incentives and various other measures, making Thailand fertile ground for investors.

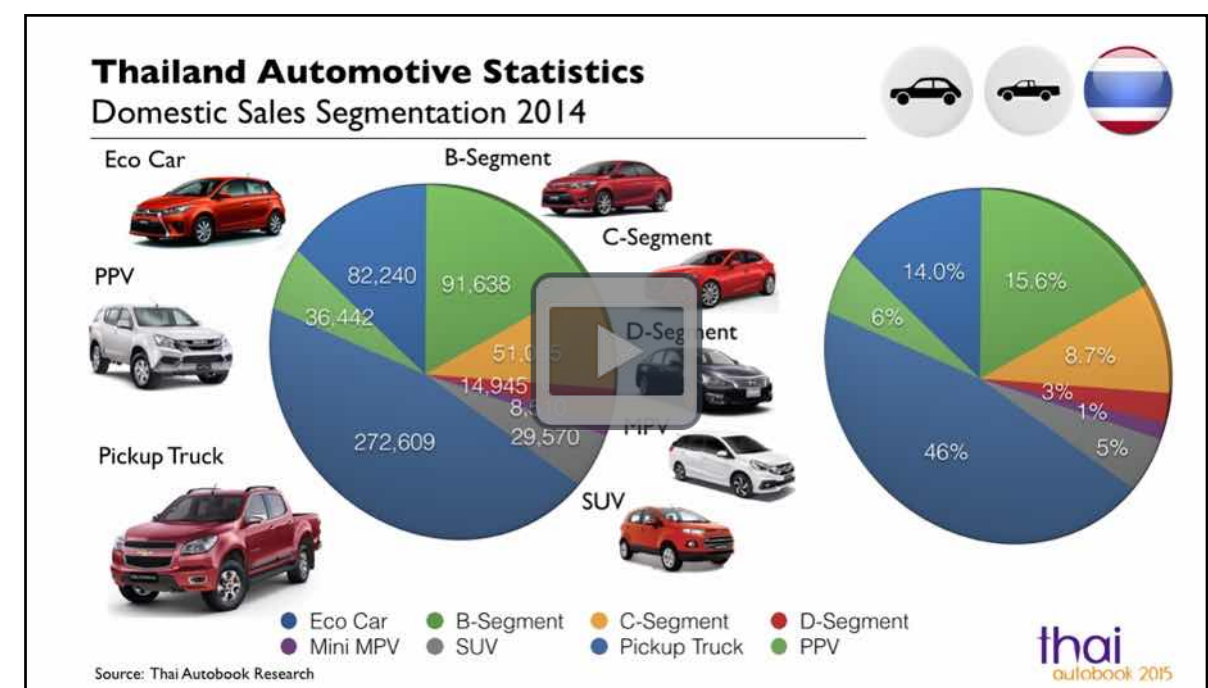
In June 2009, the **Thailand Board of Investment** expanded its automotive incentive scheme to cover automobiles that have high technologies new to Thailand such as hybrid drive, brake energy regeneration and electronic stability control.

The BOI's new policy, which is designed to attract international automakers looking to restructure by relocating production facilities overseas, provides a range of incentives, including corporate income tax holidays of between 5 and 7 years. To be eligible, projects must involve a minimum investment of 10 billion baht.

## Green Technology

Among the many programs aimed at developing the automotive industry, the Thailand Ministry of Energy is promoting fuel-efficient transportation through a natural gas vehicle initiative. So far, 10,000

**Chart 1.5 Segmentation Passenger Cars and Pickup**



natural-gas-powered taxicabs and related NGV subsidies have been introduced through PTT Public Company, Ltd. The program also exempts new natural-gas-powered cars from import duties.

Growth opportunities also exist with E85 ethanol. The Thailand Ministry of Finance is offering a 3-year exemption on the import duties of foreign auto parts used to make vehicles E85-ready.

The ministry has also reduced the excise taxes on cars using E85 to 25%, 30% and 35%, depending on engine size.

## The Eco-Car Initiative

In the recent years we have seen more environment-friendly cars coming down the road. In one of the most exciting stimulus measures, the BOI and the Ministry of Finance have been offering maximum incentives to eco-car manufacturers in Thailand. Under the new program, the BOI extends to projects with a minimum investment



value of 5 billion baht an 8-year corporate income tax holiday and duty-free importation of machinery.

The Finance Ministry allows such makers to pay a reduced excise tax of 17% on cars with petrol-powered engines smaller than 1,300cc and diesel-powered engines below 1,400cc. As the excise tax levied on standard passenger cars is currently 30 to 40%, the tax reduction on eco-cars amounts to a US\$2,000 drop in the sticker price. That is a juicy incentive for consumers and manufacturers alike.

Early response has been impressive. Six global auto assemblers have already proposed investments totaling an annual production capacity 675,000 eco-cars. The first made-in-Thailand eco-cars are expected to roll off assembly lines in early 2010.

The Eco Car Program Phase II has just been launched with registrations ending March 2014 with a shift on CO2 emissions instead of engine size. Volkswagen Germany is participating for the first time. There are many other reasons, why Thailand is as an attractive base for automotive parts production. Of the more than 3,000 parts and components in a typical vehicle, many of them still have to be sourced from overseas. Opportunities exist for foreign

## Movie 1.1 Thailand – In Love with Pick Up Trucks



TV Spot for the new Chevrolet Colorado, made in Thailand

**Table 1.2** How Thailand compares to its neighbors

	Policy environment	Brands	Status of cluster
Thailand	<ul style="list-style-type: none"> <li>Initially interventionist</li> <li>Switched from import substitution to facilitating exports</li> </ul>	<ul style="list-style-type: none"> <li>Blue-chip MNCs, e.g., Toyota, Honda, GM, Ford</li> </ul>	<ul style="list-style-type: none"> <li>Highly competitive with world markets, especially pickup trucks</li> </ul>
Indonesia	<ul style="list-style-type: none"> <li>Intense government intervention</li> <li>Rent-seeking activity</li> <li>High import protection</li> </ul>	<ul style="list-style-type: none"> <li>Initiated national car brand, "Timor" (Teknologi Industri Mobil Rakyat)</li> </ul>	<ul style="list-style-type: none"> <li>Now known in Indonesia as "bayi yang sudan tua" (an old baby)</li> <li>Never reached economies of scale</li> </ul>
Malaysia	<ul style="list-style-type: none"> <li>Government directly involved in production; attempting to reduce reliance on foreigners</li> </ul>	<ul style="list-style-type: none"> <li>Tried to create national brand Proton</li> </ul>	<ul style="list-style-type: none"> <li>Ten times fewer exports than Thailand (in value)</li> </ul>

Source: TAI

suppliers to manufacture fuel injection pumps, transmissions, injection nozzles, anti-lock braking systems, and central locking systems, among numerous other products. More R&D, design and testing centers are also needed, even though Yamaha, Bridgestone, Maxxis and Michelin already operate such facilities here.

Demand for Thailand-made automotive parts is growing. In response, there are already approximately 1,800 such suppliers in the country, of which about 700 are OEMs or original equipment manufacturers. Since all major Japanese automakers have opened manufacturing sites in Thailand, many of their parts manufacturers such as France's Valeo, Germany's Bosch, U.S.-based TRW, Great Britain's GKN and Japan's Denso, Mitsuaba and Mitsubishi have followed suit to serve their customers.

According to the Japan Automobile Manufacturers Association (JAMA), the quality of automotive parts in Thailand is the highest of any ASEAN nation. Local manufacturers supply about 85% of the parts used in pickup truck assembly, and as much as 70% of those for passenger cars. Moreover, the country produces nearly 100% of the parts used in the assembly of motorcycles,

Thailand's exports of auto parts more than quadrupled over the past 4 years, as locally produced vehicles and components continue to gain global acceptance. The value of auto parts exported from Thailand exceeded US\$ 4.6 billion in 2008, the fifth consecutive year of double-digit growth. Growth will continue as the government works to push Thailand into the top 10 of automotive producers.

In 2008, most of the automotive electronics used in the cars made in Thailand were imported from Malaysia or Japan. These imports were valued at US\$4 billion. Given this market size, the currently limited number of automotive electronics producers in Thailand presents an excellent investment opportunity, particularly for value-added systems.

## Investment in Expansion

With many of the world's leading automakers manufacturing here and the economy very resilient, the country's automotive industry is expected to expand in coming years. Demand for locally produced auto parts will increase, presenting opportunities to investors.



Geography is also a benefit of investing in Thailand. A gateway to Asia, Thailand provides easy access to regional markets.

The Thai people are a plus as well, as the country boasts a skilled workforce. Labor costs here are lower than in many other areas of Asia. The land and facility costs are also competitive. Moreover, the government is encouraging the development of so-called auto parts clusters, where proximity between manufacturers and suppliers will result in further cost and efficiency benefits.

## FTA Free Trade Agreements

The country's many FTAs are advantageous to local auto parts producers. In particular, the agreement with ASEAN opens the door to



a collective market of 585 million people in the association's member nations. Auto parts exported to ASEAN nations are currently subject to a tariff of less than 5%, and the tariff will be eliminated entirely in 2015.

(please check out the special section on FTAs in this book).

**Chart 1.6** Thailand Labour Cost Comparison

<b>WORKERS IN ASIA</b>					
2010 estimate and projections for 2011-14 in millions					
Country	2010	2011	2012	2013	2014
Indonesia	114.9	117.0	119.3	121.6	123.4
Malaysia	11.6	11.9	12.0	12.4	12.7
Philippines	38.9	39.8	40.7	41.7	42.6
Singapore	3.1	3.2	3.3	3.4	3.5
<b>Thailand</b>	<b>38.7</b>	<b>39.0</b>	<b>39.5</b>	<b>39.9</b>	<b>40.3</b>
Vietnam	47.6	48.6	49.5	50.5	51.6
China	819.7	826.6	833.2	839.9	846.6
Japan	65.8	65.5	64.8	63.9	63.0
Korea	24.5	24.5	24.5	24.5	24.5
Australia	11.6	11.8	11.9	12.1	12.3
New Zealand	2.3	2.4	2.4	2.4	2.4
India	478.3	487.6	498.4	508.5	517.7

<b>WAGES PER HOUR</b>					
2010 estimate and projections for 2011-14. Unit: US\$*					
	2010	2011	2012	2013	2014
Indonesia	0.70	0.80	0.80	0.90	0.90
Malaysia	4.90	5.00	5.20	5.50	5.80
Philippines	1.10	1.30	1.30	1.40	1.50
Singapore	9.60	10.10	10.50	11.00	11.50
<b>Thailand</b>	<b>1.80</b>	<b>1.90</b>	<b>1.90</b>	<b>2.00</b>	<b>2.10</b>
China	2.24	2.59	2.97	3.47	4.06
Japan	23.60	23.60	24.10	24.50	25.20
Korea	13.90	15.10	16.10	17.40	18.60
Australia	35.40	35.90	38.50	41.00	43.30
New Zealand	18.90	19.50	19.90	20.60	21.50

Note: \* Average for manufacturing industries, including benefits

Source: Economist Intelligence Unit

POSTgraphics

*Did you know that labour costs in Thailand are lower than in China?*

# The Eco-Car

## AT A GLANCE

1. Incentive program by the BOI Board of Investment Thailand
2. The first eco car has rolled off assembly lines in early 2010.
3. The eco-car sub-segment currently holds around a 14-per-cent share of the total Light Vehicle market, or around 30 per cent of all passenger cars in Thailand
4. In Phase II the emphasis will shift from engine size to CO2 emission.
5. To be eligible for Phase II privileges, first-phase participants can apply to expand production or reinvest in the second phase with a minimum of 5 billion baht in capital excluding land costs.
6. Newcomers must invest a minimum of 6.5 billion baht.

The BOI and the Ministry of Finance offer incentives to EcoCar manufacturers. Under the new incentives program, the BOI offers projects with a minimum investment value of 5 billion baht an 8-year corporate income tax holiday, regardless of location, as well as duty-free importation of machinery.

## Eco-Car Phase I

The Ministry of Finance allows Eco-Car manufacturers to pay a reduced excise tax of 17% on cars with engines not more than 1,300 cc for petrol-powered cars and 1,400 cc for diesel-powered cars.

Among the BOI's requirements on Eco-Cars, such vehicles need a fuel economy of at least 20 kilometers per liter, must meet the Euro 4 emission standard, and should have UNECE 94 and 95 safety levels. In addition, four of five main components (cylinder head, cylinder block, crankshaft, camshaft and connecting rod) must be produced in Thailand.

As the excise tax levied on standard passenger cars is currently 30-50%, this reduction in the excise tax levied on Eco-Cars is equivalent to a US\$ 2,000 reduction in the retail price of the car - a significant incentive for buyers and manufacturers alike.





Chart 1.8 Eco Car Phase 2 Capacity



Thailand's determination to develop this segment of the automotive industry is indicative of its focus on the future and its truly global automotive presence.

The response to the eco-car program has been strong, with six global auto assembler proposing investments that will add some 685,000 vehicles per year of production capacity.

According to former BOI Secretary General Atchaka Sibunruang, once all five manufacturers (including Toyota) reach production of 100,000 units per year, investment in the eco-car project would have exceeded 200 billion baht.

Eco-cars for exports even to less developed countries have to comply with eco-car specifications to enable manufactures to receive their

Gallery 1.1 Eco Car Phase 1 Lineup



eco-car incentives. The actual production capacity must not be lower than 100,000 units per year from the fifth year of the projects operation.

The main regulation specified that the eco-cars should be fuel efficient, consuming not over 5 liters per 100 kilometers and should have a minimum pollution standard of EURO 4 or higher, emitting no more than 120 grams of carbon dioxide per kilometer.

The car should also satisfy passenger safety standards for both front and side impact as specified by UNECE Reg. 94 and Reg.95 respectively.

**Eco-Car Phase II**

So far 10 automakers – the 5 original participants plus Chevrolet, Ford, Mazda, MG and VW have submitted applications to the Eco-Car Phase II program:

- **Ford Thailand** will spend 18.2 billion baht to make environmentally friendly cars, with annual production capacity of 180,000 vehicles and 2,000 engines.
- **General Motors** will invest 13.1 billion baht to make 158,000 vehicles annually.
- **Nissan Motor** will invest 6.86 billion baht to produce 123,000 eco-cars and 2 million auto parts a year.
- **Toyota Motor Corporation** will invest 1.9 billion baht to make 160,000 vehicles a year.
- **Mitsubishi Motors** will invest 4.9 billion baht to make 233,000 eco-cars a year.
- **Mitsubishi** also asked for the BoI's approval for its plans to expand production capacity granted in the first phase of the eco-car scheme to 220,000 vehicles from a planned 180,000, requiring requiring investment of 7.7 billion baht.
- **VW** was quoted to plan to invest Euro 1 Billion for a capacity of 300,00 vehicles - 100,000 of which would be eco cars.

Udom Wongviwatchai, BOI secretary general stated in October 2014, that Thailand's eco car production was expected to reach 2 million vehicles annually over the next three years — 500,000 from the first phase of the eco-car project and 1.5 million from the from the second phase.

The results from these projects will add up to a \$4.3 billion investment.



# CO2 based taxation

## AT A GLANCE

1. New excise tax structure has been launched by the Thai Government

**The new excise tax structure currently under consideration by the Thai Government is divided into seven types according to the type of vehicle as follows:**

- A 30 per cent tax collection will be applied to sedans and vehicles of no more than 10 seats with a cylinder capacity of no more than 3,000cc and CO2 emission of no more than 150g/km. A 35 per cent tax will be levied on emissions of 150-200g/km, and 40 per cent for emissions of more than 200g/km.
- A 25-per cent tax collection will cover automobiles using E85 and natural gas and a cylinder capacity of no more than 3,000cc and CO2 emissions of no more than 150g/km. A 30 per cent tax will be applied to the emission quantity of 150-200g/km, and 35 per cent for more than 200g/km.
- Hybrid cars with a cylinder capacity of no more than 3,000cc, emitting CO2 at no more than 100g/km will be taxed t 10 per cent. Those releasing carbon dioxide at 100-150g/km will be placed with 20-per cent tax, at 150-200g/km with 25-per cent tax, and at more than 200g/km with 30-per cent tax.
- A 3-per cent and a 5-per cent tax collection are levied at pickup trucks with no space behind driver and with a cylinder capacity of no more than 3,250cc, releasing CO2 at no more than 200g/km and at over 200g/km, respectively.
- Pickup trucks with space behind driver with no more than 3,250cc cylinder capacity and less than 200g/km CO2 emission are taxed at 5 per cent, and those with emissions over 200g/kmtaxed at 7 per cent.



- Double cab pickups with no more than 3,250cc cylinder capacity and less than 200g/km CO2 emission are taxed at 12per cent, while those with over 200g/km emissions taxed at 15 per cent.
- Twenty-five per cent and 30 per cent taxes are levied on passenger pickups with a cylinder capacity of no more than 3,250cc, releasing no more than 200g/km CO2 and over 200g/km, respectively.

Most motor manufacturers are not against the principle of the vehicle tax reforms, they are concerns that the three-year period could be too short for their production plans to be adjusted.



### AT A GLANCE

1. R&D is a focus program by the BOI Board of Investment Thailand
2. Nissan has announced the establishment of a full fledged R&D Center in Thailand.

While Thailand has a long history and considerable strength in automotive manufacturing, the R&D sector is not very strongly developed. This will change however as the BOI will provide tax incentives base on R&D expenditures and carmakers realize the need for localized R&D services.

### NISSAN

Nissan Technical Center South East Asia (NTCSEA) provides R&D functions under Nissan Motor Asia Pacific Co., Ltd. in Thailand. It is located at Bangna –trad KM 22 Samutprakarn, next to Nissan Motor Thailand's manufacturing plants.

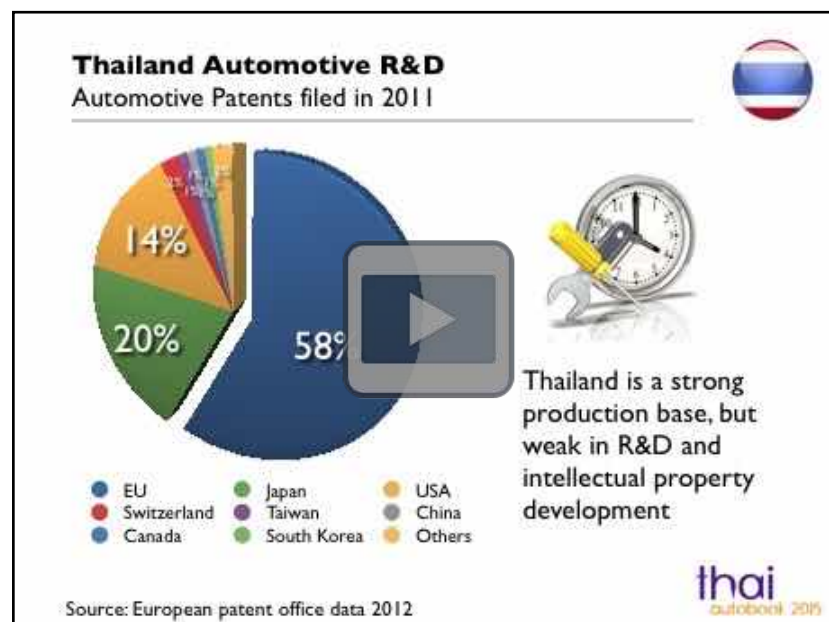
Nissan Motor Asia Pacific has announced plans to expand its Nissan Technical Centre South East Asia (NTCSEA), its regional research and development arm, to accelerate the auto-maker's R&D activities in the Asean region.

A broadened scope of responsibility, the addition of new facilities and an increase of staff will significantly contribute to better addressing the needs of customers in the region. This will also allow for quicker alignment with market requirements, leading to the continued development of innovative and competitive Nissan vehicles.

According to Nissan, the expansion of NTCSEA is an important step in solidifying the foundation for the auto-maker's growth objectives outlined in its mid-term business plan. The details of the expansion include:

By 2015 – for models marketed in the region – NTCSEA will be responsible for all research and development after the vehicle-engineering-design stage currently handled by the global R&D function in Japan. This expansion allows NTCSEA to better reflect the specific preferences of customers in Southeast Asia.

**Chart 1.9** Thailand Automotive R&D



With a total investment of 3.4 billion yen (Bt 1.08 billion) by mid-2014, NTCSEA will add a test course, several testing facilities including chassis and engine dynamometers, and a new management office.

Between 2010 and 2016, the workforce will more than triple to 370, including an increase at NTCSEA's Indonesian branch. NTCSEA currently employs 219 people.



“Strengthening the regional R&D function will enhance vehicle attractiveness, competitiveness and quality,” said Nissan executive vice president Mitsuhiko Yamashita. “As Nissan’s footprint continues to expand in the region, it is even more important to strengthen our local R&D capabilities to better serve a growing customer base.”

NTCSEA’s responsibility covers ten countries and six production sites across Southeast Asia.

#### **Denso**

With its latest investment in building a new climatic wind tunnel in Thailand, Japanese automotive component giant Denso has made Thailand one of its global strongholds.

Denso has been present in Thailand since 1972, and now has eight companies in Thailand. Six of them are involved in manufacturing while the other two are distribution and sales firms. It employs a staff of 7,500 in Thailand, and earnings reached Bt64 billion last year.

Denso's Thai operations is growing in importance: in 2007 Denso International Asia headquarters was set up here with an initial investment of Bt700 million, along with a technical centre for product planning and training of Denso affiliates in the Asia-Oceania region. This has raised the investment value to Bt1 billion in this area.

In 2014, Denso is investing as much as Bt4 billion in Thailand to expand production at factories located in the Wellgrow Industrial Estate in Chachoengsao and Amata Nakorn Industrial Estate in Chon Buri.

This is to prepare for the relocation of production from Japan to Thailand for components such as fuel injectors, common-rail systems as well as future injection systems to cater to the Thai and Asean markets. Denso aims to work closely with auto-makers that have R&D operations in this region.

Due to Denso's policy in designating Asia as an important market and a world leader in the automotive industry, it has speeded up investments and R&D activities here, allowing it to work more closely and swiftly with clients.

Denso had recently spent Bt200 million to construct a new climatic wind tunnel facility that is the most advanced in Southeast Asia.

The facility has been designed to carry out air-conditioner performance testing by simulating various wind and temperature conditions (50 degrees C to -30C). The technology is considered the most advanced in the region and can be used to test vehicles from all



over the world. This innovation will elevate the production standard and quality of automotive parts produced by Thai Denso Group.

"Denso Thailand's future goal is to serve as a high-tech parts production centre replacing Japan. The Thai operation is considered a very large one outside Japan and the Denso Group attaches great importance to it," he said. "In the future, Thailand will have the potential to build its own machinery, and the parent company will shift roles towards mainly R&D."

# Grey Market

## AT A GLANCE

1. Due to high duty & taxes import luxury cars are prohibitively expensive.
2. This situation has resulted in a 'grey market' where these vehicles can be purchased about 20% lower prices than at authorized dealers.

**Grey vehicles are new or used vehicles and motorcycles legally imported from another country through channels other than the maker's official distribution system.**

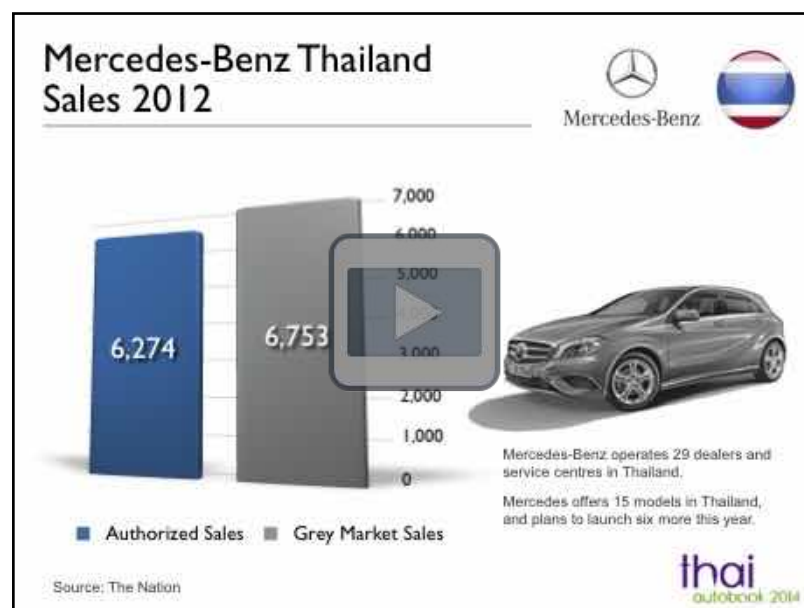
The Customs Department raised import taxes and tightened customs surveillance last year following complaints by authorised dealers that their market share was being severely eroded by grey-market importers, many of whom were suspected of illegally underdeclaring the value of their imports in order to minimise their tax burden.

Grey-market dealers are able to undercut authorised dealers due to lower customs taxes and lower operating expenses.

According to the Bangkok Post, the grey market for cars is expected to stay flat this year as importers face higher import taxes and a refusal by European car makers to provide after-sales service.

The department's measures include new reference prices that make the prices of imported luxury cars higher by 10-20%. According to the new reference price evaluation, if the price declared by an importer is too low, customs officials will calculate the tax based on its reference price, which includes cost, insurance and freight.

**Chart 1.10** Thailand's Grey Market





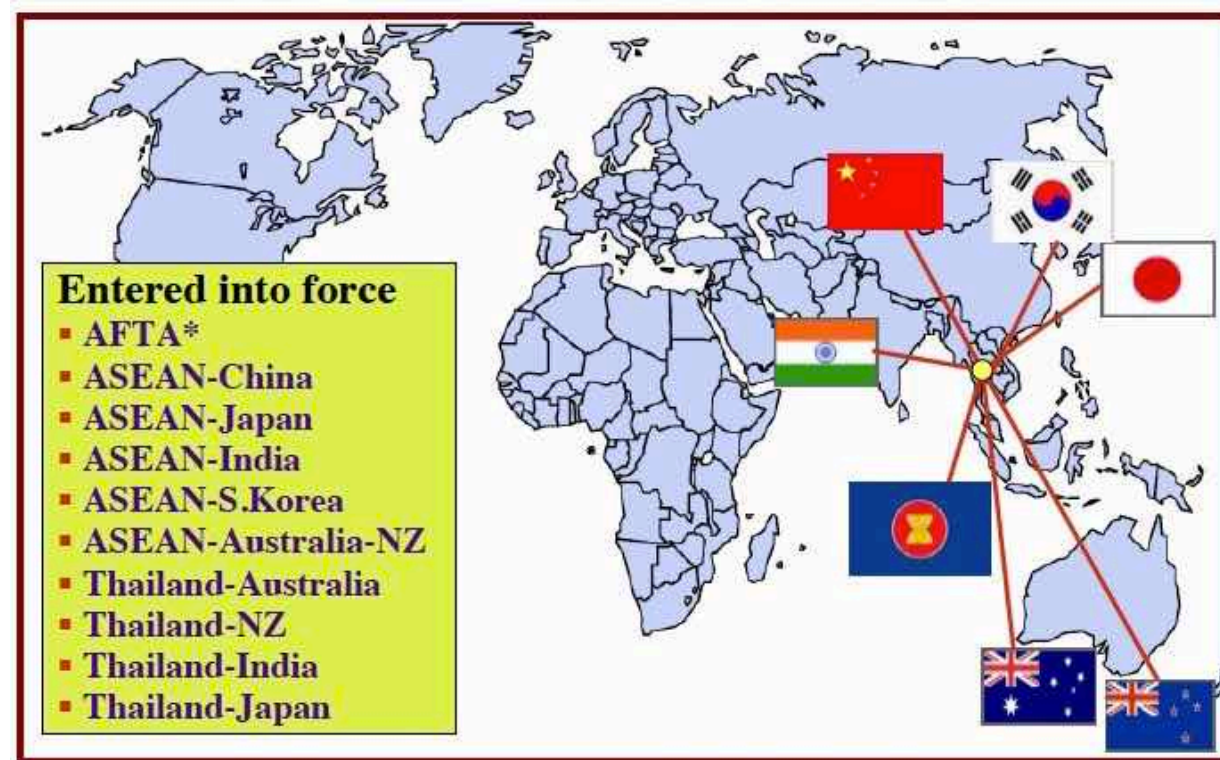
# FTA Free Trade Agreements

## AT A GLANCE

1. Asean nations move closer to implement the complete Asean Economic Community (AEC) in 2015.
2. The following models that are imported via the AFTA: Toyota (Avanza and Innova from Indonesia), Proton (from Malaysia), Ford (Escape from the Philippines), Honda (Freed from Indonesia), Suzuki (Ertiga from Indonesia), Nissan (X-Trail from Malaysia), Kia (Picanto from Malaysia) and Volvo (S60 from Malaysia).
3. An FTA with the EU is expected to be signed in 2016.

Thailand has concluded many FTAs whose terms are beneficial to auto parts producers. These FTAs include those that Thailand has concluded with ASEAN member nations (AFTA), Australia, New Zealand, Japan, India and Korea.

Thailand's location at the heart of Southeast Asia and its membership in ASEAN's Free Trade Area (AFTA) allow Thailand access to ASEAN's market of 600 million people. The Thailand-Japan Economic Partnership Agreement UTEPA), in particular, will further increase the size of local automotive parts producers' potential markets.



- Auto parts exported to ASEAN nations are currently subject to a tariff of less than 5%; the tariff will be eliminated entirely by 2015.
- The Thailand-Australia FTA provides for the elimination of tariffs on commercial vehicles and passenger cars; the tariff on parts and accessories used as components in passenger cars will be eliminated since January 2010.
- Under JTEPA, tariffs on Japanese vehicles with engines of 3.0 liters or more will be lowered from 80% to 60% by 2011, while tariffs on all but five automotive parts will be eliminated entirely by 2012.
- The Early Harvest Scheme with India provides for the elimination of tariffs on hydraulic systems, several regulatory instruments (i.e. speedometers) and gear boxes used in automobiles since 2010.
- The majority of China's and New Zealand's tariffs on auto parts and accessories have been eliminated by January 2010.

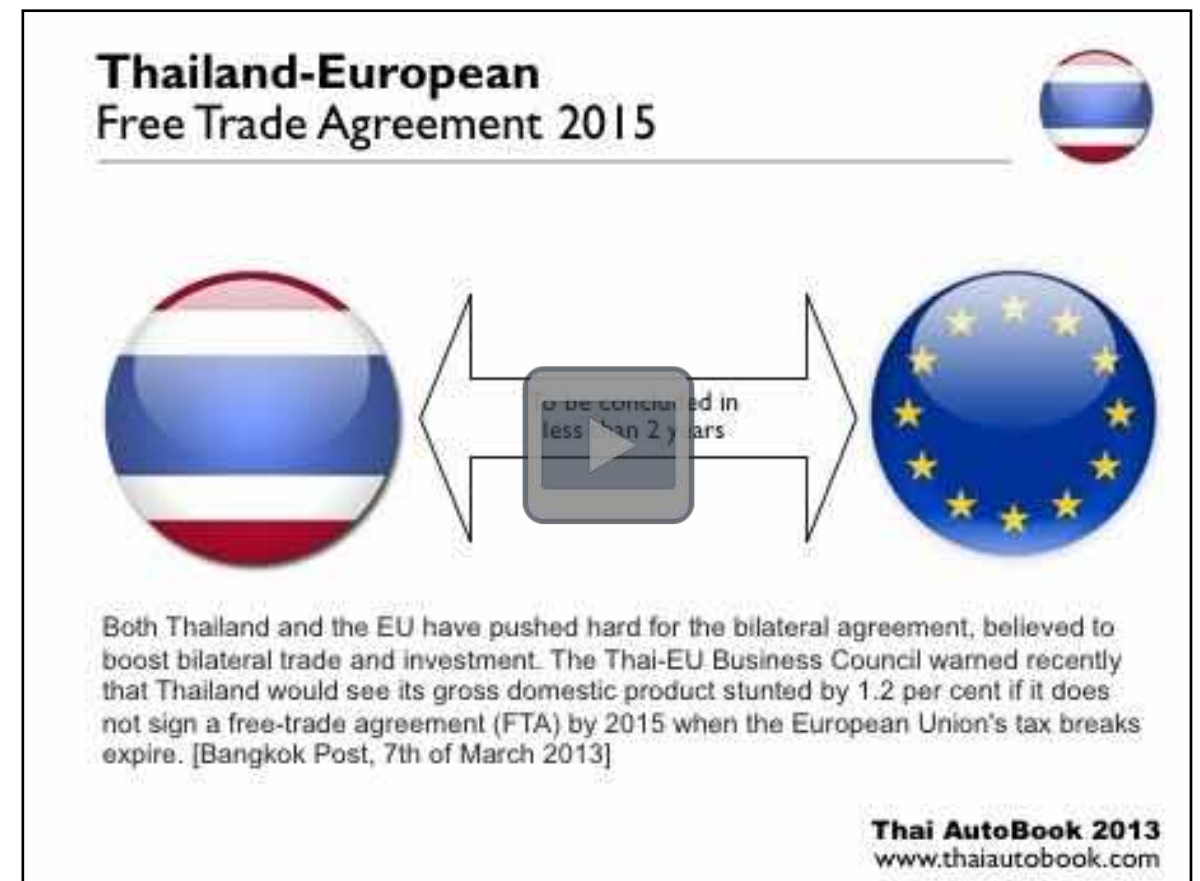
### FTA Negotiations with the EU

The Thailand-EU FTA negotiations have been restarted in 2013 and were planned to be concluded just as Thailand's cushy preferential trade treatment under the EU's generalised system of preferences expires in 2015.

A 2009 study by ECORYS, a Rotterdam-based research consultancy, estimated that an FTA between Asean's 10 countries and the EU's 27 would boost Thailand's GDP by as much as 0.36 per cent and the EU's GDP by 0.06 per cent in the short term. The gains for both are significantly greater in the long term – up to 5.4 per cent and 0.23 per cent, respectively.

The study says Thailand is likely to gain most among the Asean countries from the removal of non-tariff barriers in absolute terms, particularly those affecting access to capital.

**Chart 1.11** Thailand Europe FT coming...





# Thailand Automotive Cluster

## AT A GLANCE

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1. The Thai Automotive cluster produces car components for domestic use (local content) as well as for export overseas, mainly Japan but also the US and Europe.

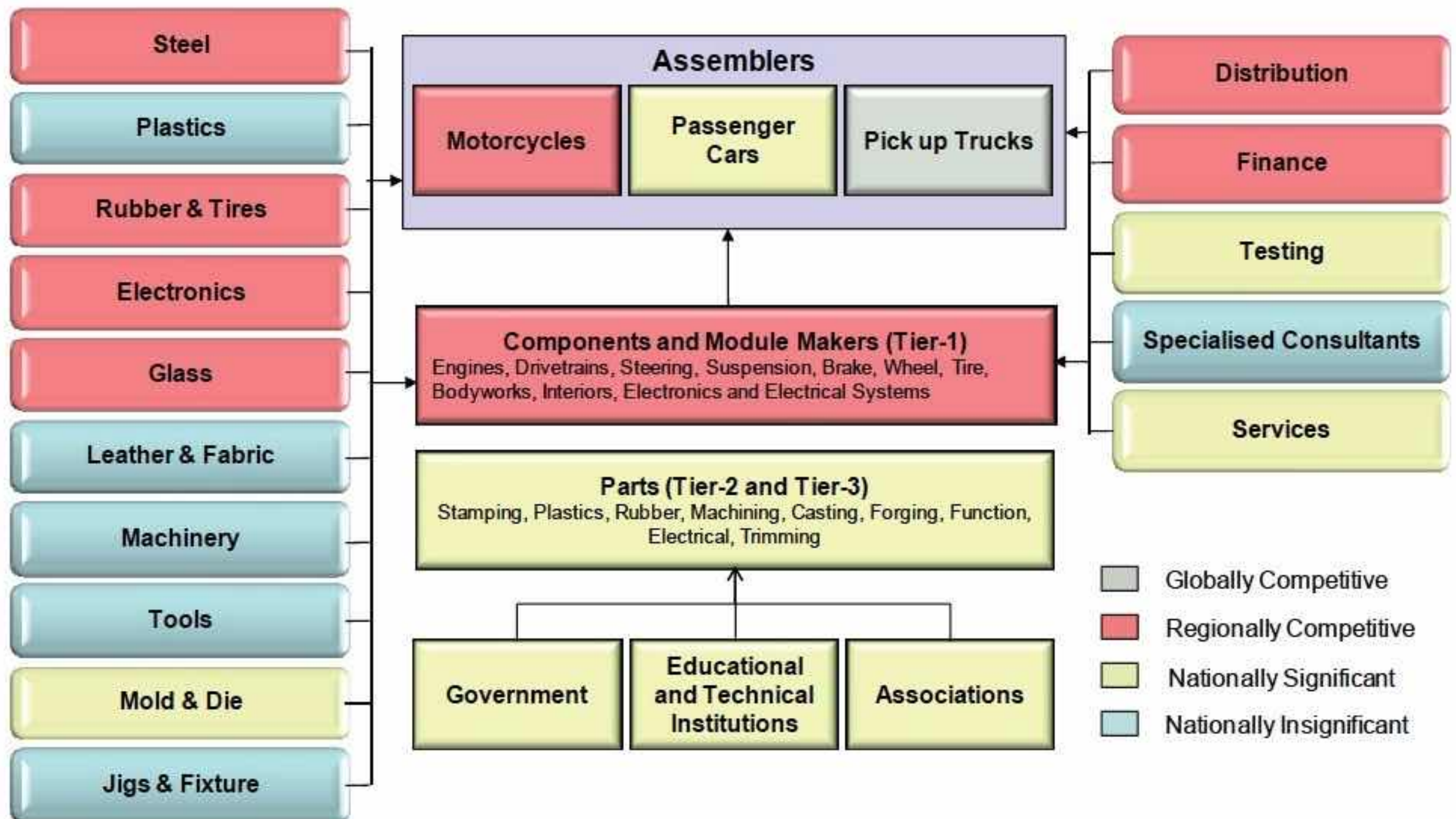
**The Thailand Automotive Cluster consists of assemblers, components and module makers, parts suppliers, associations, government, educational and technical institutions with support in terms of distribution, finance, testing, specialized consultants and services.**

A major issue facing the cluster is the challenges of Thai parts companies to compete with international firms in terms of technology and quality standards.

Some of the issues faced have been solved with the support of foreign automotive companies in Thailand. For example, Toyota has engaged many local suppliers and helped them move upwards in value chain.

In the recent years also European MNCs have started outsourcing to Thai Automotive parts suppliers and thereby improving the manufacturing standards.

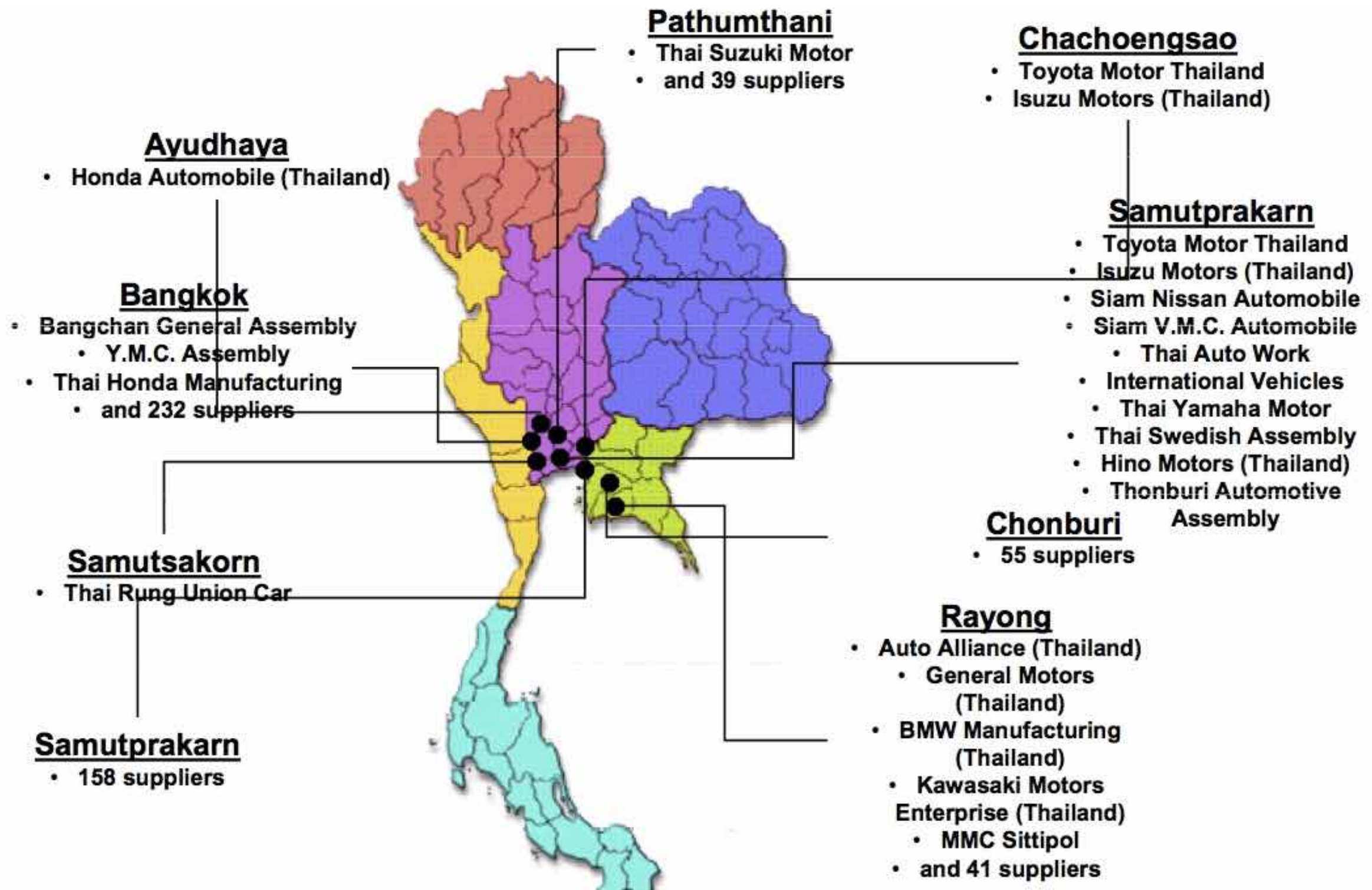
Illustration 1.1 Thai Automotive Cluster



Source: Team revision of Christian Ketels, "Thailand's Competitiveness: Key Issues in Five Clusters", ISC/HBS



**Illustration 1.2** The Thai Automotive Cluster: The Geographical Dimension



# Statistics

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A collection of statistics on the Automotive Industry in Thailand.

You can download a complete set of statistics included in the Thai AutoBook 2015 from the new TA Statistics Dropbox.

All subscribers will receive invitations to get access to this resource which is updated on a monthly basis with sales and production statistics.

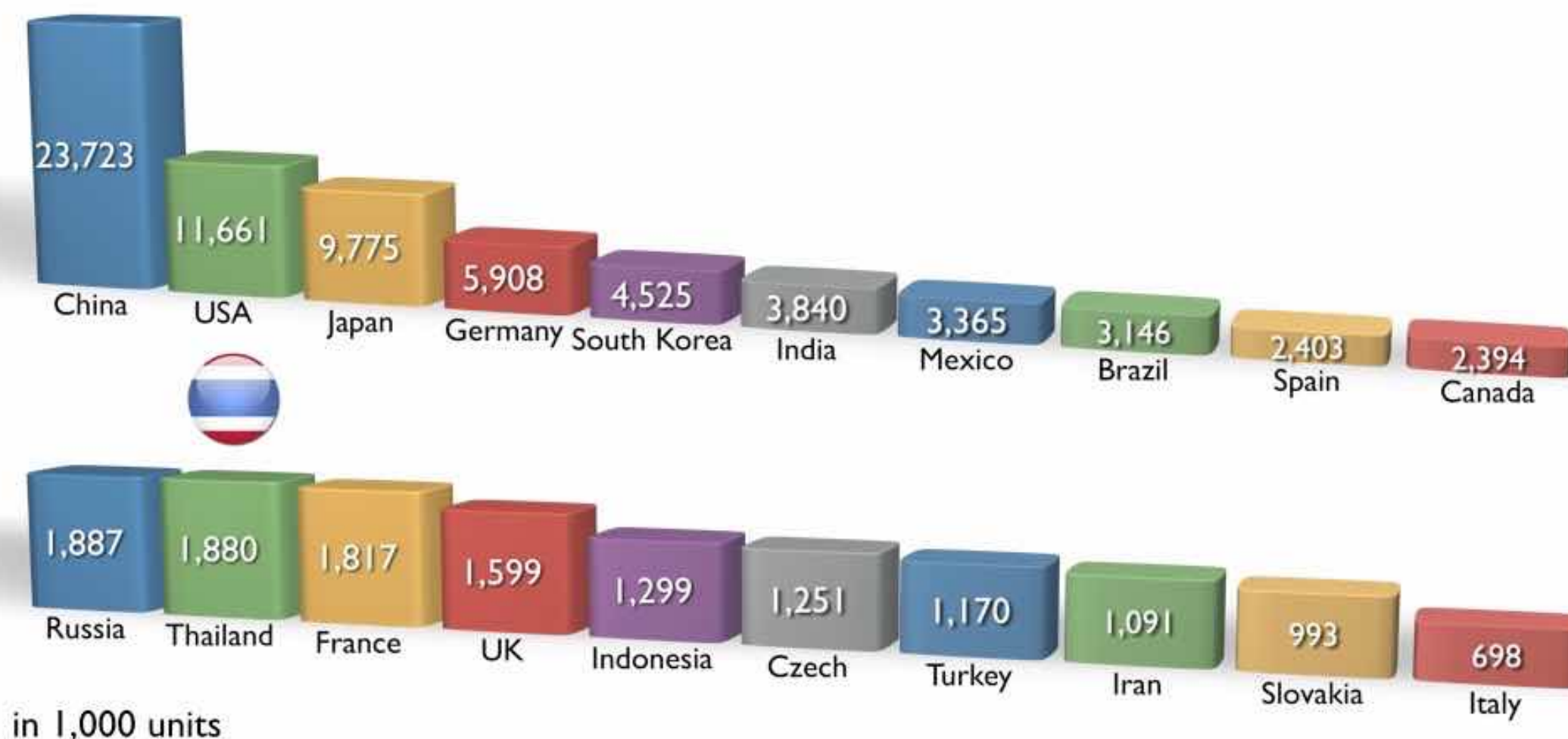
If you don't have access yet, please email [here](#).



# Global Ranking

## Thailand Automotive Statistics

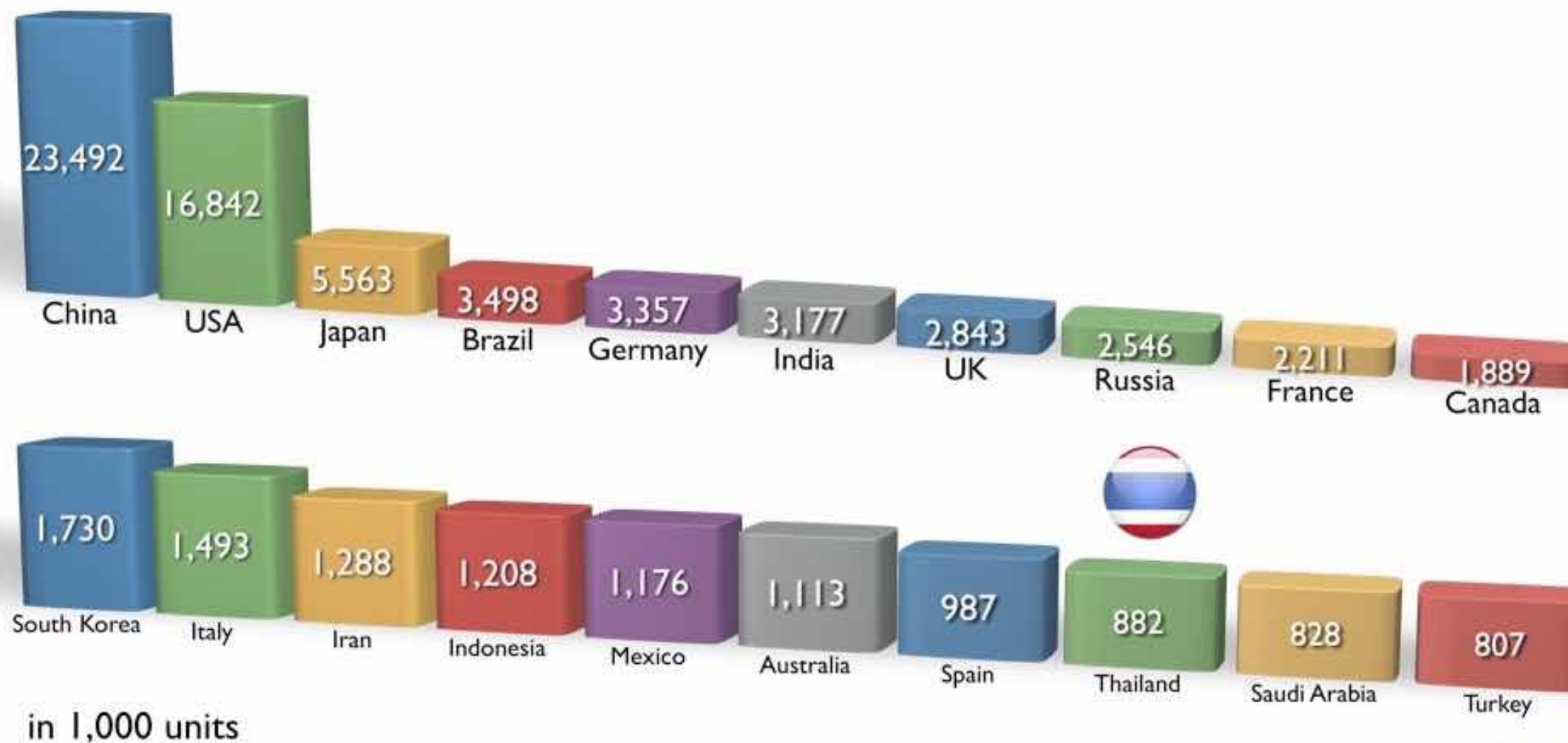
### Global Ranking – Car Production 2014



Source: OICA

# Thailand Automotive Statistics

## Global Ranking – Car Sales 2014



Source: OICA

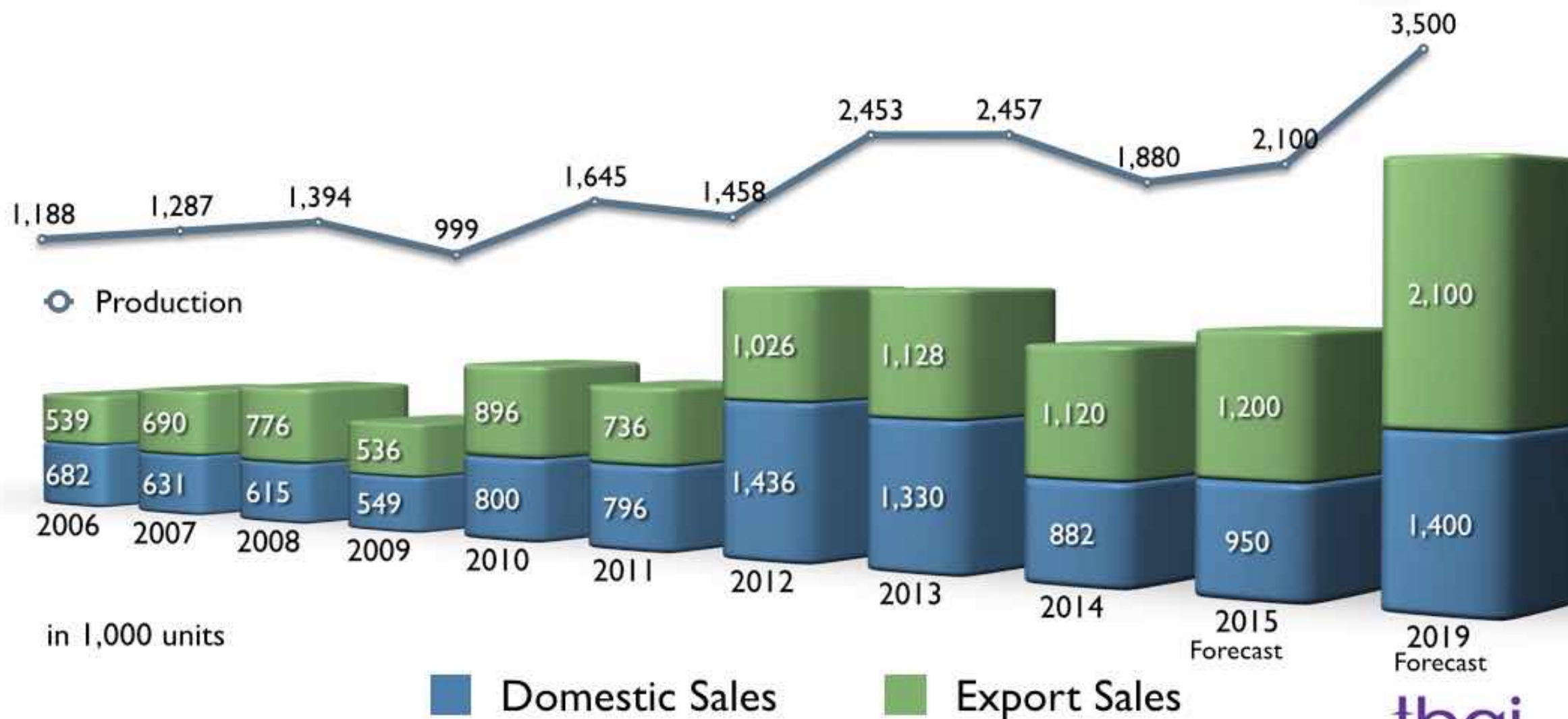
thai  
autobook 2015



# Production

## Thailand Automotive Statistics

Production 2006-2019

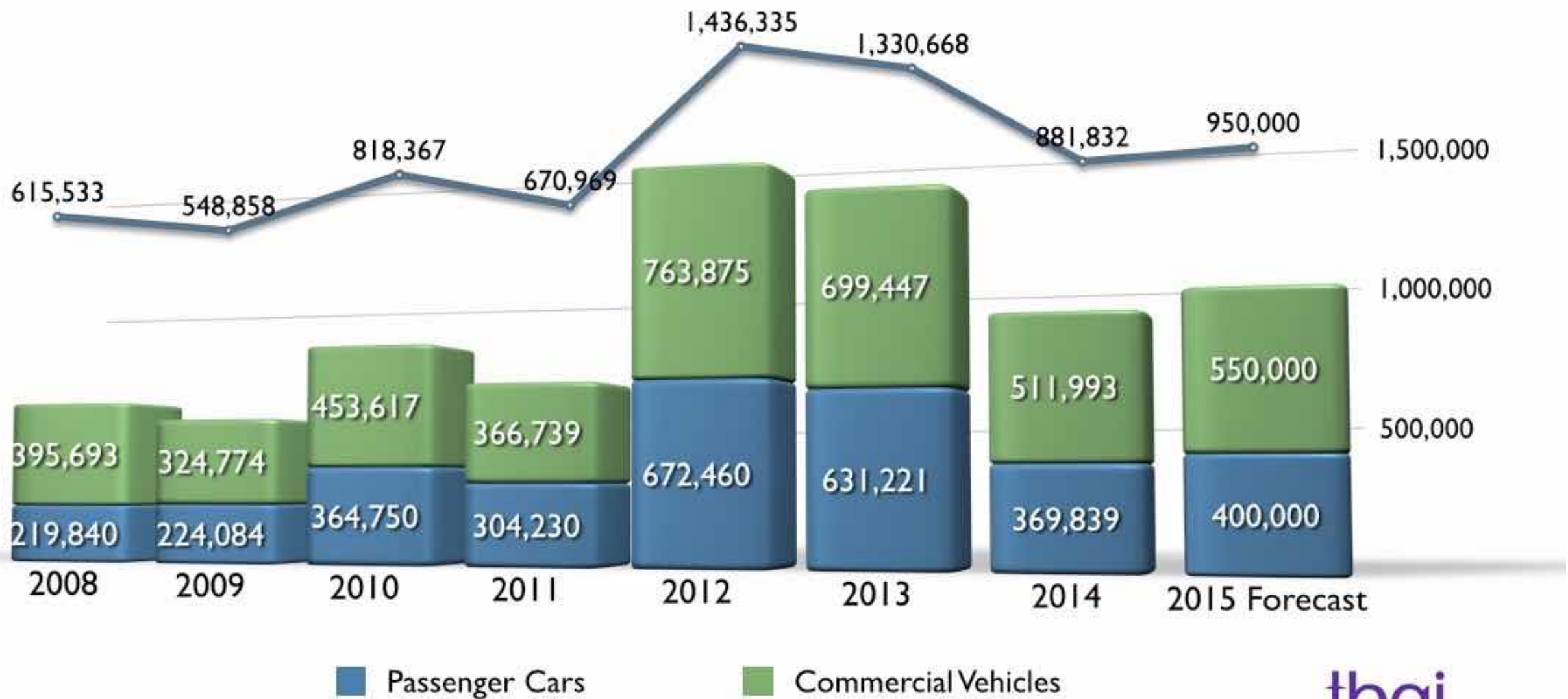


Source: FTI, Thai Autobook Research

# Domestic Sales & Export

## Thailand Automotive Statistics

Domestic Sales 2008-2015



Source: FTI, Thai Autobook Research

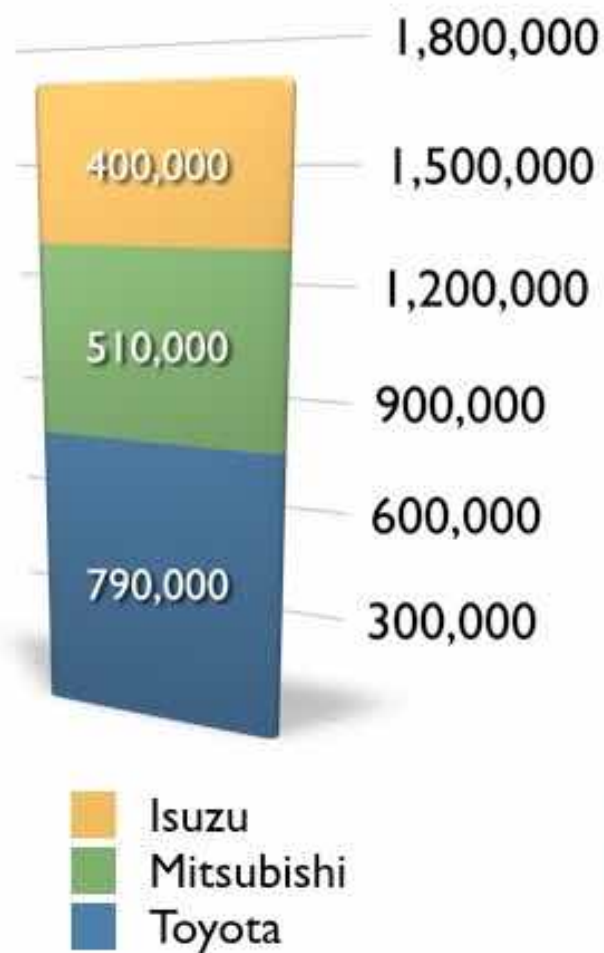


# OEM Capacity

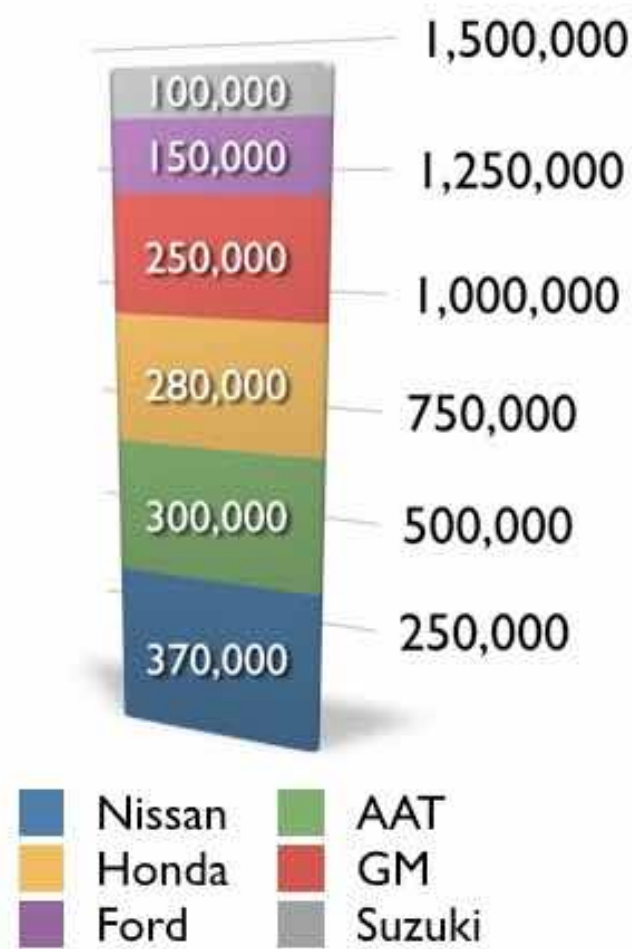
## Thailand Automotive Statistics Production Capacity 2015



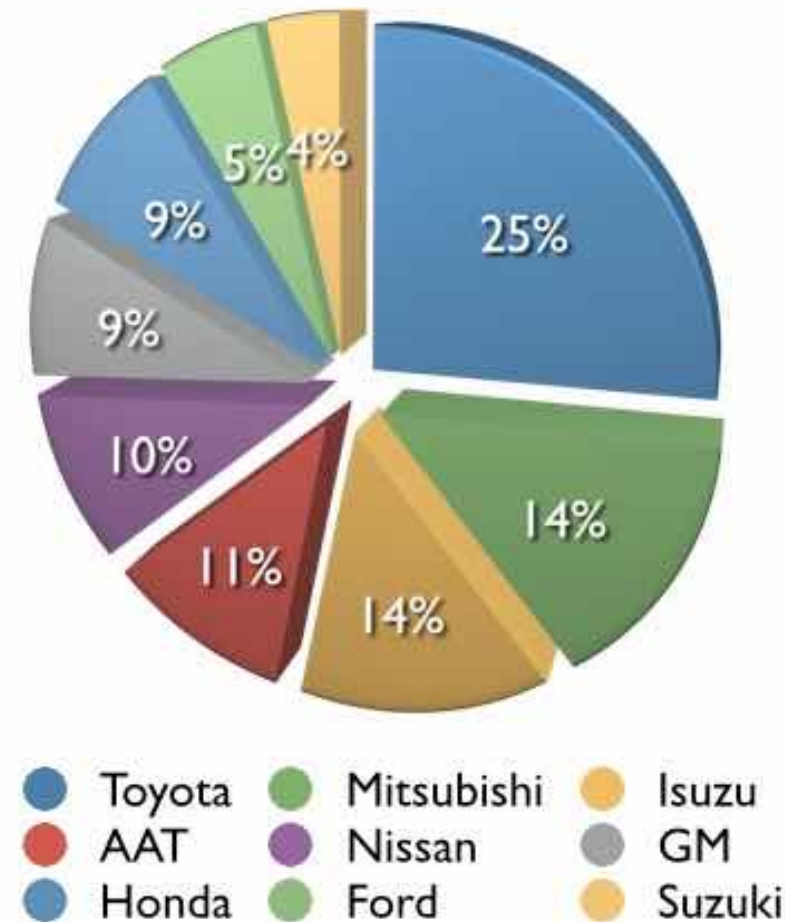
The 'Big 3'



The 'Next 6'



Total: 3.3 M Vehicles

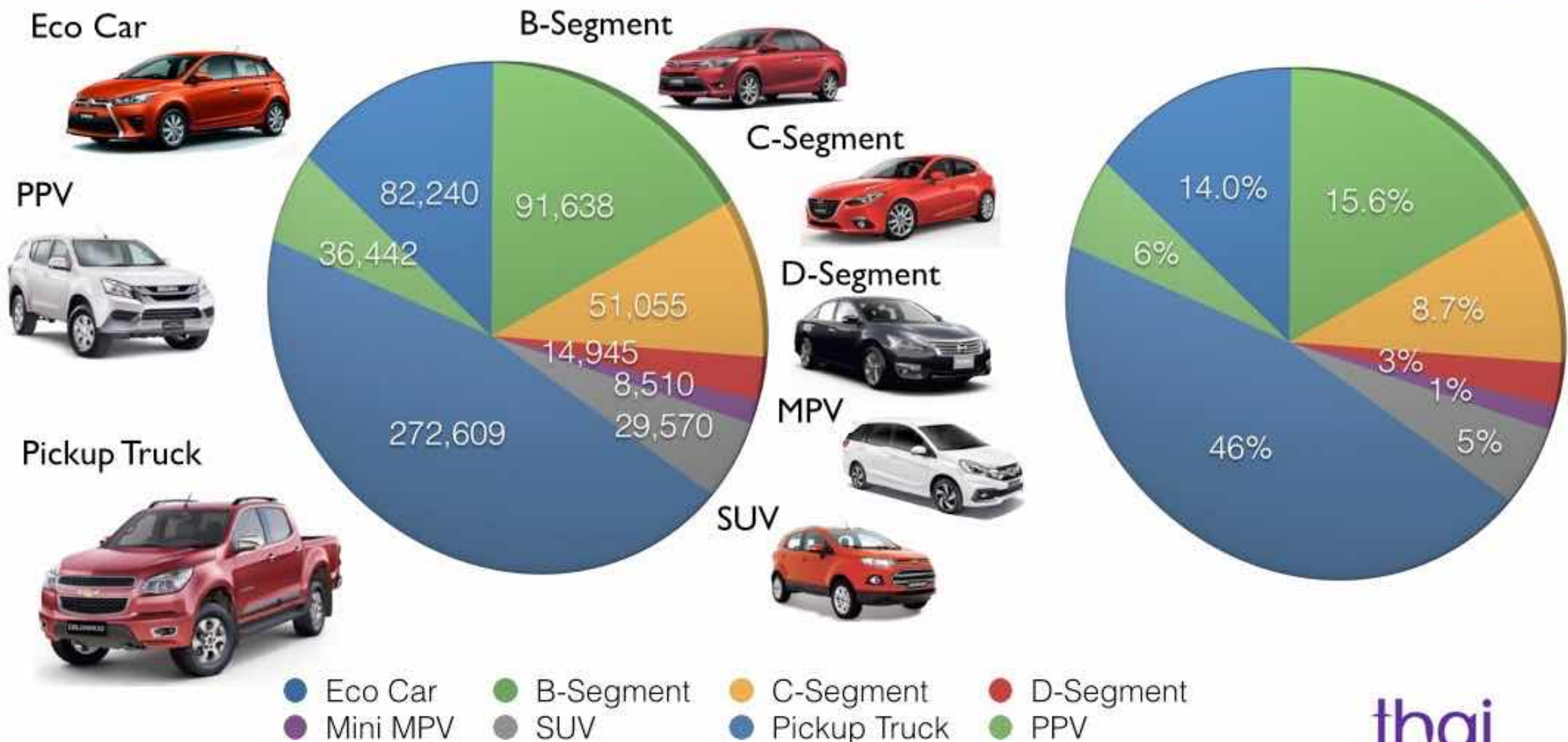


Source: Thai Autobook Research



# Segmentation

## Thailand Automotive Statistics Domestic Sales Segmentation 2014

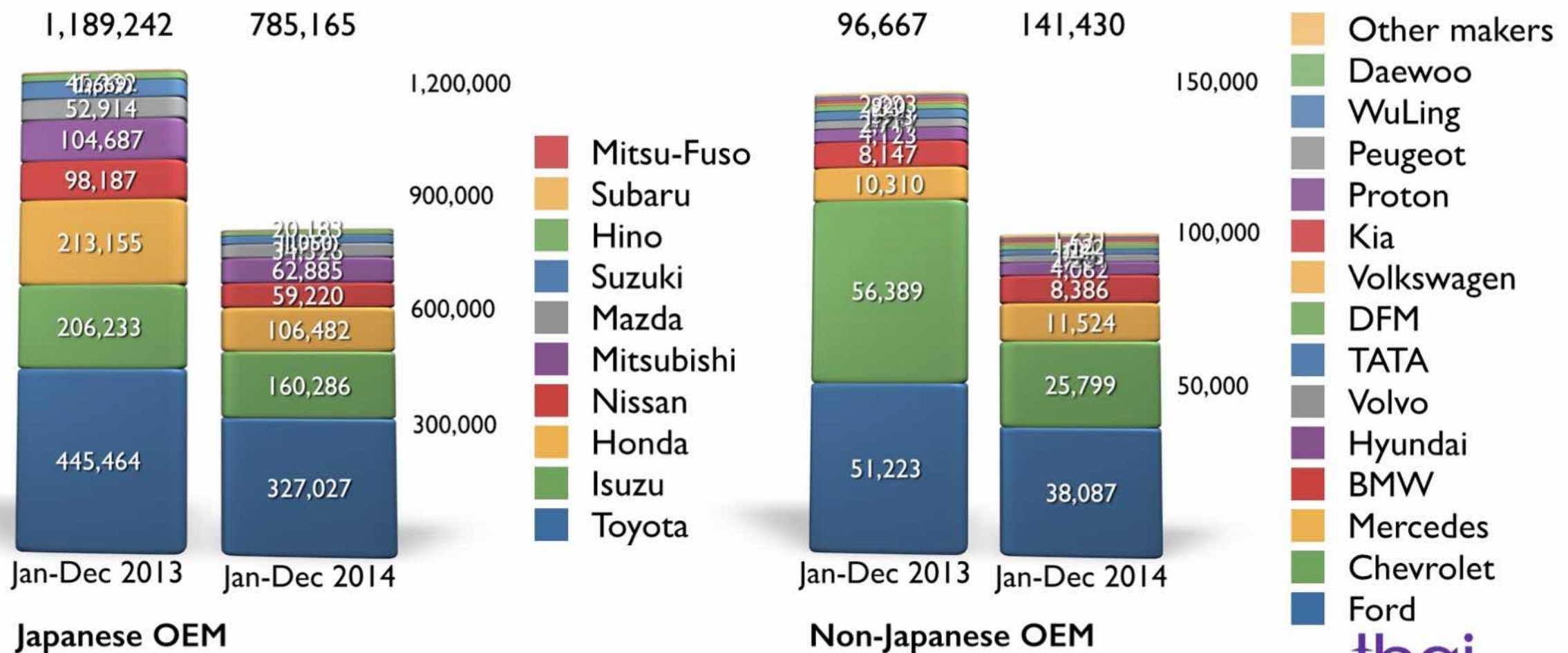


Source: Thai Autobook Research



# Japanese vs Western OEM

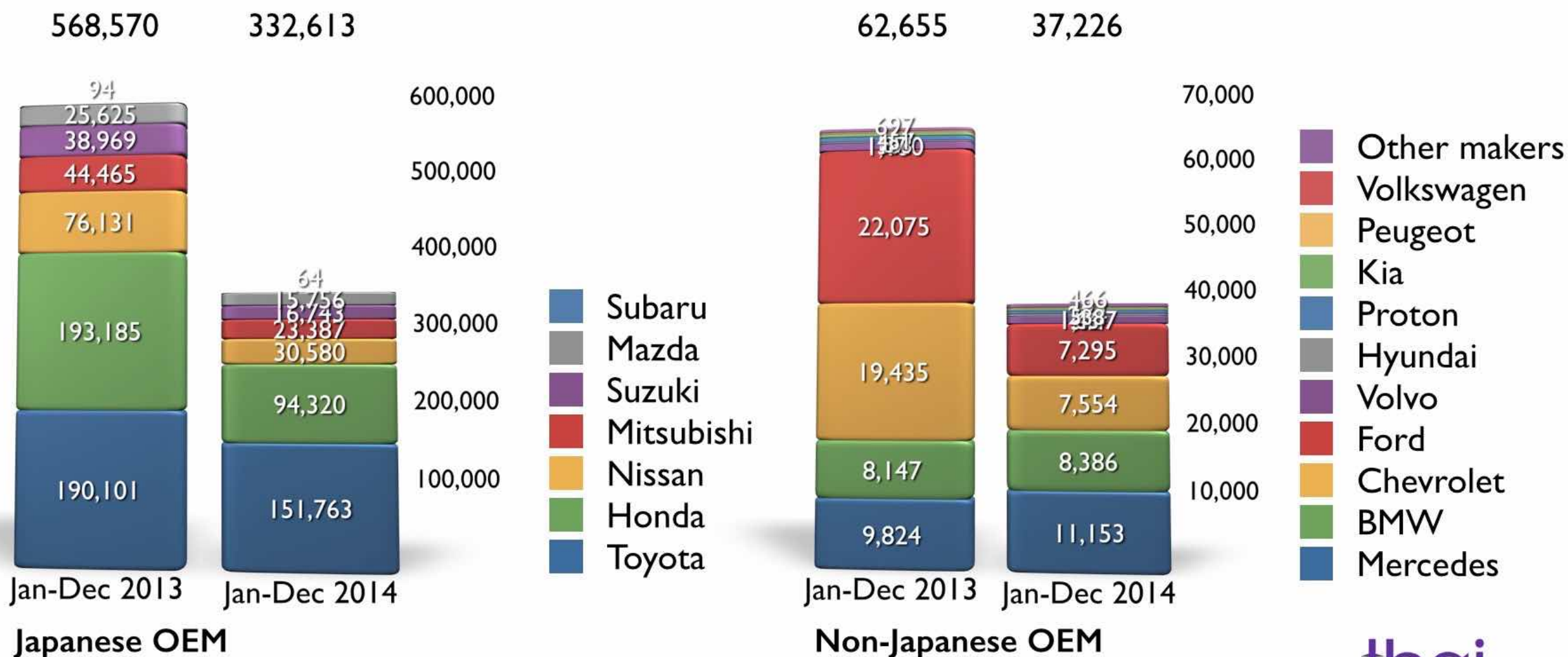
## Thailand – Total Car Sales Domestic Sales January-December 2014



Source: Thai AutoBook Research

# Thailand – Passenger Car Sales

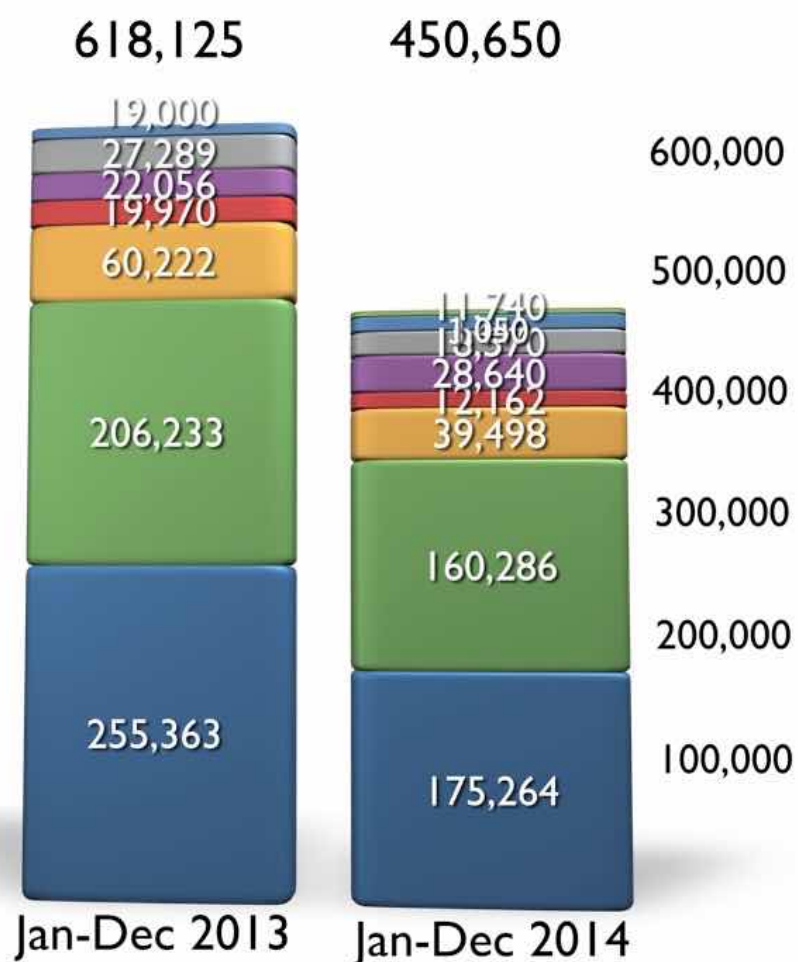
## Domestic Sales January-December 2014





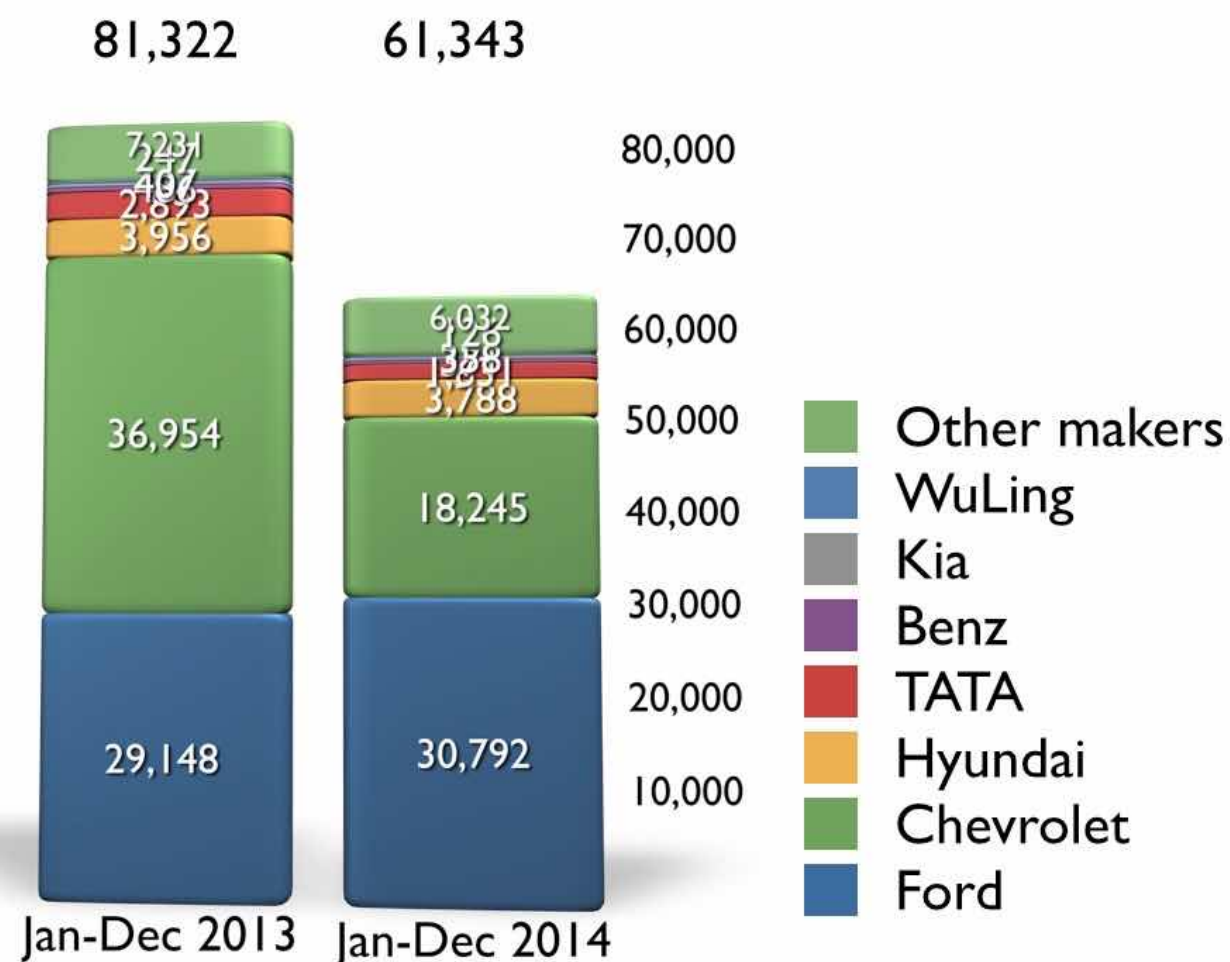
# Thailand – Commercial Vehicle Sales

## Domestic Sales January-December 2014



Japanese OEM

Source: Thai AutoBook Research



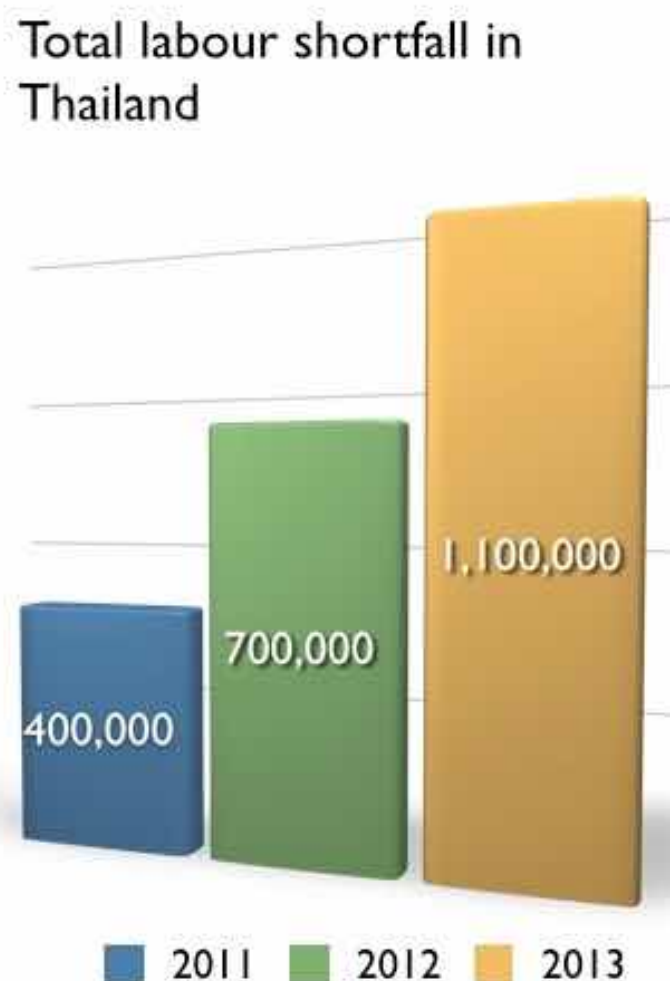
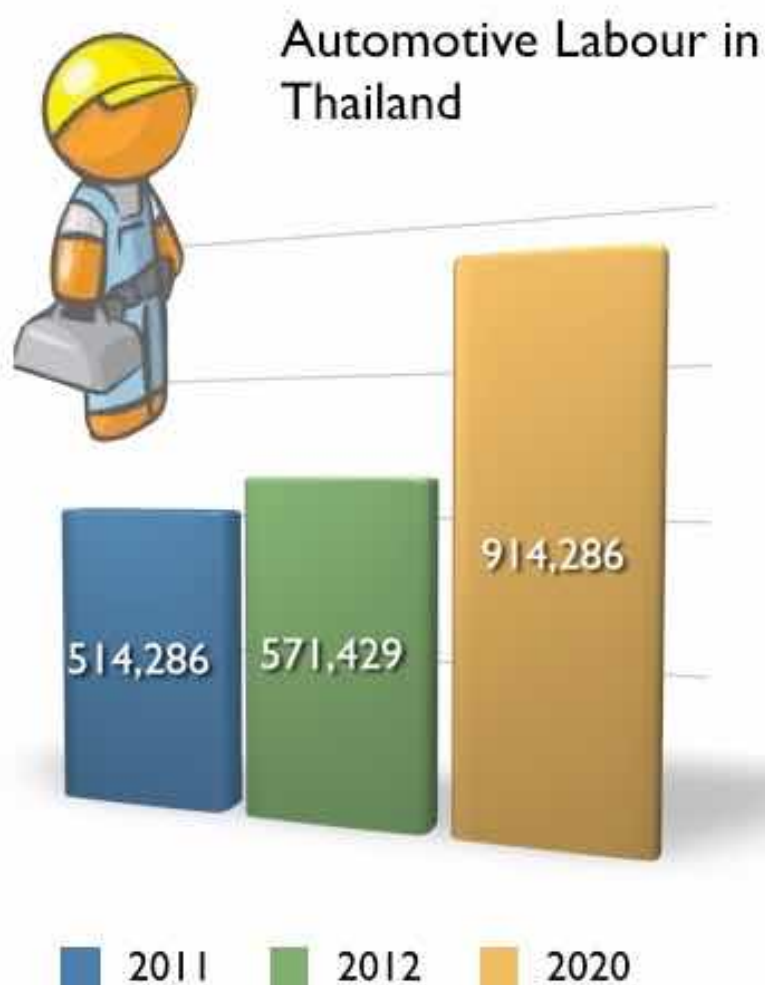
Non-Japanese OEM

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autobook 2015

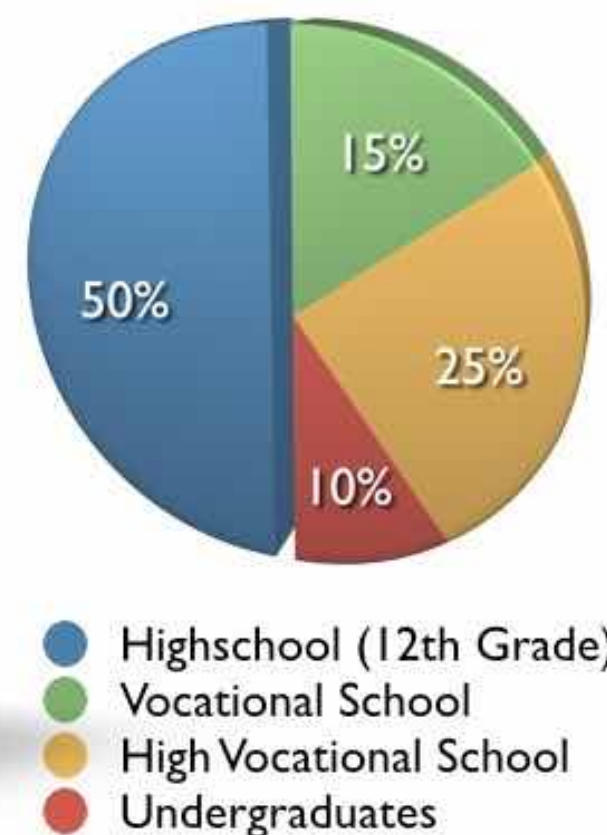
# Labour Situation

## Thailand Automotive Statistics

### Labour Situation



### Education



Source: TAPMA / Employment Department



# Automotive Population

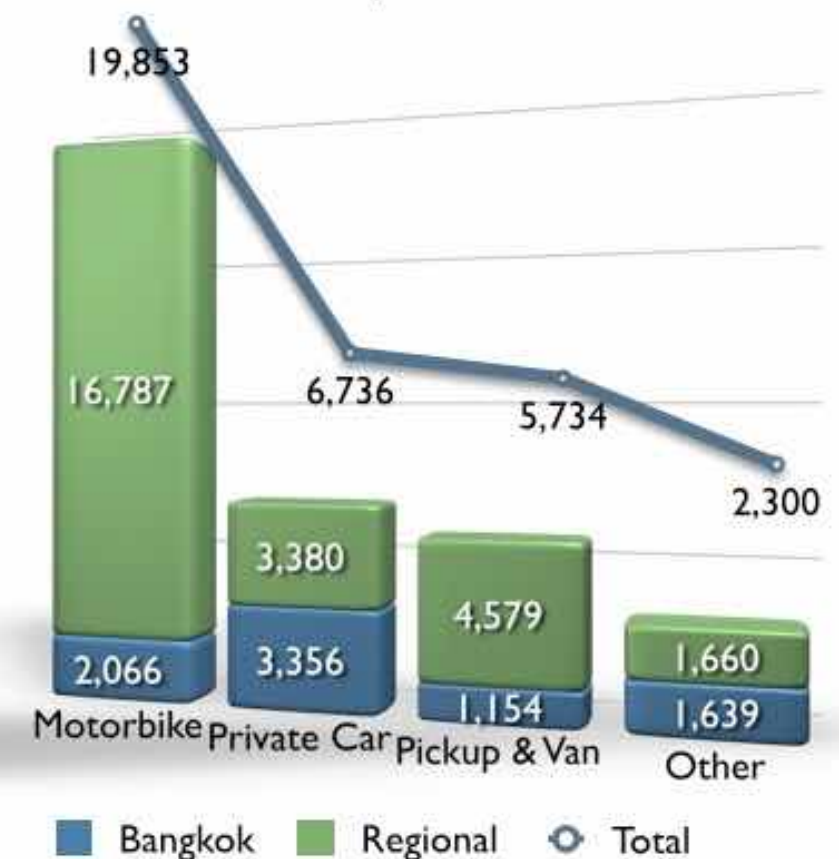
## Thailand Automotive Statistics Number of registered vehicles



Vehicle Population  
In 1,000 units



2013 Vehicle Population



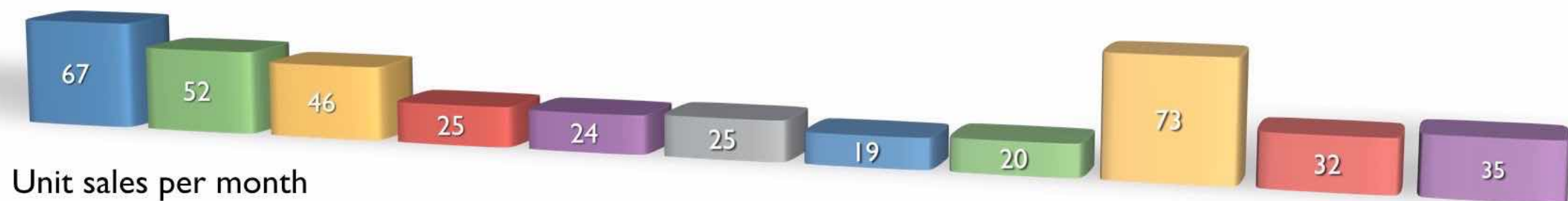
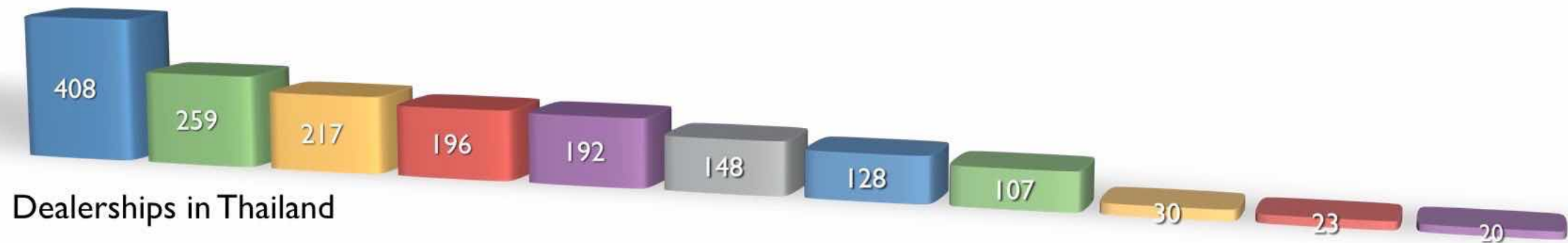
Source: Department of Land Transport

# Automotive Dealer Performance

## Thailand Domestic Sales

Dealer Performance 2014:

Dealerships and unit sales per month



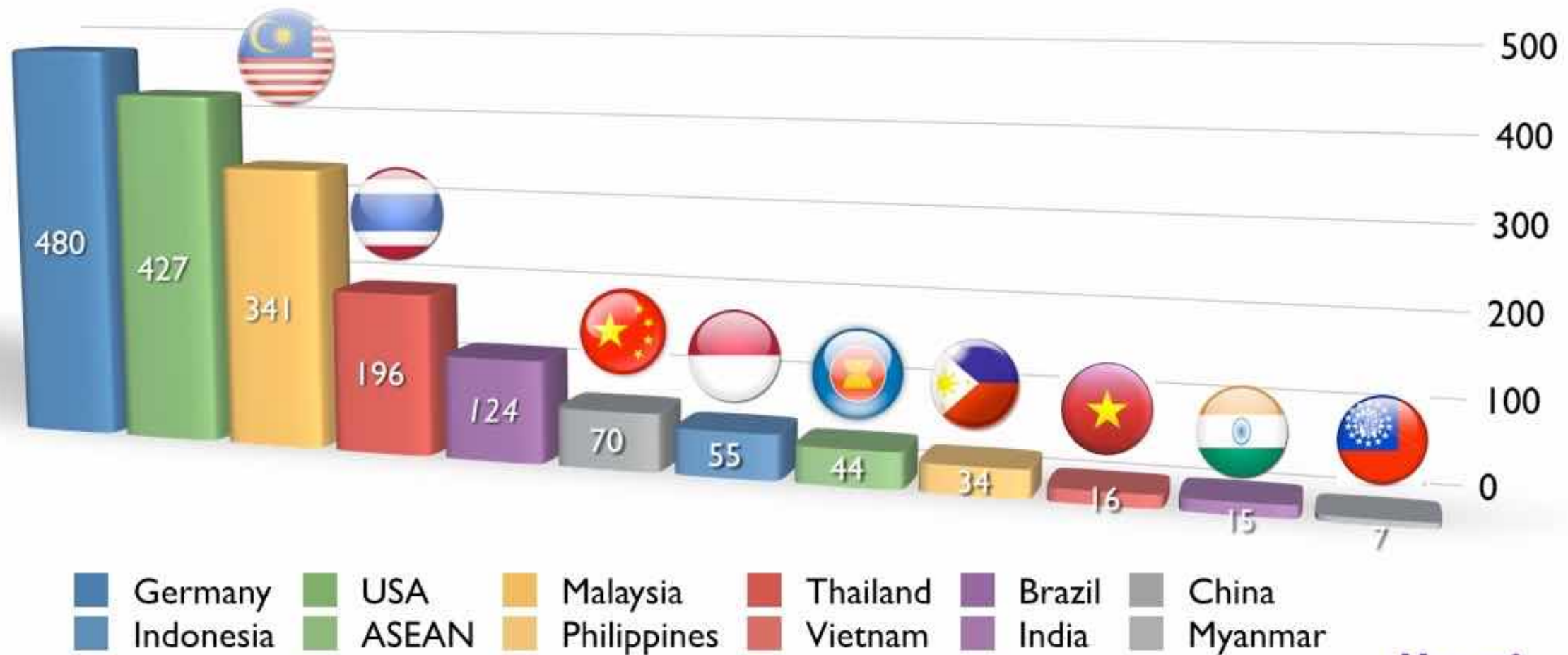
Source: Thai Autobook Research

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autobook 2015



# Car Density

## Thailand Automotive Statistics Car Density 2015

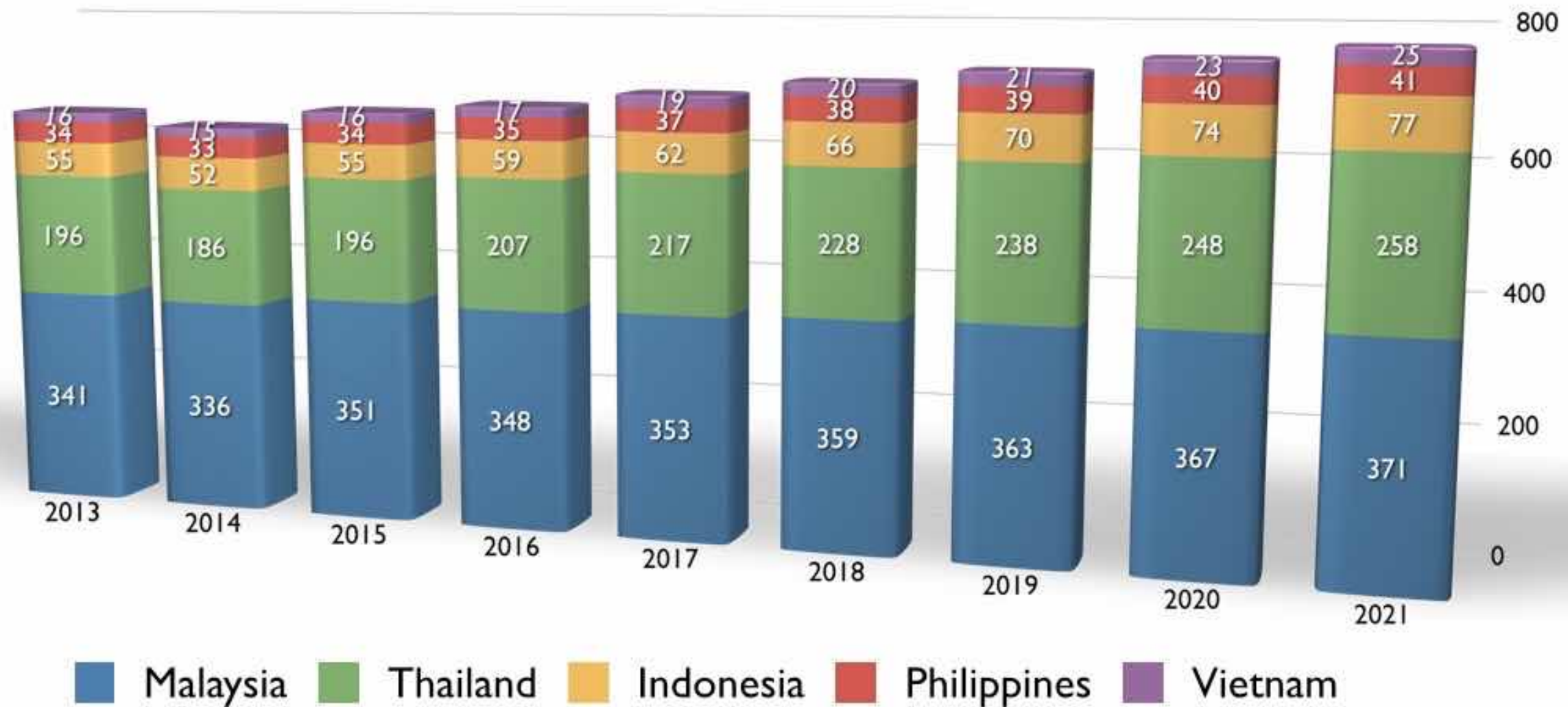


Source: Thai AutoBook Research

thai  
autobook 2015

# Thailand Automotive Statistics

## ASEAN Car Density Forecast 2013-2021



Source: IPSOS

thai  
autobook 2015

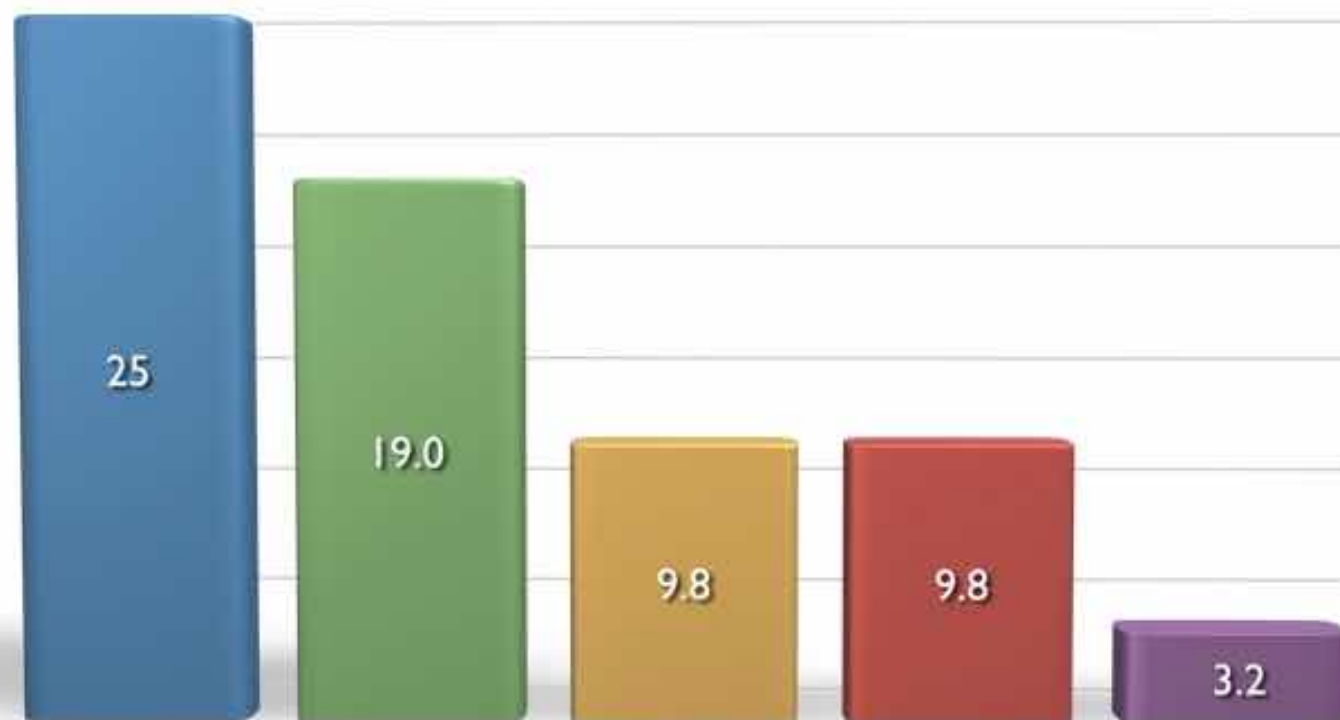


# Automotive Productivity

## Thailand Automotive Statistics Automotive Manufacturing Productivity



Car production per Capita [x1000]



■ Thailand ■ Malaysia ■ Indonesia ■ Australia ■ India



Source: Thai AutoBook Research

# Porsche Economy

## Thailand Automotive Statistics

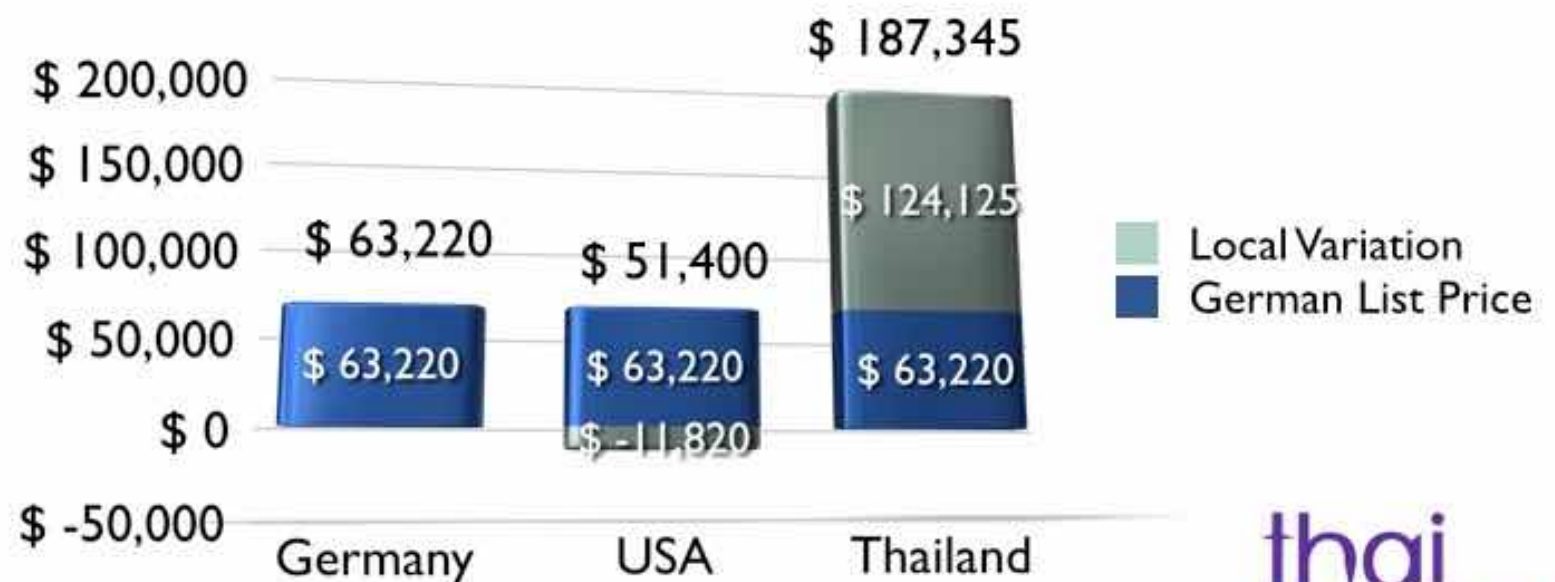
### Big Mac & Porsche Economy



Big Mac



Porsche Boxster



Source: Thai AutoBook Research



# OEMs



Thailand has been developed and grown as a manufacturing base by Japanese Car Manufacturers in the 1960s both to serve the local market as well as to produce cars for export. Market Share in sales and production is a staggering 90%, while US OEMs hold 10% and Europeans/Koreans/Chinese share 1%.

Today, Thailand is home to 16 OEMs who produce cars in Thailand with a high degree of local content including a number of assemblers who import and CKDs.

*“Think of Thailand for Japanese automakers as the Mexico for the American automakers”.*

# Introduction

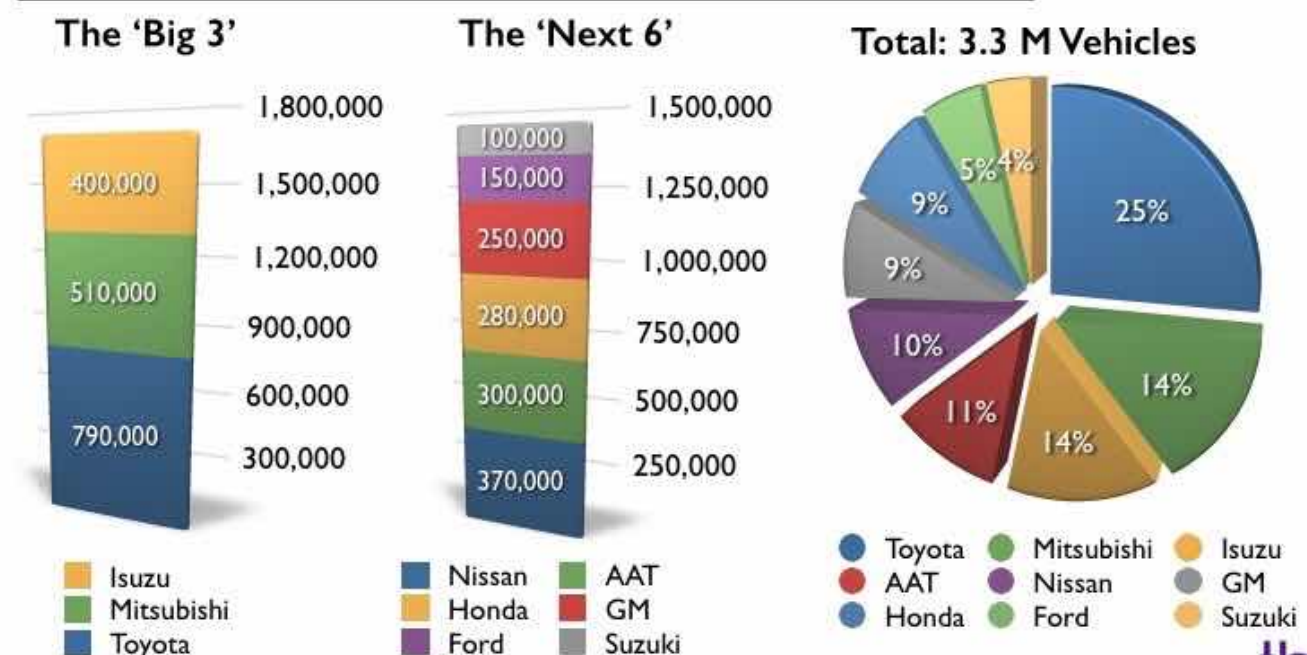
## AT A GLANCE

1. OEMs with local manufacturing from Japan and the United States
2. CKD assembly operations by BMW, Mercedes, Tata and MG
3. Capacity predicted to increase from 3 Million to 4 Million vehicles the next years
4. The Eco-Car 2 project will add more than 1 Mio vehicles per year
5. Who's not here? European and Korean OEM's have only established CKD assembly and CBU import presences in Thailand.

Virtually all of the world's major automakers are represented here, and together they produced 1.8 million vehicles in Thailand in 2014 and will produce about 1.9 million units in 2015.

General Motors, Ford, Mercedes and BMW, in addition to all major Japanese manufacturers - Toyota, Mitsubishi, Honda, Mazda, Isuzu, Nissan and Suzuki - have established a manufacturing footprint in Thailand.

## Thailand Automotive Statistics Production Capacity 2015



Source: Thai Autobook Research

thai  
autobook 2015



**Table 3.1** Thai Automotive Roadmap 2015-2019 - New/updated Models

Brand	2015	2016	2017	2018	2019
Toyota	Hilux Vigo / Fortuner		Camry		
Isuzu				D-Max	
Honda		Accord	Jazz, City		
Ford	Focus	Everest			
Mitsubishi	Pajero Sport		Lancer		Mirage
Nissan		March		Almera, Pulsar	Sylphy, Teana
Honda			CR-V	Accord	

# Auto Alliance

## AT A GLANCE

1. Joint Venture between Ford and Mazda
2. Commenced operation in Thailand in 1999
3. The facility currently produces three major models – the Ford New Ranger, Mazda BT-50 and Ford Everest.
4. Production capacity: 275,000 vehicles/year



**Auto Alliance (Thailand) Co., Ltd.**  
Eastern Seaboard Industrial Estate  
No. 49, Moo 4, Pluakdaeng  
Rayong, 21140



Phone: +66 38 95 4111  
+66 38 95 4153 (Purchasing)

Trevor Negus  
President & CEO

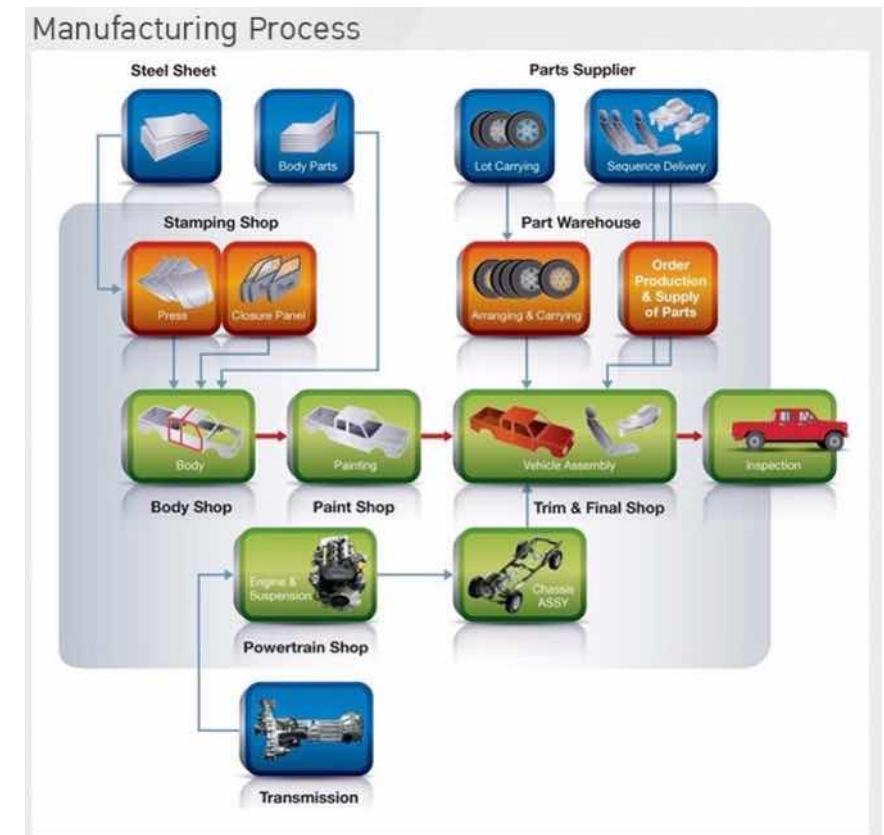


Auto Alliance (Thailand) Co., Ltd. (AAT) was established in 1995 as a joint venture between Ford Motor Company and Mazda Motor Corporation to become the center of excellence for compact pick up truck manufacturing for domestic and international export markets.

It is supported by Thailand's Board of Investment (BOI).

Initial investment capital of more than US\$ 500 million was made to build the first state-of-the-art, Integrated Manufacturing Facility (IMF). Facilities include a Stamping Shop, Body Construction Shop, Paint Shop, Engine Assembly Shop, and Trim, Chassis & Final (TCF) Assembly Shop for complete vehicles, or Complete Build-up Unit (CBU). In addition to CBU products, AAT also produces Complete Knock-Down (CKD) kits, which it supplies to several Ford and Mazda assembly facilities around the world.

In 2007, Ford and Mazda invested an additional US\$500 million to expand operations with a new, highly flexible passenger car plant that will utilize the same systems and processes, and state-of-the-art automotive manufacturing





technologies already in place at AAT. This latest investment brought Ford and Mazda's joint-investment total in the vast AAT facility to more than US\$1.5 billion.

Adhering to international standards of quality, the Rayong based, BOT-promoted AutoAlliance facility represents Thailand's very first integrated vehicle manufacturing plant. The facility is located on a 529 rai plot of land in the Eastern Seaboard Industrial Estate.

The company is able to perform a wide range of processes from stamping, body work, paint to engine assembly, trim & final assembly, quality inspection, packaging and delivery.

The AutoAlliance facility currently produces three major pickup models – the Ford New Ranger, Mazda BT 50 and Ford Everest.

The plant produces the Mazda 2 and Mazda 3 compact cars for sale in Thailand and export throughout the Asia-Pacific region.

AAT exports Mazda and Ford pickup trucks to more than 130 markets around the world.

**Gallery 3.1** Ford Lineup



**Gallery 3.2** Mazda Lineup



# Thailand Automotive

## AAT Plant Capacity 2015



Source: AAT

thai  
autobook 2015



# Preview

Profiles of the following Thai Automotive OEMs are available in the full version.

Please visit our web site at [www.thaiautobook.com](http://www.thaiautobook.com)



**ISUZU**





# Thai Automotive Cluster

Thailand is home to more than 1,000 Tier suppliers, domestics as well as multinational companies.

The most important Thai Tier 1s are listed in this chapter with introduction of their facilities and their main products.





# Introduction

## AT A GLANCE

1. The Thai Automotive Cluster consists of about 2,000 companies which are either 100% or partly Thai owned.
2. More than 50% of production is exported as Thailand is considered the export base for foreign assemblers for the ASEAN region.
3. This chapter deals with Thai or predominantly Thai owned companies.
4. Japanese, European, US and Asia Suppliers are featured in separate chapters.

**The automotive cluster has been the priority sector for the economy of Thailand. It is the third largest sector contributing 12% of the GDP. The cluster contributes massively to international export and trade inflows.**

The automotive industry in Thailand has for several decades been a priority sector, and for many years it has been supported and encouraged by the government. Today the automotive industry is the third largest industry in Thailand (\$28.34 Bn or 12% of GDP), employing a workforce of more than 300,000 employees. Thailand produced about 2,100,000 vehicles in 2014, a 200% growth since 2005.



# Structure of Thai Automotive Industry

## Assembler

(14 car makers, 7 motorcycle makers)  
100,000 workers

Foreign  
J/V

LSEs  
Large Scale  
Enterprises

## Tier 1

(Total 690 companies)  
250,000 workers

Foreign  
Majority  
54 %

Thai  
Majority  
23 %

Pure  
Thai  
23 %

## Tier 2, 3

(1,700 companies)  
175,000 workers

Local  
Suppliers

SMEs  
Small & Medium  
Enterprises

Source: Thai Autoparts Manufacturers Association



# AAPICO Hitech PLC

## AT A GLANCE

1. Commenced operation in 1996
2. Chassis frames, jigs, machined forgings, fuel tanks and stampings



### AAPICO HITECH

Hitech Industrial Estate  
99 Moo 1  
Ban Lane, Bang Pa-In  
Ayuthaya 13160

+66 35-350-880

Mr. YEAP Swee Chuan  
President

Contact:  
John Drew  
[jdrew@aapico.com](mailto:jdrew@aapico.com)



**AAPICO HITECH PLC** are one of the major part manufacturers in Thailand for the automotive, motorcycle, electrical appliance and agricultural engine industries.

AAPICO Hitech PLC. was founded in 1996 and listed on the Stock Exchange of Thailand in 2002. The Company's main businesses are: OEM Auto and Motorcycle parts manufacture, design, manufacture and installation of assembly facilities, and stamping dies for in-house production. The Company has invested in other businesses associated with the automotive industry including car dealerships and car navigation systems.

In total, AAPICO Group comprises 29 companies (21 in Thailand and 8 overseas).

AAPICO Hitech PLC. has Baht 268.97 million of paid-up capital. The main shareholders are Mr. Yeap Swee Chuan's Group and the Sojitz Corporation, who hold 32.81% and 15.75% of the total outstanding shares, respectively.

The Company conducts business with the leading automotive car assemblers both locally and overseas





# AAPICO Group Overview

The AAPICO products can be grouped into 3 main segments as follow:



## Manufacturing

Manufacture of  
OEM auto parts  
products

Design and manufacture assembly  
jigs and stamping dies  
(Project based)



ASSEMBLY JIGS



STAMPING DIES



# Ampas

## AT A GLANCE

1. Commenced operations in 1979
2. Rear View Mirror, Signal Lamp, Automotive Plastic Parts
3. Operating 4 plants – click [here](#) for a list of locations



**Ampas Industries Co., Ltd.**  
**Head Office**  
355 Moo 4, Bangpoo Industrial Estate  
Sukhumvit Rd., Praeksa,  
Muangsamutprakarn,  
Samutprakarn 10280

Email: [ampas@ampas.co.th](mailto:ampas@ampas.co.th)



The company was established in 1979 under the name “ Siam Fuji Engineering Ltd, Part ” with a registered capital of Baht 160,000 and starting with stamping parts and then expanded to plastic parts and motorcycle back mirrors in the same year.

### MACHINES AND PROCESS :

November 2003: 1,600 tons Injection Machine

September 2007: 3,000 tons Injection Machine

September 2007: Vacuum Metalizing Process

February 2008: 1,300 tons Multi Function Moulding Machine (Multi-Color Rotary Injection Machine)

May 2010: Robotic painting process at painting line #3



## Section 4

# Art Serina Piston

### AT A GLANCE

1. Commenced operation in 1975
2. 646 Employees (June 2015)
3. Thai-Japanese owned Automotive Tier 1:  
Art Metal Mfg. Co., Ltd. (Japan) and  
The Seri Wathana Enterprise Co., Ltd. (Thai)
4. Capacity:  
Piston 951,000 pieces/month  
Pin: 570,000 pieces/month
5. Click [here](#) for a list of contacts



#### Art Serina Piston Co., Ltd.

Lat Krabang Industrial Estate  
169 Soi Chalongsong 31  
Lamplatu, Lat Krabang  
Bangkok 10520  
Phone: +66 23 260 384

Hidetaka Nagata  
President

Email: [nagata@art-piston.co.th](mailto:nagata@art-piston.co.th)



Art Serina produces diesel and gasoline pistons for the Automotive Industry in Thailand and ASEAN.

**"ART"**





# Asia Precision

## AT A GLANCE

1. Commenced operation in 1995
2. Precision machined components



### Asia Precision PCL

Amata Nakorn Industrial Estate  
700/331 Moo 6 Donhualor  
Muang, Chonburi 20000  
Phone: +66 38 468 300



Rajeev Vijayan  
Business Development  
Email: [rajeev@asiaprecision.com](mailto:rajeev@asiaprecision.com)

Mr Chairaj Vetnaruemarn  
Managing Director  
Email: [chairaj@asiaprecision.com](mailto:chairaj@asiaprecision.com)

Click [here](#) for a contact directory.

Established in 1995, Asia Precision started as small machining shop with a few machines and has grown over the years with 400 CNC machines combined to establish as one of the leading high volume manufacturer of mechanical components for Automotive, Machinery, HVAC, Camera, Electronic, Aerospace and Medical industries.



The company is located in a modern 20,000 square meter facility in Amata Nakorn Industrial Estate in Chonburi (an hour east of Bangkok). With two decades of operation and experiences in material and machining, Asia Precision excels in engineering, CNC turning, CNC milling, cold forging, gear making, aluminum pressure die casting, anodizing, with manufacturing and assembly of custom OEM parts and products.



- ISO 9001, ISO/TS 16949, ISO 14001 , AS 9000 certified
- Promoted by Thailand Board of Investment (BOI)
- Listed on Stock Exchange of Thailand since 2011 (under APCS)



*Since 1995*





# Bangkok Eagle Wings

## AT A GLANCE

1. Thai owned Automotive Tier 1
2. Products are stamping and machining components



**Bangkok Eagle Works produces Automotive Stamping components, and machining components.**

### Customers

Mitsubishi Motors (Thailand) Co.,Ltd. (MMTh),  
Auto Alliance (Thailand) Co.,Ltd. (AAT),  
Daikin Compressor Industries, Ltd. (DCI),  
Nissan Motor (Thailand) Co.,Ltd., Isuzu Motors (Thailand) Co.,Ltd (IMCT), Y-TEC Co.,Ltd.

Plant Site: 65,872 m2

Building: 14,200 m2

### Operations

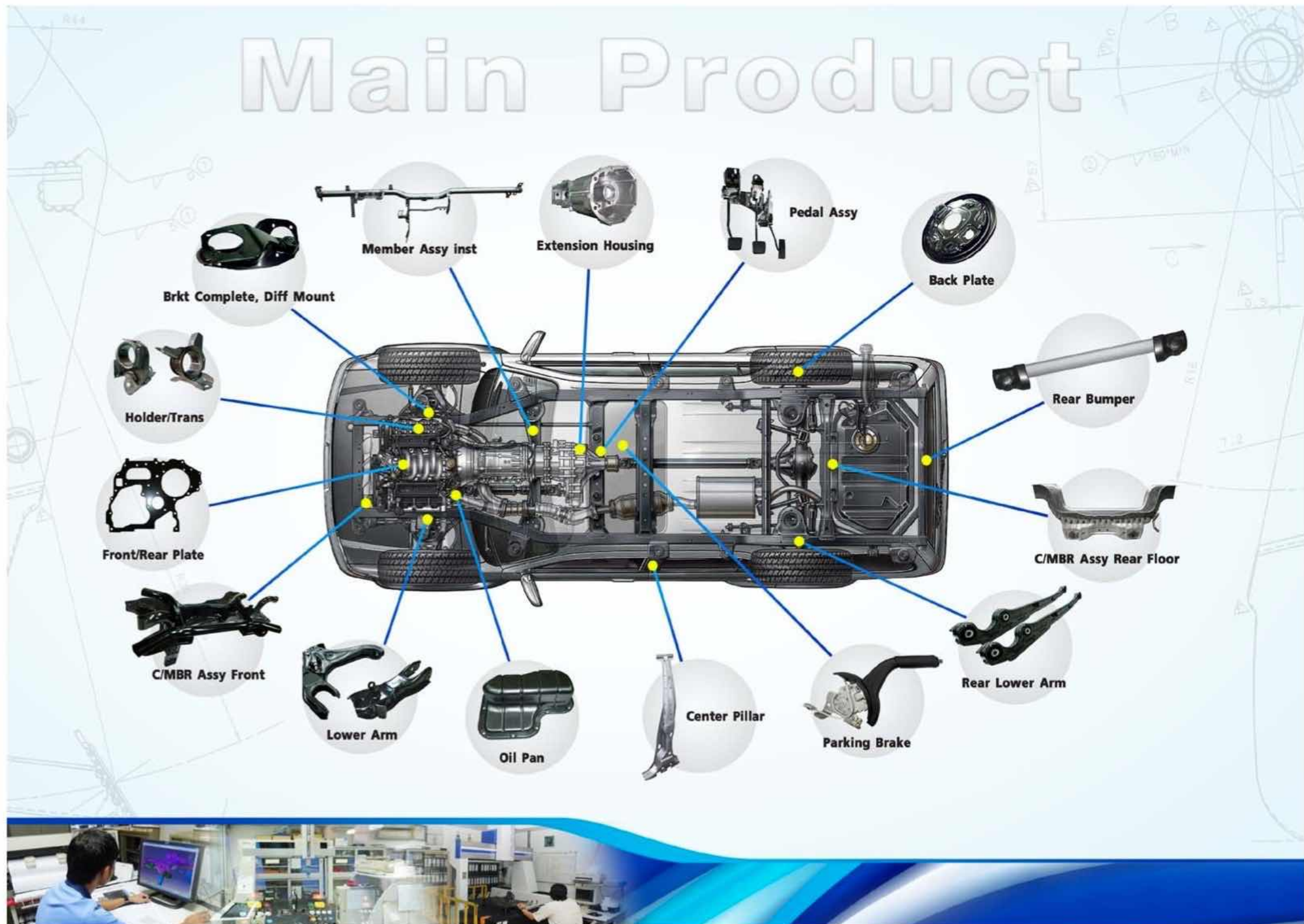
- 1) Automotive Stamping Parts (Press, Weld, Paint & Assembly)
- 2) Automotive Machining Parts
- 3) Air Condition Machining Parts



**Bangkok Eagle Wings**  
67/14 Moo Chuam Smpran Rd.  
Kokfad,Nongchok,Bangkok  
Phone: +66 2 543 1768  
Email: [info@bew.co.th](mailto:info@bew.co.th)



Ms Apiradee  
HR Manager  
Phone: +66 81 404 8464





# Bangkok Metal

## AT A GLANCE

1. Thai owned Automotive Tier 1
2. Commenced operation in Thailand in 1975
3. Products are exhaust parts, body parts, and suspension parts











Bangkok Metal Works provides chassis components the Automotive and Motorcycle industries.



**Bangkok Metal Works Co., Ltd.**  
109/40 Moo 21, Bangplee-Thum Ru Rd.  
Bangpleeyai, Bangplee  
Samutprakarn 10540 Thailand

Phone: +66 23 465 213  
Email: [bmw@bangkokmetal.com](mailto:bmw@bangkokmetal.com)

## Bangkok Metal Works Customers:

	Hino		Nissan		Fuso		Honda
	KUBOTA		NSK		OGIHARA		Thai Summit

Gallery 4.3 Bangkok Metal Works Products





# BTKK

## AT A GLANCE

1. Commenced operations in 1990
2. Products are machined components



### TBKK

Amata Nakorn Ind. Estate  
700/34 Moo 6 Nhongmaideang  
Muang Chonburi 20000 Thailand



Sale & Marketing Manager  
Talerngsak Klangsatorn  
E-mail : [talerngsak@tbkk.co.th](mailto:talerngsak@tbkk.co.th)  
Phone : +66-(0)38-213 060 -1 Ext. 228

Sale & Marketing Supervisor (Overseas)  
Mr. Pachara Manpian  
E-mail : [pachara@tbkk.co.th](mailto:pachara@tbkk.co.th)  
Phone : +66-(0)38-213 060 -1 Ext. 202

BTKK is a specialized manufacturer of brakes and engine components for all vehicles, from light-duty to heavy-duty.



## Significant Milestones

1990:	Established TBK Krungthep Co., Ltd
1991:	Started Mass Production for ISUZU and Nissan
1992:	Started to Supply to MITSUBISHI
1993:	Supplied to TOYOTA and PROTON Started Production of Compressor Parts For Daikin
1995:	Set up Aluminium Die casting
1996:	Founded TBK Brake Co., Ltd. Certified ISO 9002
1997:	Certified QS 9000
1999:	Started to export part to Japan
2001:	Increased Capital to 200 million baht Supplied to Perodua
2003:	Supplied to MHI – Pornchai Machinery Supplied to IHI TURBO Supplied to PT KOMATSU Supplied to INDOMOBIL
2004:	Merged with TBK Brake Co., Ltd. Under the name of " <b>TBKK (Thailand) Co., Ltd.</b> " Started New Product - Cam Shaft
2005:	Certified ISO 9001 & TS 16949
2006:	Certified ISO 14001
2008:	Supplied to Kubota



1. Engine Pumps	2. Hight Precision	3. Chassis Part	4. Other
<ul style="list-style-type: none"> <li>• Water pump</li> <li>• Oil pump</li> <li>• Front case assy</li> </ul>	<ul style="list-style-type: none"> <li>• Compressor Part</li> <li>• Turbine Housing</li> <li>• Camshaft</li> <li>• Transmission Part</li> </ul>	<ul style="list-style-type: none"> <li>• Brake For Pickup</li> <li>• Brake For Truck</li> </ul>	<ul style="list-style-type: none"> <li>• Engine Part</li> <li>• Bracket</li> <li>• Other Parts</li> </ul>





# CH Automotive

## AT A GLANCE

1. Thai owned Automotive part maker
2. 8 companies located in Thailand
3. Capital: US\$ 106 Million
4. Employees: 4,200



**CH Automotive group was founded in 1967 by the Pongvatnanusorn family. The first company was established to manufacture radiators for OEM customers.**



The CH group has 8 companies with production base in Bangkok, Samutprakarn and Chachoengsao province with an experienced team and technologically advanced equipment, machinery and testing facilities. CH serves both local & international automotive industries.

### CH Automotive Group

111 G.13 Kingkaew Rd.  
Rachathewa, Banplee,  
Samut Prakan 10540,  
Thailand

Contact: Mr. Panu Pongvatnanusorn  
Email: [panu@ch.co.th](mailto:panu@ch.co.th)

Ms. Pattra Pongvatnanusorn  
Email: [pattra@ch.co.th](mailto:pattra@ch.co.th)



# CH Automotive Product Lineup



Body



Cross car beam - IP



Oil pan



Pipe engine & oil strainer



Drum brake backing plate



Aluminum radiator / Charge air cooler



Interior / safety plastic parts



Case Sub Assy / Ring retainer/ Plate Sub Assy Horn button contact



# E & H Precision Precision

## AT A GLANCE

1. Produces automotive, electronic and electrical components.



E & H started production in 1996, with 23 turning machines & 18 associates in Amata Nakorn industrial estate, Chonburi which is located about 1 hour drive from the capital city Bangkok.



Today E & H operates more than 550 turning machines & over 1,000 associates to manufacture the products for our customers in various industries.

### Customers:

OEM: Toyota

Tier 1: Bosch, Continental, Denso, JTEKT, Siam Aisin, Toyoda Gosei

### E & H Precision Co., Ltd.

Amata Nakorn Industrial Estate,  
700/387 Moo 6  
Donhuarow, Muang, Chonburi 20000

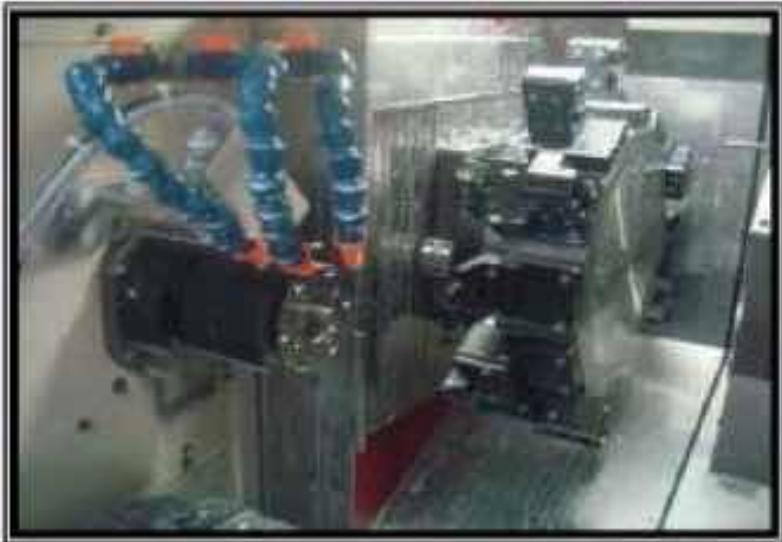


Phone: +66 38 468 110

Yasuhiro Hiraoka  
President

Yuki Koizumi  
Marketing Coordinator

Gallery 4.4 E & H Precision – Impressions





# Global Thaixon

## AT A GLANCE

### 1. Precision machined components.



Global - Thaixon Precision Industry was founded in 1980 and is producing high precision machining and turning parts including stampings, precision jigs, fixtures, as well as other related products.

**GLOBAL-THAIXON**

**Precision Machining:** turning, hard turning, grinding, milling

**Stamping**

**Heat Treatment:** Vacuum, Tempering

**Surface Treatment:** nickel plating, passivation, chemical polishing

**Assembly**

**Global Thaixon Precision Industry Co., Ltd.**  
83 Moo 1 Well Grow Industrial Estate  
Bangna-Trad Road KM. 36 Homsil  
Bang Pakong, Chachoengsao 24180



Phone: +66 38 570 029



Gallery 4.5 Global Thaixon – Impressions





# IT Forging

## AT A GLANCE

1. Commenced operation in 1994
2. Hot forged components for automotive engines, transmissions, chassis



### IT Forging (Thailand) Co., Ltd.

Siam Eastern Industrial Park  
60/7 Moo 3 T.Mabyangporn A.Pluakdaeng ,  
Rayong 21140 Thailand  
Tel : +66-(0)38-891380-90

Yukiyoshi Murata  
Managing Director

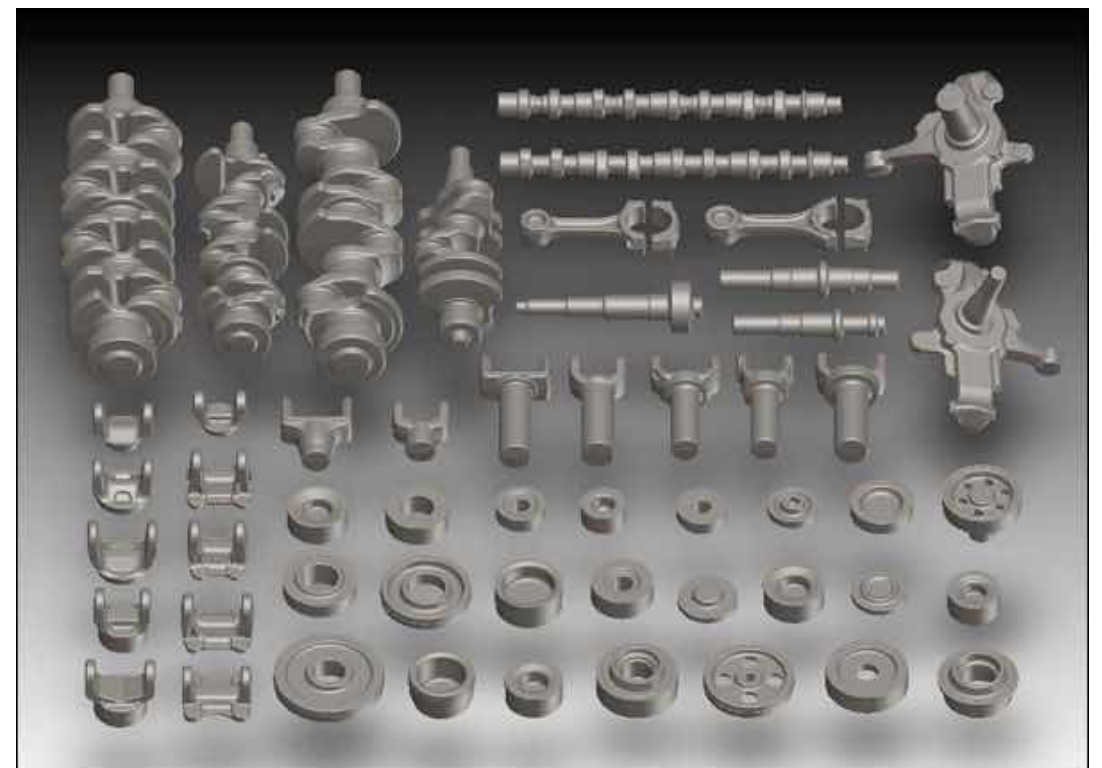


IT Forging was granted Board of Investment promotion privileges in Zone 3 , the factory was located in Siam Eastern industrial Park , Rayong Province , about 38 Kilometres from Lamchabang deep sea port with a 80,292 square meter (50 Rai) manufacturing area.



IT Forging is a leading company in forge industry that produces high quality of forgings products, primarily for the customer oriented automotive and industrial market and offers tool and die making services.

**Major Clients:** Isuzu Engine Manufacturing, Isuzu Motors, Isuzu Autoparts, Honda Automobile, Jibuhin, Mitsubishi Motors, Mitsubishi Electric, Thai Auto-Parts, TBKK, AISIN AI, P.C.S Group, PERODUA Malaysia.





## Forging Press >>

Classification	Capacity	Q'ty	Products
Large Group	6000 tonne	2	Crank Shaft 10-30kgs Knuckles 6-10kgs
Middle Group	3150 tonne 2500 tonne	1 2	Conn. Rod, Cap, Cam Shaft, Yoke, Gear
Small Group	1600 tonne 1500 tonne	1 1	Cap, Gear

## Heat Treatment Furnace >>

Facility		Q'ty	Products
Batch Type	Quench /Temper	2	Crank Shaft, Knuckle
Continuous Type	Normalizing	1	Crank Shaft, Cam Shaft, Gear, etc





# Korat Matsushita

## AT A GLANCE

1. Thai-Japanese manufacturer for automotive components.
2. Employees: 493
3. Located in Nakhon Ratchasima (Korat)



**Korat Matsushita Co., Ltd.**  
88/1 Moo 8  
Naglang, Sungnoen,  
Nakhonratchasima, 30380  
Phone: +66 44 335 539



Pagamas Yongkaneosin  
Sales Manager  
Email: pagamasy@kmcthailand.com  
Phone: +66 8 197 61 769

Operation started since 2011. A line from turret punch sheet metal processing, welding, painting, and assembly is possible to produce consistent quality.

KMC we can provide quick delivery and low cost with high quality products.



Chart 4.1 KMC Product Lineup



# Kulthorn Kirby Foundry

## AT A GLANCE

1. Thai owned subcontractor for automotive components
2. Manufacture of Gray Cast Iron and Nodular Cast Iron



**Kulthorn Kirby Foundry Co., Ltd.**  
1 Moo 22 Suwintawong Road,  
Sala Daeng, Bang Nam Prio,  
Chachoengsao 24000



Suraporn Simakulthon  
CEO  
Phone: +66 38 593 016  
Email: [kkf122@csloxinfo.com](mailto:kkf122@csloxinfo.com)

Kulthorn Kirby Foundry was established in 1989 to supply casting components for Kulthorn Kirby Public Company Limited.

Today, Kulthorn Kirby Foundry is supplying castings to the Thai Auto and Motorcycle Industry.



Gallery 4.6 Products KKF





# Lenso Wheels

## AT A GLANCE

1. Thai owned Aluminum Wheel maker
2. Commenced operation in Thailand in 1990
3. Capacity: 500,000 units per year



**Lenso Wheel Co., Ltd.**  
Wellgrow Industrial Estate  
111/1 Moo 9 Bangwua  
Chachoengsao 24180



Kate Kalayanakupt  
Export Sales Manager  
Email: [kate@lensowheel.com](mailto:kate@lensowheel.com)

**Factory Address:**  
Wellgrow Industrial Estate  
90 Moo 5, Estate Bangplee  
Bang Pli, Samut Prakan 10540  
Phone: +66-2 3370050

**Lenso Wheel is the largest domestic producer of aluminum wheels.**

The company's history started in 1990 when Car Image was founded by a group of businessmen led by Mr. Nopporn Virapon, the company's present managing director. The wholly Thai-owned company was backed by promotional privileges from the Board of Investment.

Lenso is engaged in high-quality alloy wheel design and manufacturing from conceptual design to final rim construction.

The company's facility today has a production capacity over 500,000 wheels a year.

70 % of Lenso's products are exported to the USA and Europe while the balance is distributed in the domestic Thai market.



# P Quality Machine Parts

## AT A GLANCE

1. Thai owned subcontractor for automotive, electronic and electrical components.
2. Located in Samut Prakan



**P Quality Machine Parts Co., Ltd.**  
188/8 Moo 1, Theparak Road  
T. Bangsaothong, A. Bangsaothong  
Samutprakarn 10540



Pattanasak Saensomros  
Managing Director

Phone: +66-27-06-4514  
Email: [marketing@p-quality.com](mailto:marketing@p-quality.com)

P Quality Machined Parts is a supplier of turned parts for Automotive OEMs and aftermarket.



Gallery 4.7 Products P Quality Machine Parts





# PCS Group Holding

## AT A GLANCE

1. Thai owned Automotive parts maker.
2. Commenced operation in Thailand in 1977.
3. Click [here](#) to go to the web site.



### PCS Group Holding

2/8 Moo 3 Kokroad, Muang,  
Nakhon-Rachasima

Phone: +66 44 701 200

Contact: Techapit Ampaipant

Email: [techapit.a@pcsholding.com](mailto:techapit.a@pcsholding.com)

Phone: +66 44-291-7312



P.C.S. and SW & Sons and group of companies are a major part manufacturers for the automotive, motorcycle, electrical appliance and agricultural engine industries.



PCSGH has been making first-tier auto-parts for more than a decade. Its production is concentrated in the powertrain system—high-value component parts for engines, transmissions and final drives.

PCSGH works on an ongoing basis to update and upgrade its production processes and technology—especially with regard to hot forging and die-casting—in order to be able to make lighter, stronger vehicle parts. Its production quality already complies with European VI emission standards (Euro VI) for diesel commercial vehicles, which puts the firm ahead of most other Thai auto-parts makers and enables it to supply components for the manufacture of automobiles for export to the EU and other jurisdictions with strict standards.

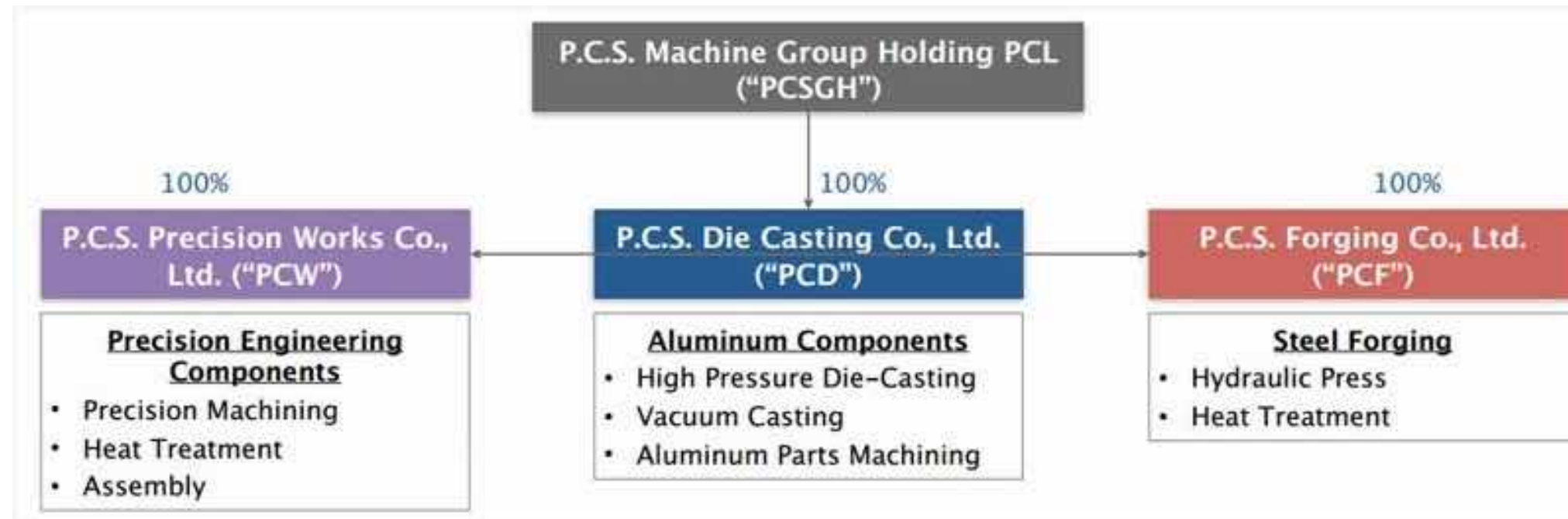
Customers:

Isuzu, Toyota, AAT, Mitsubishi, Nissan, GM, Delphi, Continental, Hitachi Automotive

**Gallery 4.8** P.C.S. Machine – Impressions







# Powertech 2004

## AT A GLANCE

### 1. German owned engine assembly plant



#### **Powertech 2004 Co., Ltd. Head Office**

731/9-10, Trok Wat Channai  
Ratchadaphisek Road,  
Bangphongphang, Yannawa,  
Bangkok 10120  
+66 2683 6991

#### **Engine Assembly Plant**

TFD Industrial Estate  
1/11 Moo 5, Tasaarn, Bangpakong  
Chachoengsao 24130  
+66 38 577 182

Michael Welser  
Managing Director  
[michaelw@powertech2004.com](mailto:michaelw@powertech2004.com)



**Powertech 2004 Co., Ltd. was founded in Bangkok, Thailand, in April 2004.**



The main business lines are:

- Engine assembly plant
- Supply of products, genuine parts and components integrated into complete customized solutions for variety and wide range of Marine, Industrial, Oil & Gas, Powergeneration and other off-highway engines and systems to customers throughout Thailand and neighbouring countries.
- Provision of maintenance and overhaul services for variety and wide range of Marine, Industrial, Oil & Gas, Powergeneration and other off-highway engines.

The models assembled here are from Germany completely knocked down and shipped to Bangkok. PowerTech2004 then assembles the engines and hot tests it on the Bangkok factory engine dynamometer.





# Sammitr

## AT A GLANCE

### 1. Thai owned automotive parts maker



#### **SAMMITR MOTORS MANUFACTURING PCL HEAD OFFICE**

39 Moo 12 Petchkasem Road  
Om-noi, Kratumban,  
Samuthsakorn 74130



Masanaga Kitamoto  
+66 24 200 027  
[masanaga.kit@sammitr.com](mailto:masanaga.kit@sammitr.com)

For over forty years we have been a part of Thailand automotive and logistics industries; now let us become a part of you. We want to share with you the details of our background, philosophy, vision, mission, and the plentiful accolades we have won.

#### **Stamping Dies**

With over 40 years' experience of hi-tech production technology we have learnt from the world's leading car makers, the company designs and produces dies for the production of pressed chassis and body parts.

At Sammitr we produce both single and progressive dies; both of which have been awarded ISO9001: 2000 certification.



## Assembly Jig and Checking Fixtures

The company designs and produces fixtures used in holding pressed parts when assembling automobile bodies. Sammitr has been producing assembly jigs and checking fixtures for more than 20 years. Checking fixtures, both normal and automatic, are controlled by hydraulic and pneumatic systems.

## Pressed Parts

We produce important pressed parts for the production of automobile bodies and chassis. Sammitr customers include automobile assemblers and part producers. The pressed parts are 0.6 – 6 mm. thick.

Hot-rolled steel is used for the production of large parts, whilst cold-rolled steel is used for smaller parts which require smooth surfaces and more refined looks.

## Steel Canopies and Accessories for Pick-up Trucks

We are the only producer in the world who makes steel canopies for pick-up trucks. These are produced from metal sheet coated with a 0.8 mm. thick anti-rust treatment and uses a similar paint technology to that employed within the automobile assembly industry. The canopies are known for their strength, durability, low weight, safety, elegance and environmental friendliness.

Sammitr also sells pick-up truck accessories, such as spoilers, wiper blades, roof screens, and air-conditioning systems, under the “Sammitr”





# Somboon Advance Technology

## AT A GLANCE

1. Thai owned Automotive parts maker
2. Commenced operation in Thailand in 1977



**SOMBOON** and subsidiaries has been engaging in the manufacturing of the parts of motor vehicle industry such as passenger car, pick up, trucks and electric appliance industry.

The main major customers are the original equipment manufacturer (OEM) with the long term purchase contracts and replacement equipment manufacturer (REM).



**Somboon Advance Technology PCL**  
4/3 Moo 1, Bangna-Trad Road, KM 16  
Bangchalong, , Bangplee  
Samut Prakan, 10540



Thanthach Ritthinam  
Business Development Manager  
[thanthach.r@somboon.co.th](mailto:thanthach.r@somboon.co.th)  
+66 83-091-7047



Products	Operated by
Axle shaft	SAT
Leaf Spring	BSK
Disc& Drum Brake	SBM
Stabilizer Bar	BSK
Coil Spring	BSK
Exhaust Manifold	SBM
Fly wheel& Comp	SBM
Agricultural engine parts	SBM

**SBM / ICP**

Exhaust Manifold



Camshaft



Flywheel



Diff. Carrier



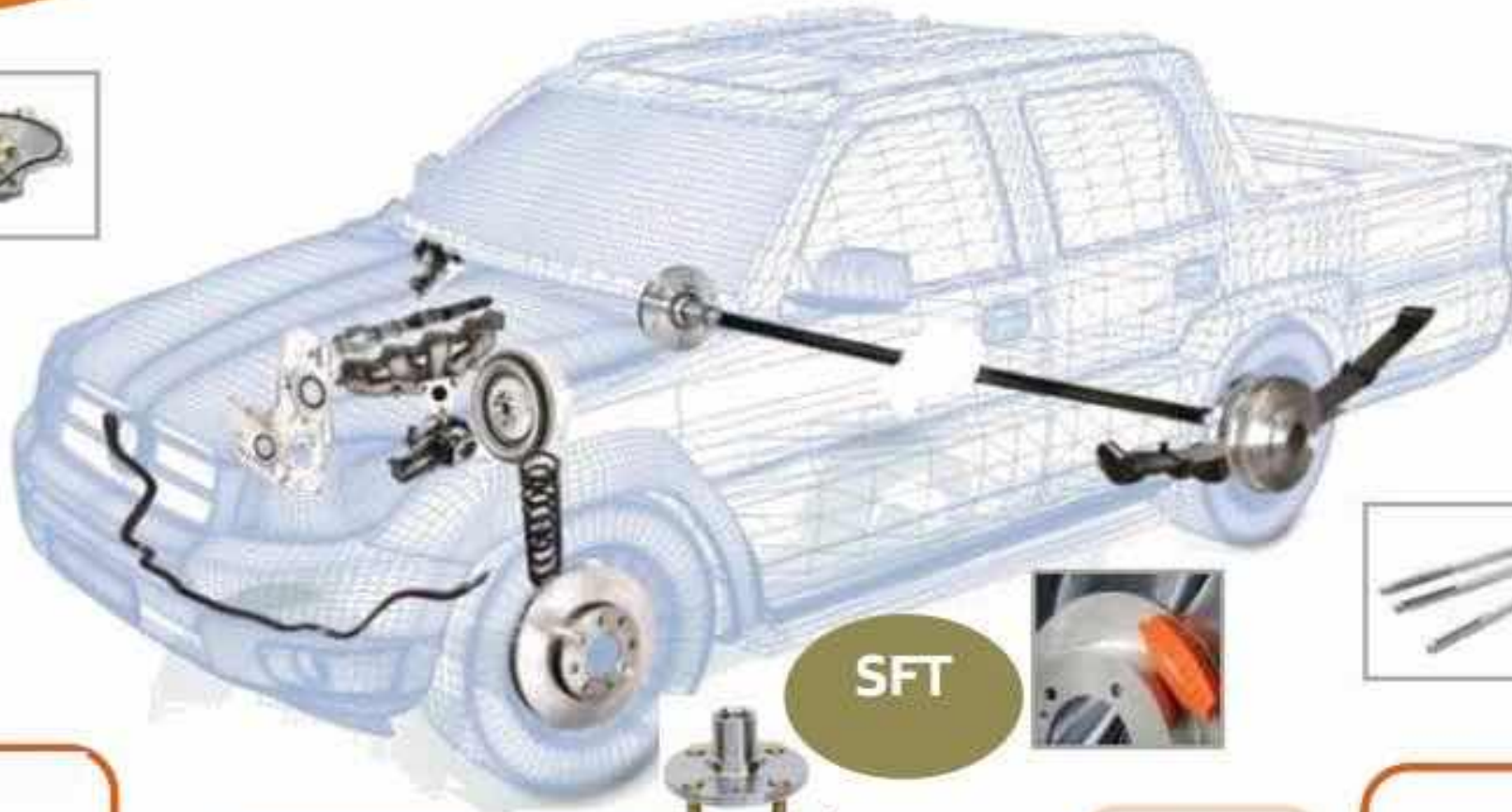
Yoke



Rear Axle Shaft



**SAT**



**JV**

**SFT**



Front Hub



Stabilizer Bar



Timing Cover



Front Axle Assy



Coil Spring



**BSK**

Drum Brake



Leaf Spring





# Summit Corporation

## AT A GLANCE

1. Thai owned Automotive parts maker.
2. Commenced operation in Thailand in 1976



### Summit Auto Seats Industry Group

Summit Auto Body Industry Co.,Ltd.  
32-33 Moo 17 Bangna-Trad Road,  
Bangpleeyai, Bangplee,  
Samutprakarn 10540.  
+66 02 338 6000



Sunurn Jurangkool  
CEO

Kornkrit Jurangkool  
Managing Director

**Summit Corporation, a Thai automotive parts maker providing high quality automotive parts production.**

Summit Corporation currently hold 30 Joint Ventures and 8 overseas operations.

Summit Auto Body Industry Co., Ltd. or SAB was established in 1986 in order to accommodate the requirements for body parts.



**SUMMIT**  
CORPORATION

**SAB**

**SAS**








Summit produces Interior components and modules and operates 8 plants in Thailand and 6 overseas plants in China, India and Vietnam:

- SAS Summit Auto Seats Industry
- SLAS Summit Laemchabang Auto Seats Manufacturing
- SAB Summit Auto Body Industry
- SLAB Summit Laemchabang Auto Body Work
- SRAB Summit Rayong Auto Body Work
- SAAB Summit Ayudhaya Auto Body Work
- SRDC Summit R&D Center
- EPI Eastern P.U. Foam Industry
- AAM Auto Advance Material Manufacturing
- AIP Auto Interior Products
- SAM Summit Advanced Material

## Joint Ventures and Subsidiaries (SAB Group)

	Subsidiary and Joint Venture Name	Logo	Since	Main Partners	Business Type
1	<b>TSC</b> Thai Steel Cable Industry Co., Ltd.		1978	<b>Hi-lex Corporation</b>	Control Cables
2	<b>CAPCO</b> Complete Auto Parts Co., Ltd.		1982	<b>Summit Corporation</b>	Plastic & Machining Parts
3	<b>SSW</b> Summit Steering Wheel Co., Ltd.		1988	<b>GSK Steering Wheel</b>	Steering Wheels
4	<b>BEW</b> Bangkok Eagle Wings Co., Ltd.		1988	<b>Hiruta Kogyo, Asteer</b>	Stamping & Machining Parts
5	<b>SAM</b> Summit Advanced Materials Co., Ltd.		1990	<b>Summit Corporation</b>	Steel Materials & Coil Center
6	<b>SSM</b> Summit Showa Manufacturing Co., Ltd.		1993	<b>Showa Corporation</b>	Shock Absorbers
7	<b>CMWT</b> Central Motor Wheel (Thailand) Co., Ltd.		1994	<b>Central Motor Wheel</b>	Steel Wheels
8	<b>CAR</b> Complete Auto Rubber Manufacturing Co., Ltd.		1995	<b>Nagano Rubber Industries</b>	Rubber Parts
9	<b>SCS</b> Summit Chugoku Seira Co., Ltd.		1996	<b>Chugoku Seira</b>	Automotive Nuts & Bolts
10	<b>SKM</b> Summit Kurata Manufacturing Co., Ltd.		1996	<b>Kurata Sangyo</b>	Machining Parts
11	<b>SAA</b> Summit Ansei Auto Parts Co., Ltd.		1997	<b>Ansei Corporation</b>	Door & Hood Latches
12	<b>HAYAMA</b> Hayama Intertrade Co., Ltd.		2001	<b>Mr. Kazuhiko Hangai</b>	Sound Proof Parts & Trading
13	<b>HSB</b> HSB Co., Ltd.		2002	<b>Asain Honda Motors Co., Ltd.</b>	Investing in holding shares.
14	<b>TPR</b> Thai Progress Rubber Co., Ltd.		2003	<b>Complete Auto Parts Co., Ltd.</b>	Rubber Parts
15	<b>ASR</b> Amata Summit Ready Built Co., Ltd.		2004	<b>Amata Corporation PLC.</b>	Ready Built Factory
16	<b>SHT</b> Summit Haiya (Thailand) Co., Ltd.		2004	<b>Mr. Michitoshi Kimura, Mr. Masaaki Hayashida</b>	Machining Parts
17	<b>SOM</b> Summit Otsuka Manufacturing Co., Ltd.		2004	<b>Otsuka Koki</b>	Parking Brake
18	<b>SFKK</b> Summit Fujikiko Kurata Manufacturing Co., Ltd.		2006	<b>Fuji Kiko &amp; Kurata Sangyo</b>	Steering Column & Shaft Ass'y
19	<b>SAT</b> Showa Autoparts (Thailand) Co., Ltd.		2006	<b>Showa Corporation</b>	Power Steering
20	<b>TAI</b> Thai Auto Industry Co., Ltd.		2007	<b>Summit Corporation</b>	Automotive, Motorcycle parts and Equipment
21	<b>HAS</b> Hiruta Asteer Summit Co., Ltd.		2008	<b>Bangkok Eagle Wings</b>	Stamping Parts
22	<b>SASC</b> Steel Alliance Service Center Co., Ltd.		2009	<b>JFE Shoji Trade Corporation</b>	Steel Material Coil Center
23	<b>SKT</b> Summit Keylex (Thailand) Co., Ltd.		2013	<b>Keylex Corporation</b>	Assembly Parts



# Thai Steel Cable

## AT A GLANCE

1. Thai owned Automotive parts maker.
2. Products: Control cables



**Thai Steel Cable PCL**  
700/737 Moo 1  
Panthong, Chonburi 20160  
+66 38 185 025



Thai Steel Cable Public Company Limited is a manufacturer of automobile and motorcycle control cable and window regulator, supplying to leading automobile and motorcycle manufacturers domestically and internationally.



The company is located at Amata Nakorn Industrial Estate, Chonburi province.

TSC is a joint venture of Summit Corporation and Hi-Lex Corporation, the largest manufacturer in Japan and one of the world's major players in control cables.



**Gallery 4.9** Thai Steel Cable Company Presentation



1 of 18

**Gallery 4.10** Thai Steel Cable Company Thailand products

**Thai Steel Cable Product Lineup**  
Parking Brake Cable



thai  
autobook 2015





# Thai Summit Group

## AT A GLANCE

1. Large Thai owned Automotive parts maker with more than 40 plants.
2. Commenced operation in Thailand in 1977.
3. Products are machined components and stampings



**Thai Summit Autoparts Co., Ltd.**  
4/3 Moo 1, KM 16 Bangna-Trad Road  
Bangchalong, Samut Prakan, 10540  
+66 23 370 022



**Pakin Charoensuk**  
Business Development  
+66 81-927-9077  
pakin.cha@thaisummit.co.th

**Thai Summit Group is one of the leading auto parts manufacturer of Thailand.**

Thai Summit Group has manufacturing facilities at all major industrial clusters based in Laemchabang, Nakornnayok, Rayong and Samut Prakan in Thailand and have global manufacturing facilities in China, India, Indonesia, Japan, Malaysia, USA and Vietnam.

Currently Thai Summit Group has more than 40 subsidiary companies covering manufacturing activities for all important industries of Thailand, as the major parts manufacturer for the automotive, Agricultural machinery and Electric appliance industry for assembly of the molded parts, assemblies, components, plastic injection and blow molded parts, aluminum die-casting parts, Wiring Harness for automobile, Toolings for metal & plastics and assembly jigs including machines used in the production. The products of Thai Summit Group are well accepted among the industries. The customers include all famous OEM manufacturers both local companies and foreign companies in Thailand from Japan, Europe, America and other countries.



# Unity Autoparts

## AT A GLANCE

1. Thai-Taiwanese automotive parts maker
2. Commenced operation in 1997



### Unity Auto Parts Co., Ltd.

Hemaraj Rayong Industrial Estate  
118 – 118/1, Moo 3  
Bankhai-Nonglaloek Road  
Nonglaloek, Bankhai  
Rayong 21120

+66-38-892-400

[marketing@unityautoparts.com](mailto:marketing@unityautoparts.com)

Warren Chu

Managing Director

[chu@unityautoparts.com](mailto:chu@unityautoparts.com)



Unity Industrial was established in 1997 to manufacture high quality Automobile body Parts in order to meet the growing needs of the Thai & Overseas market.

Unity Group of Companies is dedicated to quality metal bar and metal sheet fabrications. The footprints cover Australia, China, Denmark, India, Italy, Japan, Taiwan, Thailand and USA, etc. which can be found cars manufactured by Ford, GM, Isuzu, Honda, Nissan and Toyota, etc; as well as, home appliance parts for Electrolux and LG.

### Products:

- Die Development, Die, Assembly Jig and Checking Fixture Building.
- Forging, Heat Treatment and CNC Machining.
- Stamping, Laser Cutting, Welding and Spotting.
- Electrodeposition Painting (EDP or E-Coating).

Unity's main products are the metal for Environment Protection Vehicles: Garbage Truck, Street Sweeper Truck, Drainage Cleaner & Sucker Truck and Body Parts for Passenger Cars, Pick up Trucks and Heavy Dutys Trucks.

At present our major items are: Hoods, Fenders, Doors, Filler Panels, Tail Gates, Radiator Supports, Space Cabs, Bumpers, Fan Shroud for different models of Toyota, Isuzu, Mitsubishi, Honda, Nissan, Mazda...etc.







# Yarnapund

## AT A GLANCE

1. Thai Public Company
2. Was founded 1952



### Yarnapund PCL

42 Soi Sukhumvit 81 (Siripoj), Sukhumvit Rd.  
Bangjark, Prakanong  
Bangkok 10260  
+66 275 01 620

Samphan Phanpanit  
President

Palits Phanpanit  
Managing Director

**Yarnapund Public company Limited was founded on 21 April 1952 by Mr Kaew and Mrs.Chamlong Phanpanit.**



Yarnapund Pcl. has strong relationship with car assemblers. The company has been in this business for a long time, quality of its products, cost of production and product delivery system (Quality-Cost-Delivery) have gradually and continuously been improved and accepted by the customers.

Technical assistance by number of car assemblers have also been received, which also means the opportunity to support additional demand potential growth for the future. Currently in an expansion process diversifying its product and customer such as electronic component parts.

### Products:

- Exhaust Systems
- ABC (Accelerators, Brakes, Clutches Pedal Set
- Press Parts
- Tooling (Die, Jig, Checking Fixture, Equipment)



## Customers:

- Toyota Group
- Hino Motors (Thailand) Co.,Ltd.
- Honda Group
- Mitsubishi Motors (Thailand) Co.,Ltd.
- Gm / Isuzu Group
- Thairung Union Car Plc
- Ford & Mazda Group
- Asahi Somboon Aluminium Co.,Ltd.
- Thai Swedish Assembly Co.,Ltd.
- Daimler Chrysler Manufacturer Thailand
- Nissan Group



## AT A GLANCE

1. VEM operates 2 factories in Thailand and China under German Management



**VEM (Thailand) Co.,Ltd.**  
64/205 Moo. 4 Pluakdaeng ,  
Pluakdaeng , Rayong 21140



Tel. (66) 38-955310 ext.110  
Mobile: (66) 81-9825035  
Contact: Apinya Ardkongharn  
Email: [bow.a@vem-ltd.com](mailto:bow.a@vem-ltd.com)



**VEM manufactures high precision and quality molds in Shenzhen, China and Thailand. We have sales and engineering offices in the US, Mexico and Germany.**



Our team is multinational consisting of German and American management and local engineers very familiar with the requirements of our international customers. We are ISO certified in both factories and TS certified in our Thailand facility.

VEM Tooling in Rayong, Thailand, with 60 employees and 30,000 sqft production area focuses on large molds up to 2000t.

## Products

- High Precision Injection Molds
- Multicavity Molds
- Tandem Molds
- 2K Molds
- Insert Molds
- Alu Die Casting Molds





# Japanese Tier 1

Japan was the first country to discover Thailand as an Automotive base and is still leading the market both in OEM as well as in component production.





# Advics

## AT A GLANCE

1. Commenced operation in 2011
2. Manufacturer of braking systems
3. Belongs to the Aisin Group of companies



**Advics Asia Pacific**  
Pinthong Industrial Estate  
Chonburi, Thailand  
Phone: +66 37 414 093



**Teruhiro Yasuda**  
President

**Kazuyoshi Saito**  
Representative

**ADVICS is a brake system supplier who provides advanced high quality brake systems and components to the global market.**

The Thailand office handles sales of automotive brake systems and components and oversee ADVICS's business operations in the ASEAN countries.

### Products:

Electronic Stability Control, Anti-lock Brake System, Brake booster, Master cylinder, Disc brake, Drum brake and other related components.

### ADVICS builds new factory in Thailand

Advics has announced in February 2012 that it will establish its own brake manufacturing facility in Thailand. The new company plans to launch production in July 2013 and hire 360 people by 2016.

### Summary of new company

ADVICS Manufacturing (Thailand) Co., Ltd.

Capital: 740 million THB (About 2 billion JPY)





# Preview

Profiles of the Japanese Automotive Suppliers are available in the full version.

Please visit our web site at [www.thaiautobook.com](http://www.thaiautobook.com)



# North American Tier 1

Tier 1s from the US and Canada have moved to Thailand along with the plants set up by GM and Ford.

Today nearly all major US firms run their own manufacturing plants in Thailand and also supply some of the Japanese OEM's.





# American Axle and Manufacturing

## AT A GLANCE

1. US owned Automotive parts maker
2. Commenced operation in Thailand in 2011
3. Driveline components



**American Axle & Manufacturing has opened their new manufacturing plant near Rayong, Thailand, southeast of Bangkok.**

The 9,000 m2 plant is located in Hemaraj Industrial Estate and produces driveline products / rear axle assemblies.



"Our new facility in Thailand represents a significant expansion of our manufacturing footprint in the important economy of Asia where growing demand for vehicles is accelerating production volumes," stated chairman and CEO Richard E. Dauch. "AAM is continuing to invest in products and markets where we can best serve our customers and have the opportunity to drive profitable growth."



### American Axle and Manufacturing

500/52 Moo 3  
Tasit, Pluak Daeng  
Rayong 21140  
+66 38 927 200



### Krisda Suratkulwattana

Purchasing  
Krsida.Suratkulwattana@aam.com



### Romrat Photharin

Engineering  
Romrat.Photharin@aam.com



**Products:**

- Front Axle
- Rear Axle
- Front Propeller Shaft
- Rear Propeller Shaft





# Preview

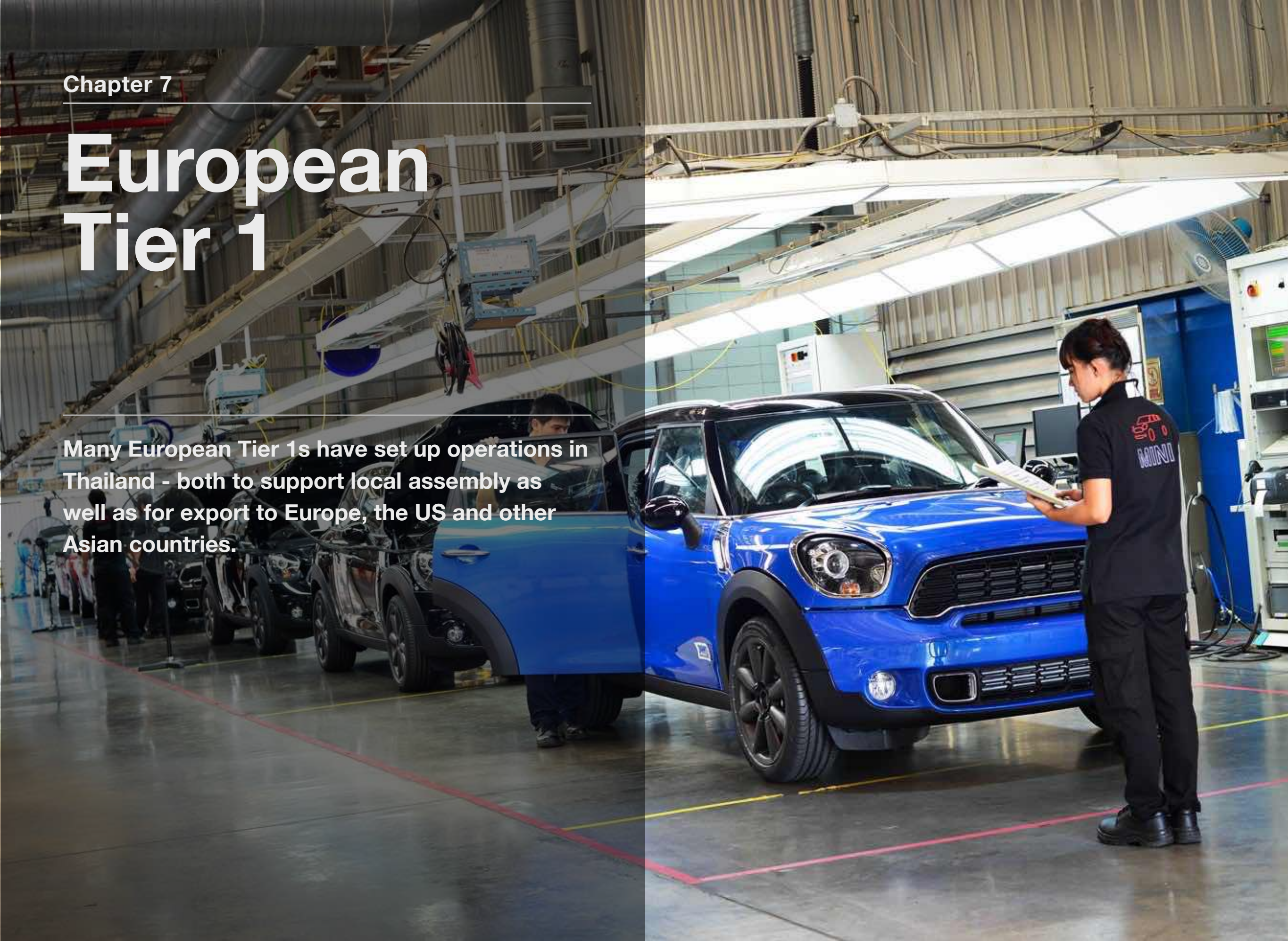
Profiles of the US / North American Automotive Suppliers are available in the full version. Please visit our web site at [www.thaiautobook.com](http://www.thaiautobook.com)





# European Tier 1

Many European Tier 1s have set up operations in Thailand - both to support local assembly as well as for export to Europe, the US and other Asian countries.





# Bosch Automotive

## AT A GLANCE

1. Commenced operation in 1996
2. German owned automotive parts manufacturer
3. Leading global supplier of technology and services



### Robert Bosch Limited

287 Liberty Square Building  
11th Floor, Silom Road  
Silom, Bangrak,  
Bangkok 10500  
+66-26-393-111  
[info.help@th.bosch.com](mailto:info.help@th.bosch.com)

Joseph Hong  
Managing Director



### Bosch Automotive (Thailand) Co. Ltd.

### Robert Bosch Technologies (Thailand) Co. Ltd.

Amata City Industrial Estate  
7/102 Moo 4  
Mabyangporn Pluak Daeng  
Rayong 21140  
+66 -38-958-888



Bosch is represented in Thailand by four entities, with 620 associates generating sales of 10 billion baht (247 million euros) in 2013.



**BOSCH**

Invented for life

Bosch automotive spare parts, power tools, security systems, thermotechnology, drive and control technology and packaging technology are distributed in Thailand by Robert Bosch Limited.

Automotive components are manufactured in the Amata City Industrial Estate in Rayong, while production of packaging machinery and service of hydraulic equipment and machinery are in the Amata Nakorn Industrial Estate in Chonburi.

In 2013, The Automotive Technology business sector remained the largest contributor of sales for Bosch in Thailand. Within the year, the company completed the construction of a new plant in Amata City in Rayong Province, and started operations for the production of gasoline system-related products.

The manufacturing facility for chassis systems products is being extended for commencement of local production of Antilock Braking Systems and the Electronic Stability Program in late 2014.

The Automotive Aftermarket business division expanded its service network into the north, northeast, and south of Thailand, and continued to drive growth in its brakes, filters and spark plug product lines. Currently, the Bosch car service network is represented by 25 outlets across the country.

Gallery 7.1 BOSCH Thailand products

**Bosch Thailand Product Lineup 2014**  
ABS System



thai  
autobook 2014



BOSCH Plant in Amata City, Rayong



# Preview

Profiles of the European Automotive Suppliers are available in the full version.

Please visit our web site at [www.thaiautobook.com](http://www.thaiautobook.com)



Dräxlmaier



EFTEC



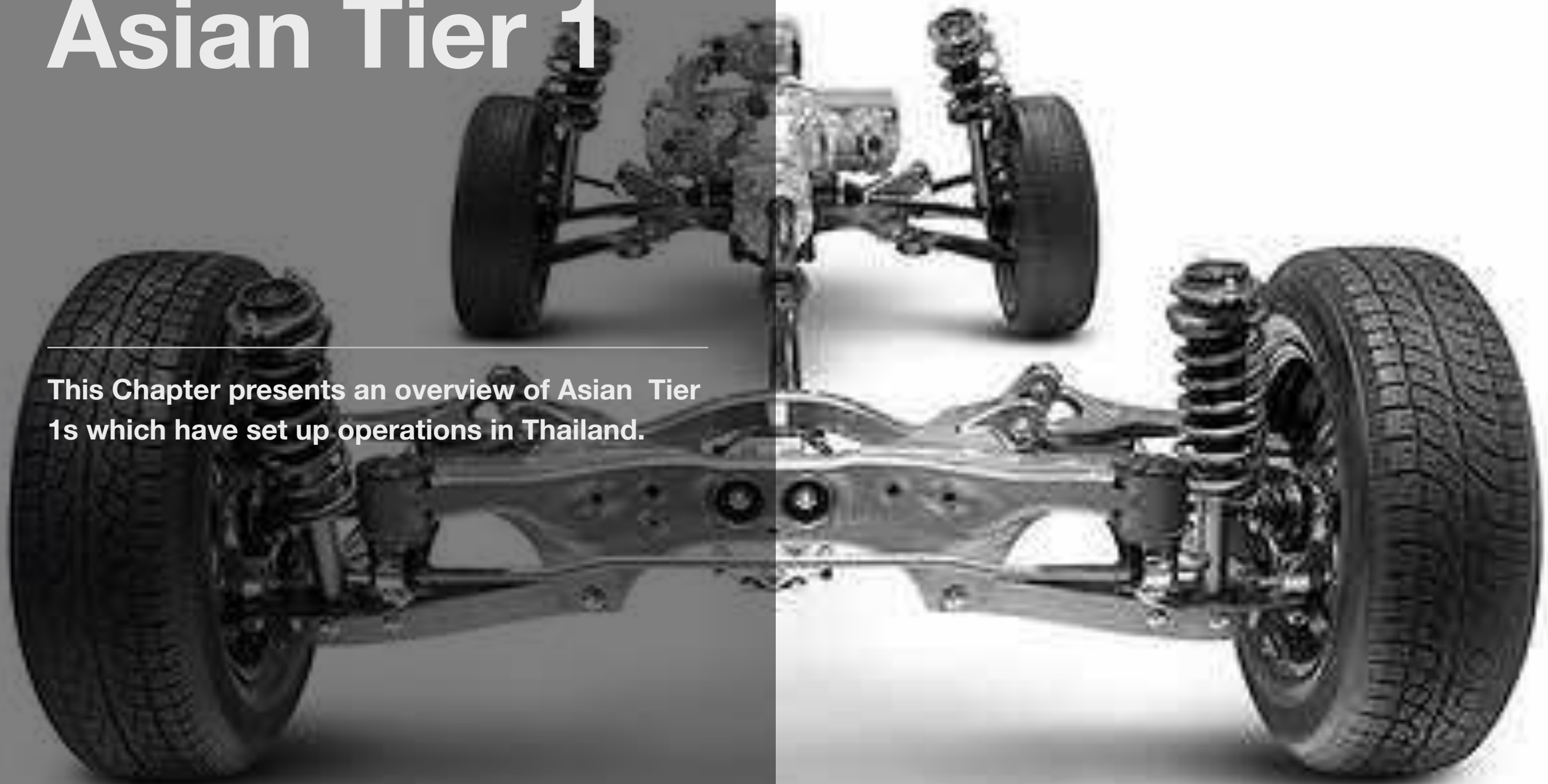
GKN Automotive



# Asian Tier 1

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**This Chapter presents an overview of Asian Tier 1s which have set up operations in Thailand.**





# Air International Systems

## AT A GLANCE

1. Australian maker of heating, ventilating and air conditioning systems



Since its formation in Australia in 1967, Air International Thermal Systems has grown to be a recognized international specialist in the design, development and supply of world class heating, ventilation and air conditioning systems, and powertrain cooling systems to the global automotive market.

Air International Thermal Systems has developed growing a large customer base of over fifteen OEM's in Asia.



***Air International***

### **Air International Thermal Systems**

(Thailand) Co Ltd  
Hemaraj Eastern Seaboard Industrial Estate  
500/46 Moo 3, Tasit,  
Pluakdaeng, Rayong 21140

Nicholas Duke  
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[salesasia@ai-thermal.com](mailto:salesasia@ai-thermal.com)



# Preview

Profiles of the Asian Automotive Suppliers are available in the full version.

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**FUTURiS**



**SUPER TRIM**



# Organizations

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**This chapter includes information about organizations that deal with the Automotive Industry issues - from official government organizations such as the BOI Board of Investment to networking groups such as the AFG Automotive Focus Group Thailand.**



# BOI – The Board of Investment in Thailand

## AT A GLANCE

1. The BOI operates under the Ministry of Industry and is the principal government agency for encouraging investment.
2. Click [here](#) to go to the web site.

### THAILAND BOARD OF INVESTMENT

555 Vibhavadi-Rangsit Rd.,  
Chatuchak, Bangkok 10900, Thailand  
Phone (+66) 2553 8111  
Fax: (+66) 2553 8222,  
Email: [head@boi.go.th](mailto:head@boi.go.th)

### BUILD

BOI Unit for Industrial Linkage Development  
Sirin Boonsaner  
Investment Promotion Officer  
Email: [sirin@boi.go.th](mailto:sirin@boi.go.th)

Google Maps:  
13.818494330153818, 100.55794715881348

If you wish to set up an operation in Thailand, please contact the Office of the Board of Investment (BOI), which operates under the Ministry of Industry and is the principal government agency for encouraging investment.

The BOI is available to assist clients by:

- Investment Facilitation.
- Package of tax incentives.
- No foreign equity restrictions on manufacturing activities and on some services
- Assistance in the provision of visas and work permits to facilitate entry and subsequent operation for a foreign-owned business.
- Waives restrictions on land ownership by foreign entities.

Business Support Provides comprehensive information and advice on establishing operations in Thailand:

- Arranges site visits.
- Identifies potential suppliers, subcontractors, joint-venture partners.
- Provides useful contacts with key public and private organizations.
- Coordinates between the foreign business community and other public agencies





The BOI also acts as Thailand's marketing arm and actively promotes the country worldwide as one of the best investment locations in Asia.

The BOI is tasked with devising and implementing strategies under which promotional activities are organized around the globe throughout the year.

The BOI's 13 overseas offices (Tokyo, Osaka, Shanghai, Beijing, Guangzhou, Seoul, Taipei, Sydney, Frankfurt, Paris, Stockholm, Los Angeles and New York) serve as Thailand's front desks in liaising with potential investors.

The BOI Unit for industrial Linkage Development (BUILD)

The services page also explains the BOI Unit for Industrial Linkage Development (BUILD) program, which encourages supporting industries in Thailand by providing information about sourcing and subcontracting opportunities, the Investor Club Association, a private organization which further serves the needs of the investment community, and the BOI's efforts to support outbound investment by Thai businessmen.

The Setting Up A Business in Thailand link provides an overview of establishing a business and provides links to pages that will help you make an informed decision.

The Organizational Chart provides information about the divisions of the BOI, with contact information for each one.

The Procedures for Obtaining Promotional Privileges page walks you through the application process of applying for BOI promotional privileges - from the time an application is submitted to the time a business starts operation.

The BOI statistics page provides information about the amount of investment, both from within and outside Thailand. The data is displayed in a variety of ways, including by country of origin, and conditions, such as export-orientation or size of project.

In addition to the guarantees, permissions and fiscal and non-tax incentives the BOI offers as part of its investment promotion package, there are two units under the BOI that facilitate investment by speeding up the paperwork associated with government regulations One Stop Center For Visas And Work Permits

The BOI coordinated the establishment of a One-Stop Service Center for Visas and Work Permits. The center can process applications or renewals of visas and work permits within three hours, assuming all required documents are provided. In addition, the center handles many other transactions, including changing visa status (to non-immigrant status from tourist or transit), payment of fines, and processing of re-entry stamps, all within three hours or less.

Investors or experts granted privileges under the Investment Promotion Act of 1977 who are allowed to stay in the Kingdom of Thailand on a temporary basis to undertake investment or business activities can also have access to the services provided by the One-Stop Center.

### **One Start One Stop Investment Center (OSOS)**

To make the process of opening a business easier and to provide a central source of information regarding business operations, the Thai

BOI Brochures are available for download at their web site



government assigned the Board of Investment to bring investment-related agencies under one roof.

The OSOS, which is located downtown, adjacent to a subway station, has staff from almost two dozen agencies available to help investors with various applications to make sure investors understand what is needed to register a company, obtain investment promotion privileges, obtain a foreign business license, complete an environmental impact assessment, request permission to use land for industrial operations, obtain utilities, etc.

In addition to assisting investors with procedural matters, staff from the various agencies are available to consult with investors on a range of topics. What this means is that if an investor has a question that requires an interpretation from more than one agency, rather than having to go from office to office in search of answers, the matter can be addressed by the various experts at the OSOS.

The bottom line is that the OSOS helps investors by cutting through red tape and allows the government to be more responsive to investor needs.

As additional assistance, the BOI provides the Unit for Industrial Linkage Development and also maintains the ASEAN Supporting Industry Database, a comprehensive online database of more than 20,000 ASEAN suppliers.



# Preview

Information on Thailand automotive organizations, associations and chambers of commerce are available in the full version. Please visit our web site at [www.thaiautobook.com](http://www.thaiautobook.com)







## Chapter 10

# Industrial Estates

Thailand has more than 50 developed Industrial Estates. This chapter provides an overview of the estates in Thailand and the companies who operate them.



# Introduction

## AT A GLANCE

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1. Thailand offers a large number and choice of Industrial Parks.
2. For further reading check out the BOI Web Site or Christopher Runckel's article on **'Picking the right Industrial Park'**

**There are industrial estates that focus on the automotive industry and provide state-of-art facilities for manufacturers.**

Exporting automotive parts in Thailand is supported by the country's extensive road networks, well-developed seaports and several international airports.

The automotive industry is clustered around industrial estates in Bangkok and the surrounding provinces, especially Samut Prakan, Chachoengsao, Chonburi and Rayong.

Thailand is divided into three industrial estate zones with Bangkok as a center. Each industrial estate zone offers different trading and tax privileges for manufacturers located in these estates.

The industrial estates in Zones 1 and 2 are mostly designed to serve the automotive industry with easy-to-access infrastructure, such as local roads, highways, railways and nearby ports.

Gallery 10.1 Overview of Industrial Estates in Thailand



**BOI Zoning**

As decentralization is a major theme in devising the BOI incentive scheme, the country is divided into three zones based on economic factors (with earnings and primary facilities as criteria of each province.)

**Zone 1**

Bangkok, Nakhon Pathom, Nonthaburi, Pathoum Thani, Samut Prakan, and Samut Sakhon

**Zone 2**

Ang Thong, Ayutthaya, Chachoengsao, Chon Buri, Kanchanaburi, Nakorn Nayok, Ratchaburi, Samut Songkhram, Saraburi, Supanburi, Phuket and Rayong.

**Zone 3**

The remaining 59 provinces with low income and with less-developed infrastructure, which are designated as Investment Promotion Zones.

36 Provinces: Krabi, Kamphaeng Phet, Khon Kaen, Chanthaburi, Chai Nat, Chumphon, Chiang Rai, Chiang Mai, Trang, Trat, Tak, Nakhon Ratchasima, Nakhon Si Thammarat, Nakhon Sawan, Prachuab Khiri Khan, Prachin Buri, Phangnga, Phattalug, Pichit, Phitsanulok, Phetchaburi, Phetchabun, Mukdahan, Mae Hong Son, Ranong, Lop Buri, Lamphang, Lamphun, Loei, Songkhla, Sa Kaew, Sing Buri, Sukhothai, Surat Thani, Uttaradit, and Uthai Thani.

23 Provinces: Kalasin, Nakhon Phanom, Narathiwat, Nan, Buri Ram, Pattani, Phayao, Phrae, Maha Sarakham, Yasothon, Yala, Roi Et, Si Sa Ket, Sakhon Nakhon, Satun, Nong Bua Lamphu, Chaiyaphum, Nong Khai, Ubon Ratchatani, Udon Thani Amnatcharoen and Bueng Karn.



# Hemaraj Land and Development

## AT A GLANCE

1. Operates 6 Industrial Estates in Thailand.
2. Click [here](#) to go to the web site
3. Click [here](#) for a video introduction
4. Click [here](#) to go to the Hemaraj Youtube channel.

**Hemaraj Land And Development PCL**  
18th Floor, UM Tower,  
9 Ramkhamhaeng Road, Suanluang  
Bangkok 102510  
Phone: +66 2 719 9555  
Email: [marketing@hemaraj.com](mailto:marketing@hemaraj.com)  
Web: [www.hemaraj.com](http://www.hemaraj.com)

**Hemaraj Land And Development Public Company Limited is one of Thailand's leading developers of Industrial Estates, Utilities, Power, and Property Solutions.**

Hemaraj's industrial estates offer world-class products and services to manufacturing customers from all over the world. Hemaraj has achieved ISO 9001:2000, ISO 14001 and Best Environmental Management EIA awards from the Ministry of Sciences Technology and Environment.

Multinational companies have selected Hemaraj's industrial estates as the strategic location for their investments in Thailand. Hemaraj's industrial estates offer developed industrial land, utilities, ready built factories for rent, quality industrial services, and integrated logistics and supply chain and warehouses for rent.

Hemaraj develops and operates eight industrial estates, located mostly on the Eastern Seaboard of Thailand, covering 41,829 rai or 16,732 acres.

The 628 distinct customers include 218 automotive customers with 953 land or factory contracts have invested more than US \$26 billion.

Hemaraj employs over 90,000 people, thus contributing directly to the industrial strength of Thailand.

## Eastern Seaboard

- Eastern Seaboard Industrial Estate





# Automotive Cluster in Hemaraj's Industrial Estates



## 1 MANUFACTURING AND ASSEMBLY PLANT

- AutoAlliance (Thailand) Co., Ltd. (Ford & Mazda)
- Ford Motor Company (Thailand) Ltd.
- General Motors (Thailand) Co., Ltd.
- SAIC Motor-CP Co., Ltd.
- SUZUKI Suzuki Automobile (Thailand) Co., Ltd.

## 2 SUSPENSION

- Keide (Thailand) Co., Ltd.
- Off Road Accessories Ltd.
- Somboon Somic Manufacturing Co., Ltd.
- G-TEC G-Tech Eastern Co., Ltd.
- THK Rhythm (Thailand) Co., Ltd.
- Tokai Eastern Rubber (Thailand) Ltd.
- TRW Steering & Suspension Co., Ltd.
- Y-Ogura (Thailand) Co., Ltd.
- Yorozu (Thailand) Co., Ltd.

## 3 AIR CONDITIONER

- Air International Thermal Systems (Thailand) Ltd.
- Halla Climate Control (Thailand) Co., Ltd.
- KDAC (Thailand) Co., Ltd.
- Minoru (Thailand) Co., Ltd.
- TI Automotive (Thailand) Limited
- Toy Industries (Thailand) Co., Ltd.
- Valeo Clutch (Thailand) Co., Ltd.
- Valeo Compressor (Thailand) Co., Ltd.

## 4 ENGINE/TRANSMISSION PART

- BHKT BHKT Co., Ltd.
- Bosch Automotive (Thailand) Co. Ltd.
- Chikuma Co., Ltd.
- Fast Auto Drive (Thailand) Co., Ltd.
- Fukuj Industry (Thailand) Co., Ltd.
- Gates Unitta (Thailand) Co., Ltd.
- HAL Aluminum (Thailand) Co., Ltd.
- Hanil Forging (Thailand) Co., Ltd.
- Hirosei (Thailand) Co., Ltd.
- Kanemitsu Pulley Co., Ltd.
- Kitagawa (Thailand) Co., Ltd.
- Koide (Thailand) Co., Ltd.
- Mann & Hummel (Thailand) Ltd.
- Mazda Powertrain Manufacturing (Thailand) Co., Ltd.
- Mizuki (Thailand) Co., Ltd.
- M&T Allied Technologies Co., Ltd.
- Ondo Corporation
- Parker Hannifin (Thailand) Co., Ltd.
- Seimitsu Thai Co., Ltd.
- Siam Chuyo Co. Ltd.
- Stars Technologies Industrial Ltd.
- STB Textile Industry Co., Ltd.
- Sunlit (Thailand) Co., Ltd.
- Takeda Industry (Thailand) Co., Ltd.
- Takahata Precision (Thailand) Ltd.
- Tokai Eastern Rubber (Thailand) Ltd.
- Tokai M. (Thailand) Co., Ltd.
- Toyota Boshoku Filtration System (Thailand) Co., Ltd.
- Toy Industries (Thailand) Co. Ltd.
- Yanagawa Techno Forge (Thailand) Co., Ltd.

## 5 EXHAUST SYSTEM PART

- BASF Chemcat (Thailand) Ltd.
- Cataler (Thailand) Co., Ltd.
- Dongwon Thailand Co., Ltd.
- Faurecia Emissions Control
- Sakura Industry (Thailand) Co., Ltd.
- Technogies (Thailand) Co., Ltd.
- Hirotec Manufacturing (Thailand) Co., Ltd.
- Tokai Eastern Rubber (Thailand) Ltd.

## 6 ELECTRICAL SYSTEM PART

- Clarion Asia (Thailand) Co., Ltd.
- Imai Metal (Thailand) Co., Ltd.
- Minoru (Thailand) Co., Ltd.
- Siam Furukawa Co., Ltd. (FB Battery)
- Thai Summit Mitsuba Electric Manufacturing Co., Ltd.
- Visteon Automotive Electronics (Thailand) Co., Ltd.
- Visteon (Thailand) Ltd.
- Yuanda (Thailand) Co., Ltd.

## 7 BUMPER PARTS

- DaikyoNishikawa (Thailand) Co., Ltd.
- HASCO-CP Co., Ltd.
- Hicom Automotive Plastics (Thailand) Ltd.
- MHG Plastic (Thailand) Co., Ltd.
- Off Road Accessories Ltd.
- Unity Industrial Co., Ltd.

## 8 FUEL SYSTEM PARTS

- Asno Horie (Thailand) Co., Ltd.
- Chalybs Cylinders Ltd.
- Dongwon Thailand Co., Ltd.
- Inergy Automotive Systems (Thailand) Ltd.
- Kobatech (Thailand) Co., Ltd.
- Komatsu Seiki (Thailand) Co., Ltd.
- Maruyasu Industries (Thailand) Co., Ltd.
- Natural Gas Cylinder (Thailand) Co., Ltd.
- NT Seimitsu (Thailand) Co., Ltd.
- NTN Manufacturing (Thailand) Co., Ltd.
- Toyota Boshoku Filtration System (Thailand) Co., Ltd.
- TI Automotive (Thailand) Co., Ltd.

## 9 PRECISION PARTS

- Ametai Co.Ltd.
- Aoyama Thai Co., Ltd.
- CNK Manufacturing (Thailand) Co., Ltd.
- Delhi Techno Co., Ltd.
- Fuserashi (Thailand) Co., Ltd.
- HAL Aluminum (Thailand) Co., Ltd.
- HIROTEC MANUFACTURING (THAILAND) CO. LTD.
- Horiuchi Technology (Thailand) Co., Ltd.
- Inergy Automotive Systems (Thailand) Ltd.
- Infatech Thai Co., Ltd.
- Johnan F. Tech (Thailand) Ltd.
- Koide (Thailand) Co., Ltd.
- Miyasaka Component (Thailand) Co., Ltd.
- Nissan Spring (Thailand) Co., Ltd.
- Noritate SA Thailand Co., Ltd.
- NRB Bearings Ltd.
- NTN Manufacturing (Thailand) Co., Ltd.
- Osaka Rashi MFG. Co., Ltd.
- Piolax (Thailand) Ltd.
- Precision Springs
- Shibasaki TB (Thailand) Co., Ltd.
- Sekisui S-Lec (Thailand) Co., Ltd.
- Siam Chuyo Co., Ltd.
- Suruga (Thailand) Co., Ltd.
- Takahata Precision (Thailand) Co., Ltd.
- Tak Spring Industry Co., Ltd.
- Thai Asakawa Co., Ltd.
- Thai Beyonz Co., Ltd.
- Thai Mitchei Corporation Ltd.
- Thai Okawa Co., Ltd.
- Thai Summit Harness Public Co., Ltd.
- TI Automotive (Thailand) Co., Ltd.
- Togo Seisakusyo (Thailand) Co., Ltd.
- Topura (Thailand) Co., Ltd.
- Toyota Boshoku Asia Co., Ltd.
- Youngsin Metal Thailand Co., Ltd.

## 10 RUBBER PARTS

- Gates Unitta (Thailand) Co., Ltd.
- Maruyasu Industries (Thailand) Co., Ltd.
- Miyasaka Component (Thailand) Co., Ltd.
- Ryoko Trading (Thailand) Co., Ltd.
- Tokai Eastern Rubber (Thailand) Ltd.
- Yokohama Rubber (Thailand) Co., Ltd.

## 11 WINDSHIELD/SIDE MIRRORS PART/WINDOWS

- Bolwell Holdings (Thailand) Co., Ltd.
- Brose Delloyd Automotive Co., Ltd.
- CCI Automotive Products Co., Ltd.
- EngineTech (Thailand) Co., Ltd.
- Guardian Industries Group Ltd.
- HASCO-CP Co., Ltd.
- Hori Glass Thailand Co., Ltd.
- Itakura (Thailand) Co., Ltd.
- M&T Allied Technologies
- Saint-Gobain Sekurit
- SMR Automotive System (Thailand) Ltd.

## 12 WHEEL PARTS

- Li Tai Alloy Co., Ltd.
- Sekisui S-Lec (Thailand) Co., Ltd.
- Siam Metal Technology Co., Ltd.
- Thai Summit Meiji Forging Co., Ltd.
- TTAT TT Assembly East Co., Ltd.

## 13 BODY PARTS

- Asno Horie (Thailand) Co., Ltd.
- Ettec (Thailand) Co., Ltd.
- Harrington Industries (Thailand) Co., Ltd.
- Hicom Automotive Plastics (Thailand) Ltd.
- Hirotec Manufacturing (Thailand) Co., Ltd.
- JFE Steel Galvanizing (Thailand) Co., Ltd.
- Kansai Resin (Thailand) Co., Ltd.
- Metalsa (Thailand) Co., Ltd.
- Nippon Steel & Sumikin Galvanizing (Thailand) Co., Ltd.
- Sanko Gosei Technology (Thailand) Ltd.
- Sanyo Engineering Co., Ltd.
- Summit KeyLex (Thailand) Co., Ltd.
- Summit Laemchabang Auto Body Work Co., Ltd.
- Supavut Industry Co., Ltd.
- Ta Yih Lun An (Thailand) Co., Ltd.
- Thai Kansai Paint Co., Ltd.
- Thai Summit Autoparts Industry Co., Ltd.
- Thai Summit Eastern Seaboard Autoparts Industry Co., Ltd.
- Thai Summit Rayong Autoparts Co., Ltd.
- Toyota Boshoku Filtration System (Thailand) Co., Ltd.
- Unity Industrial Co., Ltd.



## 14 SEATING AND CARPETING PARTS

- Aquafil Asia & Pacific Co., Ltd.
- Aunde (Thailand) Co., Ltd.
- Boshoku Auto (Thailand) Co., Ltd.
- Daiyu Seat (Thailand) Co., Ltd.
- Futuris Automotive (Thailand) Co., Ltd.
- Lear Automotive (Thailand)
- HASCO-CP Co., Ltd.
- Johnson Control & Summit Interior Co., Ltd.
- JTEKT Automotive (Thailand) Co., Ltd.
- Koshimoto Kogyo Co., Ltd.
- NHK Spring (Thailand) Co., Ltd.
- Shin En Tech Co., Ltd.
- Yokoyama Kogyo (Thailand) Co., Ltd.

## 15 BRAKE SYSTEM PARTS

- Chassis Brakes International (Thailand) Ltd.
- Delphi Automotive Systems
- FMP Group (Thailand) Ltd.
- Kiri (Thailand) Co., Ltd.
- Maruyasu Industries (Thailand) Co., Ltd.
- MK Kashiya (Thailand) Co., Ltd.
- Nissinbo Somboon Automotive Co., Ltd.
- Ryoko Trading Co., Ltd.
- Thai Kohwa Precision Co., Ltd.
- Thai Okawa Co., Ltd.
- TI Automotive (Thailand) Co., Ltd.
- Wabco (Thailand) Co., Ltd.
- Yamasei (Thai) Co., Ltd.

## 16 TIRE PARTS

- BARBE (Thailand) Ltd.
- Bridgestone Metalpha (Thailand) Co., Ltd.
- Maxxis International (Thailand) Co., Ltd.
- Michelin Siam Co., Ltd.
- SwitzMcLAREN Industries (Thailand) Co., Ltd.
- TTAT TT Assembly East Co., Ltd.
- LLIT (Thailand) Co., Ltd.
- Lion Tyres (Thailand) Co., Ltd.
- Vuteq Thai Co., Ltd.

## 17 STEERING PARTS

- HASCO-CP Co., Ltd.
- Imai Metal (Thailand) Co., Ltd.
- Johnson Controls & Summit Interiors Ltd.
- JTEKT Automotive (Thailand) Co., Ltd.
- KDAC (Thailand) Co., Ltd.
- NTN Manufacturing (Thailand) Co., Ltd.
- Somboon Somic Manufacturing Co., Ltd.
- Summit FujiKiko Kurata Manufacturing Co., Ltd.
- THK Rhythm (Thailand) Co., Ltd.
- Tokai Eastern Rubber (Thailand) Ltd.
- TRW Steering & Suspension Co., Ltd.
- Yamasei (Thai) Co., Ltd.

## 18 INTERIOR AND CONSOLE PANEL

- Auto Interior Products Co., Ltd.
- Daikyo Nishikawa (Thailand) Co., Ltd.
- Faurecia Interior Systems (Thailand) Co., Ltd.
- Feltol Manufacturing Co., Ltd.
- Futuris Automotive (Thailand) Co., Ltd.
- Hakueisya (Thailand) Co., Ltd.
- HASCO-CP Co., Ltd.
- Hicom Automotive Plastics (Thailand) Ltd.
- Nakagawa Sangyo (Thailand) Co., Ltd.
- NHK Antolin (Thailand) Company Limited
- Ohtsuka Sangyo Material (Thailand) Co., Ltd.
- Plasess (Thailand) Co., Ltd.
- Sanko Gosei Technology (Thailand) Ltd.
- Shinsei Koki (Thailand) Corp. Ltd.
- U-Shin (Thailand) Co., Ltd.
- Visteon (Thailand) Co., Ltd.

## 19 AUTOMOTIVE LOGISTICS

- APL LOGISTICS SVCS (THAILAND) Ltd.
- Autrans (Thailand) Co., Ltd.
- CEVA Logistics Co., Ltd.
- DHL Supply Chain Co., Ltd.
- GAC Thoresen Logistics Ltd.
- Hitech Nittsu (Thailand) Co., Ltd.
- Katoen Natie (Thailand) Co., Ltd.
- Kerry Logistics
- Logicom Co., Ltd.
- Logistic Alliance (Thailand) Co., Ltd.
- Misumi (Thailand) Co., Ltd.
- MSX International Australia Pty. Ltd.
- Platinum Workpoint Logistic Co., Ltd.
- Sankyu Laem Chabang (Thailand) Co., Ltd.
- Thai VMI Service Co., Ltd.
- UTI Worldwide Co., Ltd.

## 20 DRIVESHAFTS/CHASSIS PARTS

- American Axle & Manufacturing (Thailand) Co., Ltd.
- Dana Spicer (Thailand) Ltd.
- GKN Driveline (Thailand) Ltd.
- Hanil Forging (Thailand) Co., Ltd.
- KDAC (Thailand) Co., Ltd.
- Maxsus Innovation Co., Ltd.
- Mizuki (Thailand) Co., Ltd.
- Somboon Advance Technology (PLC)
- Thai Kohwa Precision Co., Ltd.
- Thai Summit PK Corporation Co., Ltd.
- THK Rhythm (Thailand) Co., Ltd.
- Yorozu (Thailand) Co., Ltd.
- ZF Lemforder (Thailand) Co., Ltd.

## 21 HEAD LIGHTS PART

- T.I.T International Co., Ltd.

## 22 DOOR PARTS

- Auto Interior Products Co., Ltd.
- Daikyo Nishikawa (Thailand) Co., Ltd.
- Faurecia Interior Systems (Thailand) Co., Ltd.
- Ingress Autoventures Co., Ltd.
- Matsui Eastern (Thailand) Co., Ltd.
- Narumi (Thailand) Co., Ltd.
- Unity Industrial Co., Ltd.
- U-Shin (Thailand) Co., Ltd.

## 23 COOLING SYSTEM PARTS

- CCI Automotive Products Co., Ltd.
- CNK Manufacturing (Thailand) Co., Ltd.
- Halla Visteon Climate Control (Thailand) Co., Ltd.
- Imai Metal (Thailand) Co., Ltd.
- KDAC (Thailand) Co., Ltd.
- Minoru (Thailand) Co., Ltd.
- Siam Chuyo Co., Ltd.
- Unity Industrial Co., Ltd.

## 24 OTHER PARTS/SERVICE

- Chunichi Mold Co., Ltd.
- Chuo Thai Cable Co., Ltd.
- Daifuku (Thailand) Ltd.
- Dowa Thermotech Co., Ltd.
- Ettec (Thailand) Co., Ltd.
- Fine Components (Thailand) Co., Ltd.
- Furukawa Unic (Thailand) Co., Ltd.
- Horiuchi Technology (Thailand) Co., Ltd.
- HYDROWE Engineering (Asia) Ltd.
- Imai Metal (Thailand) Co., Ltd.
- INOAC Automotive (Thailand) Co., Ltd.
- KA Shin Manufacturing (Thailand) Co., Ltd.
- Kishimoto Kogyo Co., Ltd.
- Kitagawa (Thailand) Co., Ltd.
- Kyowa Diecasting (Thailand) Ltd.
- K2 Allied Component Ltd.
- Miyago Industry Co., Ltd.
- Nagano Engineering (Thailand) Co., Ltd.
- NEX Coating
- Nippon Paint
- Off Road Accessories Ltd.
- OTC Daihen Asia Co., Ltd.
- OYT Co., Ltd.
- Sankei (Thailand) Ltd.
- Shoki (Thailand) Co., Ltd.
- Showa Mold Industry (Thailand) Co., Ltd.
- SPF Company LTD.
- Steel Alliance Service Center Co., Ltd.
- Sutai (Thailand) Co., Ltd.
- Thai Fine Sinter Co., Ltd.
- Thai Parkerizing Co., Ltd.
- Thai Summit Engineering
- Thai Summit Meiji Forging Co., Ltd.
- Toyoda Seiko (Thailand) Co., Ltd.
- TRIGO Quality Services (Thailand) Co., Ltd.
- Tri-Wall Packaging (Thai) Ltd.
- TSTT Co., Ltd.
- TT Techno Park (Thailand) Co., Ltd.
- Umetoku Thailand Co., Ltd.
- Unitika Plastics (Thailand) Co., Ltd.

www.hemaraj.com



(Rayong)

- Hemaraj Eastern Seaboard Industrial Estate
- Hemaraj Eastern Seaboard Industrial Estate 2
- Hemaraj Chonburi Industrial Estate
- Hemaraj Chonburi Industrial Estate 2
- Hemaraj Eastern Industrial Estate (Map Ta Phut)
- Hemaraj Rayong Industrial Land
- Hemaraj Logistics Park 1, 2, 3, 4

## Saraburi

- Hemaraj Saraburi Industrial Land

From the mid – 1990s, Hemaraj began developing the automotive cluster at our flagship Hemaraj Eastern Seaboard Industrial Estate and Eastern Seaboard Industrial Estate (Rayong).

These form the most significant automotive cluster in Thailand, with investment from Ford, Mazda, GM, Suzuki, MG and more than 218 automobile manufacturers from all over the world. Hemaraj Eastern Industrial Estate (Map Ta Phut) is a prime location for the petrochemical sector.



# Preview

Information on Thailand industrial estates are available in the full version.  
Please visit our web site at [www.thaiautobook.com](http://www.thaiautobook.com)



Thai Factory Development PLC.



# World Class Manufacturing Equipment

Manufacturers that provide world class manufacturing equipment supporting the Automotive Industry in Thailand.



The background of the advertisement is a blurred industrial scene. In the foreground, a close-up of a metallic, curved machine part is visible. In the background, two people are standing near a large industrial machine, possibly a CNC mill or lathe, in a factory setting.

**SIEMENS**

# Increase productivity using SINUMERIK

From milling, to turning, to moldmaking — SINUMERIK is always the right control for the job

[usa.siemens.com/sinumerik](http://usa.siemens.com/sinumerik)

SINUMERIK is the ideal CNC for your shopfloor — no matter if you're making parts or molds for the automotive, aerospace, medical, power generation and even electronics industry. As the easy-to-use CNC platform, SINUMERIK offers you innovative solutions and services

that will exceed your manufacturing expectations. By offering you the entire CAD/CAM/CNC process chain from a single source, you'll benefit from increased productivity, perfect workpiece finishes and the ultimate in precision, quality and performance.



For Sales, Service, Support and Training, please contact:  
CNC Design Co., Ltd. Thailand, Tel: +66 2 1527491-4, Email: [cncthai@cncdesign.com](mailto:cncthai@cncdesign.com)



## AT A GLANCE

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1. Supplying to Thailand since 2000
2. Specialized in Engine, Powertrain & Chassis components
3. Integrated automation
4. Integrated gauging
5. Fool proof process
6. Production capability
7. Click [here](#) to go to the web site

The EMAG Group is Germany's largest manufacturer of vertical, multifunctional production centers for the Automotive Industry.

EMAG has been present in Thailand since 2000 providing specialized hard milling equipment for **GKN Driveline** Thailand.

Further customers include **Continental Automotive** and **AAPICO HITECH Forging** and **Somboon Group**.

All EMAG machines are equipped with integrated automation significantly reducing labour requirements.



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### Illustration 11.1 EMAG Automotive Applications Overview

# Manufacturing systems for shaft components.

turning, external cylindrical grinding, slot grinding

turning, external cylindrical grinding, slot grinding

turning, slot milling, external cylindrical grinding, face grinding

turning, external cylindrical grinding

turning, out-of-round grinding, external cylindrical grinding

hard turning, external cylindrical grinding

turning, external cylindrical grinding, face grinding

contour turning, contour grinding, plunge grinding

turning, slot milling, external cylindrical grinding, face grinding

turning, milling, oil hole drilling, external cylindrical grinding, pe chamfer, deep-hole grinding

turning, external cylindrical grinding, face grinding

contour turning, contour grinding, plunge grinding

Machining shaft components. The best manufacturing solution for every shaft-type component. Everything from a single source.

The EMAG Group technology centres are specialists in the soft and hard machining process stream. The multi-functionality of our manufacturing systems helps you to reduce the number of setups and to cut your production costs. The VTC and HSC machines and manufacturing systems are highly efficient and very flexible – automation and component storage included.

External cylindrical grinding and cam and

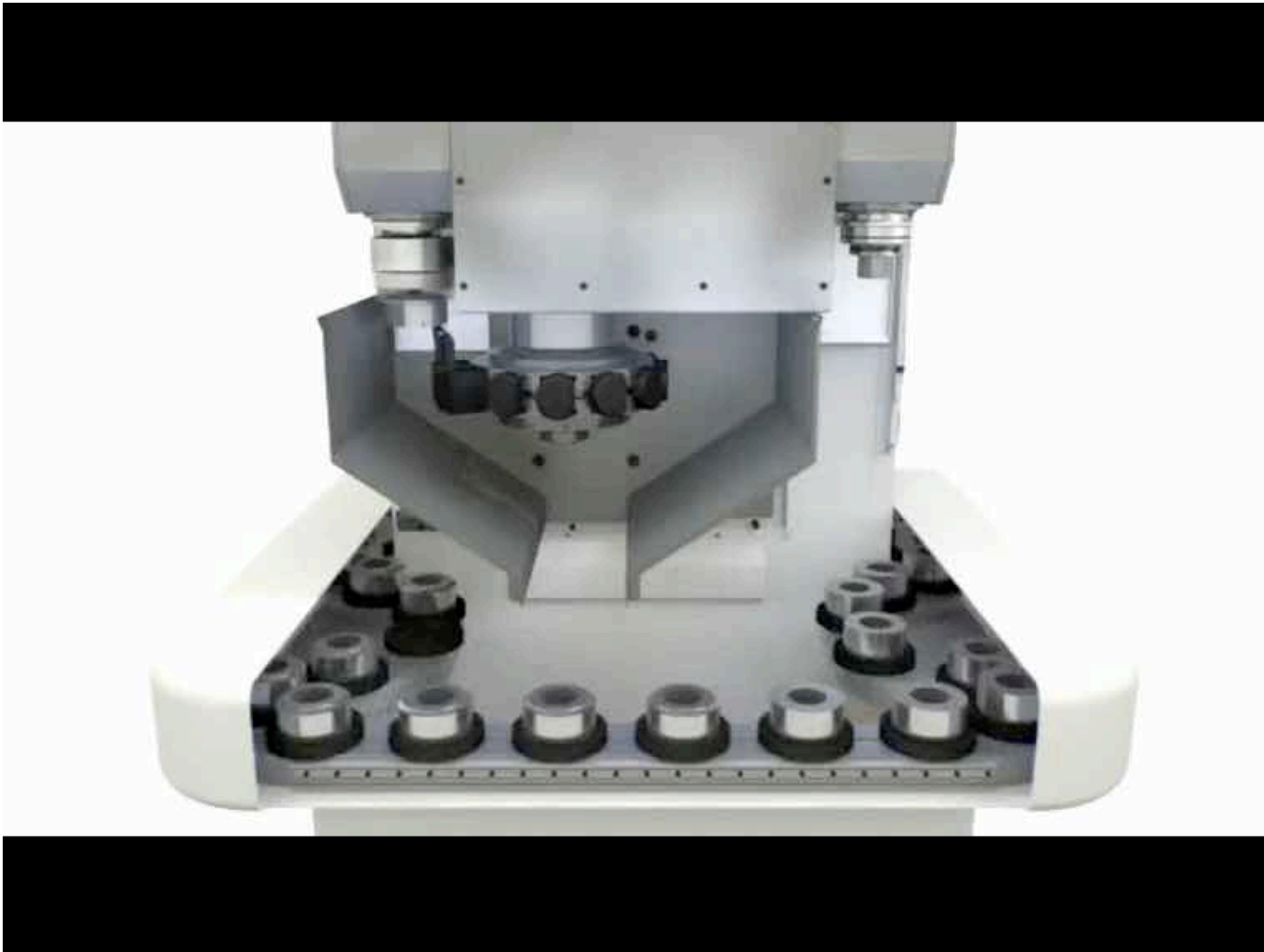
*World Class Manufacturing Systems for Automotive High Volume Production*





*Introduction to EMAG World Class Manufacturing Concept – Brake Rotor Example*

**Movie 11.1** New EMAG VL Concept for maximum productivity



*VL Pendulum Machines reduce non-productive time to a minimum and are the ideal choice for automated automotive mass production*



# E-COS

## AT A GLANCE

1. Sales & service of European machine tools
2. Brands: Hermle, EMAG, SW Machines, Dürr, Bahmüller, Posalux
3. Industrial cleaning systems
4. Click [here](#) to go to the web site.

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E- COS established in 1988 in Thailand, is an German engineering company with over 25 years of experience in the machine tools and metal working industries. The main activities in the past has been the sales and service of machine tools and manufacturing systems from Europe in South East Asia.

Application Engineering, Process Optimization, Machining, Grinding, Automation, Warrant Services and Machine Maintenance:

- Installation and commissioning
- Production Support, Tool management
- Electric, Mechanical, Hydraulic, Pneumatic
- Machines & equipment relocation
- Maintenance management
- TPM Programs

E-COS also manufacturers their own brand of high performance oil skimmers and seperators for the continuously maintenance and service of machine coolants s well as industrial vacuum cleaners.

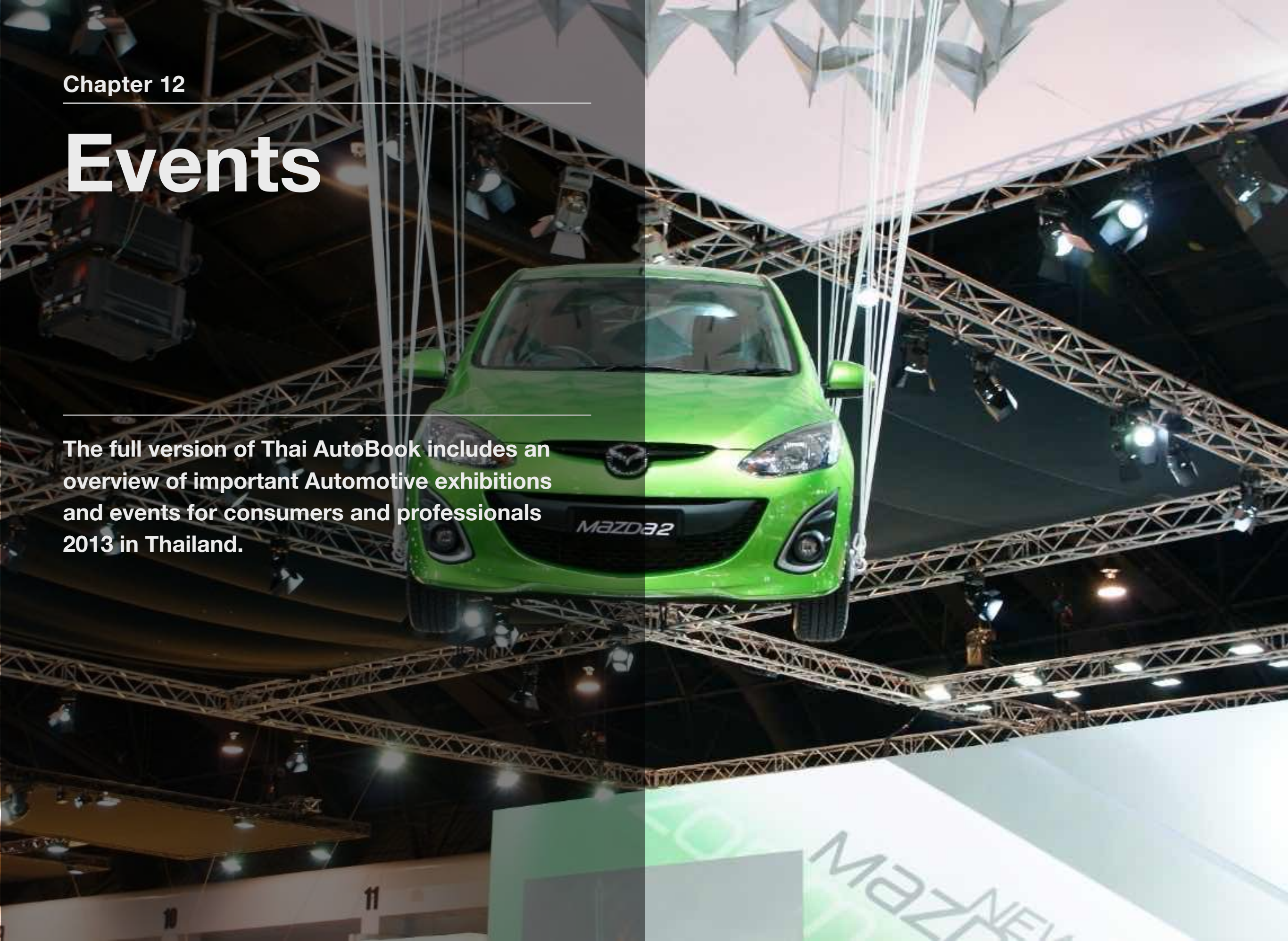
# E-COS





# Events

The full version of Thai AutoBook includes an overview of important Automotive exhibitions and events for consumers and professionals 2013 in Thailand.





# Media

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The full version of Thai AutoBook includes an overview of important print and online media for the Automotive Industry in Thailand.



# Supporting Industry

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The full version of Thai AutoBook presents an overview of supporting industry and service providers to the Automotive Industry in Thailand.

Please submit your information [here](#) to be included in the next edition.





# Acknowledgements



# about this book



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