



# Bangkok International Motor Show 2025

GrandPrix International Public Co., Ltd.

[www.motorshow.in.th](http://www.motorshow.in.th)





# GrandPrix



GrandPrix is a leading event organizer and information provider with aim to create impressive experience and entertainment for every lifestyle of automotive users.





# COMPANY OVERVIEW

## EXHIBITION

Thailand's largest automotive innovation exhibition certified by OICA  
Bangkok International Motor Show has been certified since 2004  
More than 1.6 million Thai and foreign visitors/year throughout 45 years of exhibition  
Annually held for 2 weeks in March-April at Impact Muang Thong Thani



Why GrandpriXpectrum?

# GrandpriXpectrum™

วิสัยทัศน์ ความรู้ และความเชี่ยวชาญทั้งหมดของ Grandprix  
ที่ถ่ายทอดประสบการณ์ 'ครบทุกสีสัน' ลงในงาน Motor Show  
ทั้งเทคโนโลยี การใช้ชีวิตที่มีความสุข และสไตล์ที่เร้าใจ

# ***Why do you have to go to Bangkok International Motor Show?***



**ONE STOP OF CAR MARKET :**  
**TECHNOLOGY < NEW CAR< ACCESSORIES< FINACIAL ETC**



**INTERNAITONAL STANDARD BOOTH DESIGN AND DECORATION**



**HUB OF CAR & MOTORCYCLE**

**PERFORMANCE TEST DRIVE AREA**



# International Standard booth design and decoration





**BANGKOK INTERNATIONAL MOTOR SHOW**

## "Bangkok Motor Show" Boosts Car Market, Total Orders Surpass 58,611 Units



The "45th Bangkok International Motor Show," held from March 27 to April 7, recorded a total of 58,611 vehicle orders, marking a 27.5 percent increase from the previous year. This growth is partly attributed to the new car and motorcycle models introduced during the event, as well as sales promotion campaigns by car manufacturers. The number of visitors reached as high as 1.6 million. "Due to the participation of many new businesses this year, particularly those from China and Vietnam who brought in new electric vehicle models for consumers to view and purchase, ranging in price from hundreds of thousands to over a million baht, 1,610,972 people attended the event, resulting in more than 58,611 vehicle orders. Of these, 5,173 were motorcycles and 53,438 were cars, with over 32.78 percent of the total being electric vehicle orders made during the event."

"Chinese electric vehicles attracted significant public interest, as did electric vehicles from European brands such as Mercedes-Benz, BMW, and Volvo, with a combined total of 17,517 orders, accounting for over 32.78 percent. Meanwhile, internal combustion engine vehicles still made up 35,921 orders."





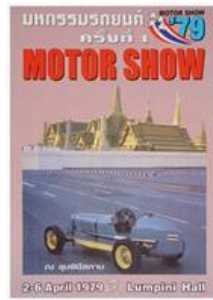
BANGKOK INTER  
MOTOR SHOW

# Roadmap Bangkok International Motor Show

1979

2nd Motor Show

The 2nd Motor Show at Suan  
Amphorn



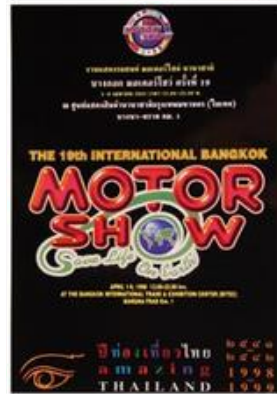
1st Motor Show

The 1st Motor Show in  
Thailand at Lumpini Park



1980

1998



19th BIMS

The 19th Bangkok Motor Show  
at BITEC

2011



32 th BIMS

The 32th Bangkok Motor Show  
at Impact Muang Thong Thani

40th BIMs

2019



40th Anniversary Bangkok  
Motor Show

45th BIMS

The 45th Bangkok Motor Show



2024





**THE 46th BANGKOK INTERNATIONAL MOTOR SHOW 2025**

# ORGANIZER MANAGEMENT



**ดร.ปราจีน เอี่ยมสำเนา**  
ประธานกรรมการบริหาร/ประธานเจ้าหน้าที่บริหาร

และ

ประธานจัดงาน บางกอก อินเตอร์เนชั่นแนล มอเตอร์โชว์



**คุณจตุรนต์ โกมลมิศร์**  
ประธานเจ้าหน้าที่ปฏิบัติการ สายกิจกรรมพิเศษ

และ

รองประธานจัดงาน บางกอก อินเตอร์เนชั่นแนล มอเตอร์โชว์



**คุณอโณทัย เอี่ยมสำเนา**  
ประธานเจ้าหน้าที่ สายการผลิต

และ

รองประธานจัดงาน บางกอก อินเตอร์เนชั่นแนล มอเตอร์โชว์



**คุณพีระพงศ์ เอี่ยมสำเนา**  
ประธานเจ้าหน้าที่ สายพัฒนาธุรกิจ / ประธานเจ้าหน้าที่ สายการเงิน

และ

รองประธานจัดงาน บางกอก อินเตอร์เนชั่นแนล มอเตอร์โชว์



**คุณปิยนุช แจ่มศิริพรหม**  
ผู้ช่วยประธานเจ้าหน้าที่บริหาร/ประธานเจ้าหน้าที่บริหารลูกค้า

และ

รองประธานจัดงาน บางกอก อินเตอร์เนชั่นแนล มอเตอร์โชว์

# CONTACT US



## EXHIBITION AFFAIRS

ฝ่ายอาคารสถานที่

ดร. พรโชค วงษ์สุวรรณ

Mobile: 085-644-4545

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## BOOTH SPACE & VISITOR SERVICES

บริหารพื้นที่ และ บริการผู้เยี่ยมชมงาน

Chantima Wannachompoo  
คุณฉันทิมา วรรณชนก

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## PRESS & MEDIA

สื่อมวลชน

Thiprat Chuthongchareonkij  
คุณทิพย์รัตน์ ชูทองเจริญกิจ

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## INTERNATIONAL PRESS & MEDIA

บริการต่างประเทศ

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ธนกร พลเลิศรังสรรค์

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## CONSTRUCTION

สาธารณูปโภค

Veerawat Saengtian  
คุณวีรวัฒน์ แสงเทียน

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Email: veerawat@grandprix.co.th



## ORGANIZER OFFICE

กองอำนวยการ และ ประสานการจัดงาน

Sarun Rattanajamroon  
ศรัณย์ รัตนจำรูญ

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E-mail : sarun@grandprix.co.th



“พัฒนาคุณภาพ สู่มาตรฐานการจัดการงาน มุ่งเน้นการบริการ การประชาสัมพันธ์ ส่งเสริมลูกค้าและผู้เข้าชมงาน ได้รับความพึงพอใจสูงสุด พร้อมนำเอาระบบบริหารงานคุณภาพ ISO9001 มาปรับปรุง พัฒนาองค์กรอย่างต่อเนื่อง”

Grand Prix International Public Company Limited, the organizer of the Bangkok International Motor Show, has been certified with ISO standards by TUV NORD (Thailand) Co., Ltd.

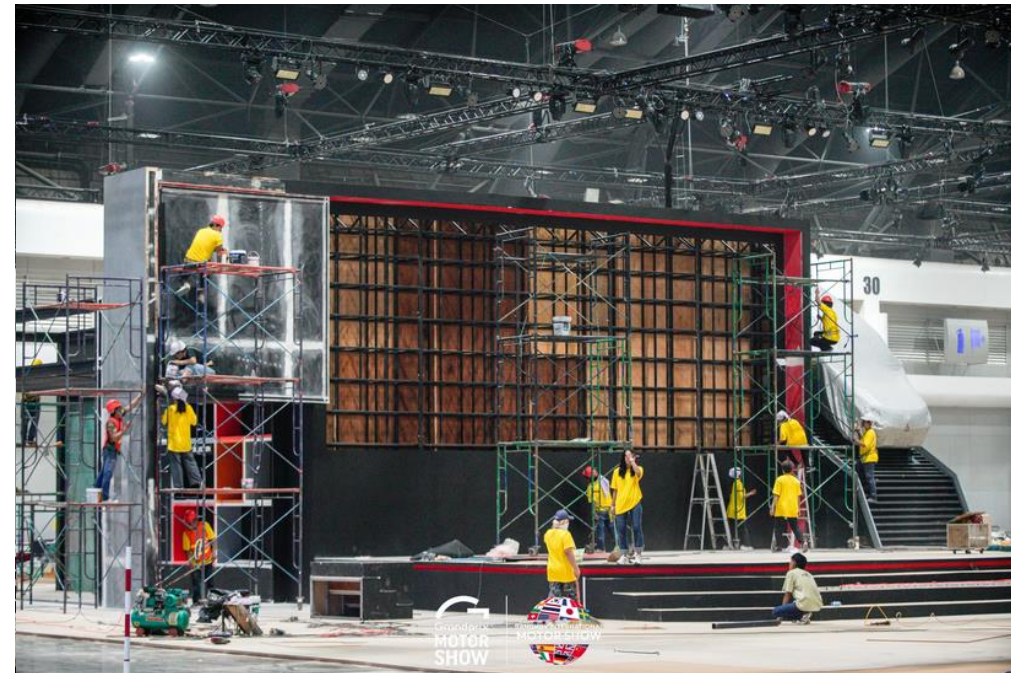
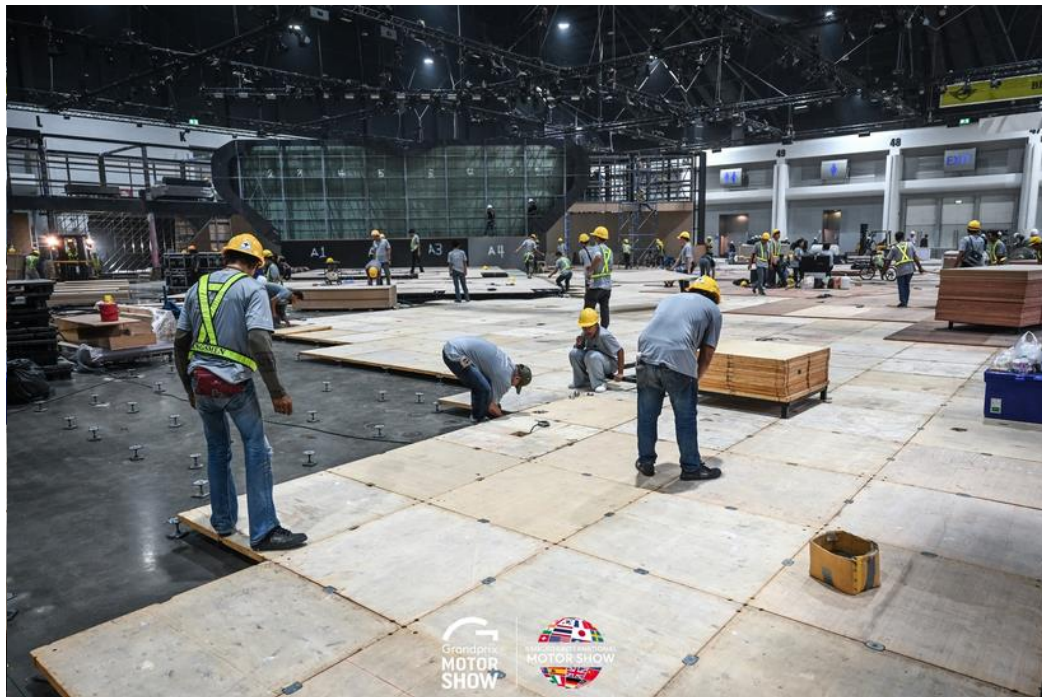
The first certification received from TUV NORD (Thailand) Co., Ltd. was for the 22nd Bangkok International Motor Show in 2001 under ISO 9001:2000. This certification covered aspects such as building trust, enhancing customer satisfaction, implementing corrective and preventive measures, and ensuring the effectiveness of the system through audits and validations to improve quality and capabilities.

Later, the certification was updated to ISO 9001:2008 in 2003. Currently, the Bangkok International Motor Show has been certified under ISO 9001:2015 as of 2018. The company's quality management policy is as follows:

"Enhance quality to meet event standards, focus on service and promotion, ensuring maximum satisfaction for customers and attendees while continuously improving the organization through the ISO 9001 quality management system."

The company emphasizes the development of personnel quality, management techniques, technology, and event formats to ensure that the Bangkok International Motor Show meets international standards. By integrating quality management systems into its operations, the company aims for continuous improvement.

In addition to striving for standardized management systems, the company prioritizes customer satisfaction, encompassing both exhibitors and attendees. This focus spans the entire event process, from pre-event preparations to activities during the event and post-event evaluations. Comprehensive publicity measures and convenient arrangements are also implemented to ensure maximum satisfaction for exhibitors and attendees alike.



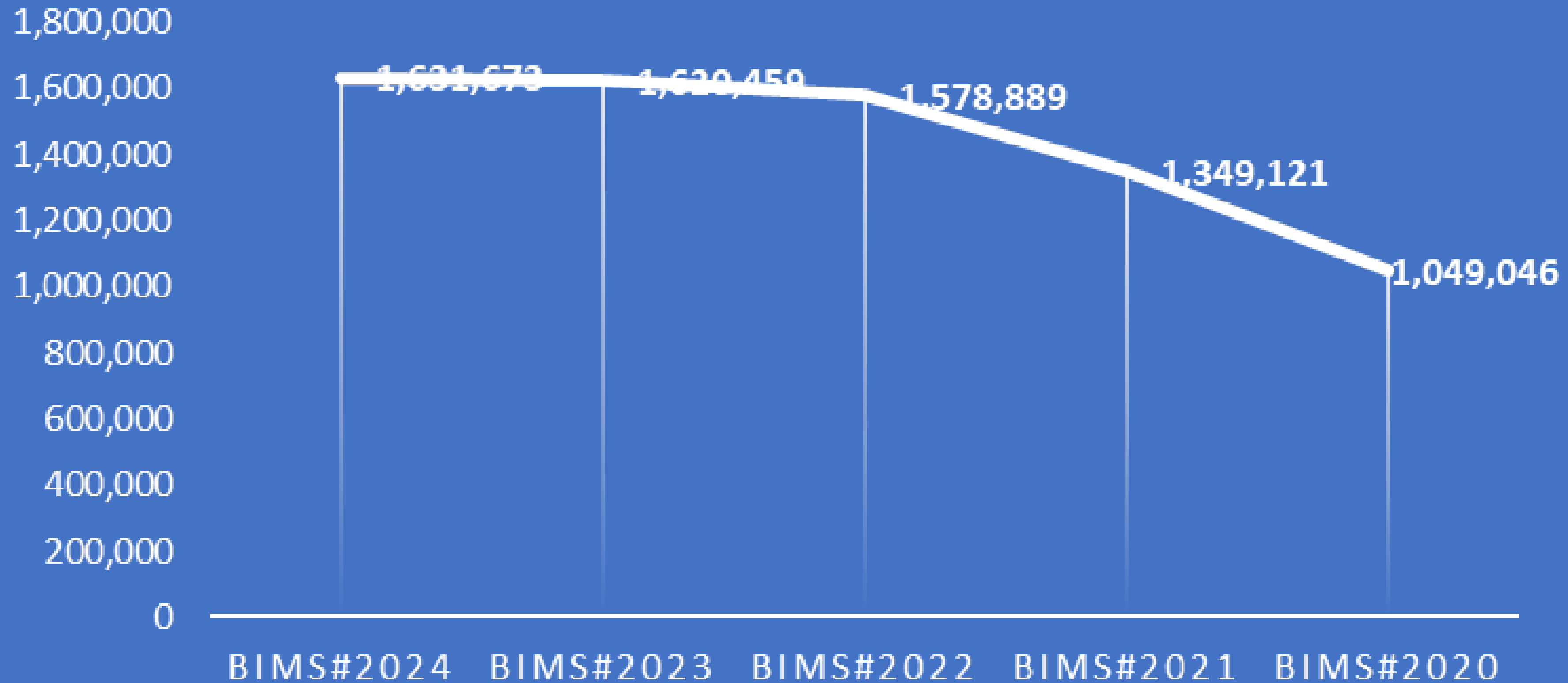
The 45th Bangkok International Motor Show has been planned with a focus on sustainability to minimize negative impacts on the environment and resources. The event organizers are committed to environmental, economic, and social responsibility, aiming to create long-term benefits for the community, promote better quality of life, provide attendees with a positive experience, and encourage more sustainable behaviors and lifestyles.

Efforts include energy conservation, the promotion of electric vehicle technology, waste reduction during each exhibition, and support for reusing materials in event setups. Initiatives like using E-Badges and E-Exhibitor passes instead of plastic entry cards not only reduce costs but also contribute to sustainable practices and efficient resource use, helping to lower carbon dioxide emissions.

Moreover, this year, the organizers have produced shirts made from recycled plastic bottle fibers to be distributed to media representatives. This initiative aims to raise awareness and encourage sustainable event practices that can inspire various sectors to adopt environmentally and socially conscious approaches in event management and organizational operations. Additionally, promotional banners from the event are being reused to make tote bags, which are then distributed to communities near the company's headquarters.

These efforts aim to foster a culture of sustainability, enhance local community participation, and ignite meaningful, long-term changes toward tangible and beneficial sustainability outcomes.

# VISITORS STATISTIC FOR BANGKOK INTERNATIONAL MOTOR SHOW



บริษัท - Organization

### ระดับความพึงพอใจในคุณภาพ

#### การให้บริการจัดงาน บางกอก อินเตอร์เนชั่นแนล มอเตอร์โชว์ ครั้งที่ 44

82.00%

**BIMS FEEDBACKS**

4.00 80.00%

ข่าวสารที่ได้รับจากการประชาสัมพันธ์ผ่านสื่อต่างๆ

4.09 81.71%

การจัดกิจกรรมต่างๆ ภายในงาน

3.80 76.00%

ความเหมาะสมของการจัดลำดับและระยะเวลาการฟรีเซ็นต์ผลิตภัณฑ์

4.49 89.71%

การดูแลความสะอาดภายในและภายนอกอาคาร

4.03 80.57%

การให้บริการด้านการรักษาความปลอดภัยภายในงานเพื่อป้องกันเหตุร้าย และรักษาทรัพย์สินของผู้เข้าร่วมแสดงงาน

4.06 81.14%

การให้บริการข้อมูล ข่าวสารภายในงานของเจ้าหน้าที่ฝ่ายประชาสัมพันธ์

4.14 82.86%

การให้ข้อมูลรายละเอียดของงาน บางกอก อินเตอร์เนชั่นแนล มอเตอร์โชว์ จากผู้จัด

4.20 84.00%

การให้บริการด้านการก่อสร้าง กระแสไฟฟ้า สาธารณูปโภคจากผู้จัดงาน ตลอดระยะเวลาการจัดงาน

### ระดับความพึงพอใจในคุณภาพ

#### การให้บริการด้านสถานที่จัดงาน ของศูนย์แสดงสินค้า อิมแพ็ค เมืองทองธานี

80.69%

**IMPACT FEEDBACKS**

3.94 78.86%

ความสะอาดภายในห้องน้ำ

4.20 84.00%

ความสะอาด ณ จุดบริการอาหาร และเครื่องดื่ม

4.03 80.57%

ความเหมาะสมของคุณภาพและปริมาณอาหารและเครื่องดื่ม

4.11 82.29%

การให้บริการของพนักงานขายอาหาร และเครื่องดื่ม

3.89 77.71%

การให้บริการของเจ้าหน้าที่ ณ จุดจอดรถ

ชนิดบัตร

จังหวัด

เพศ

GENDER



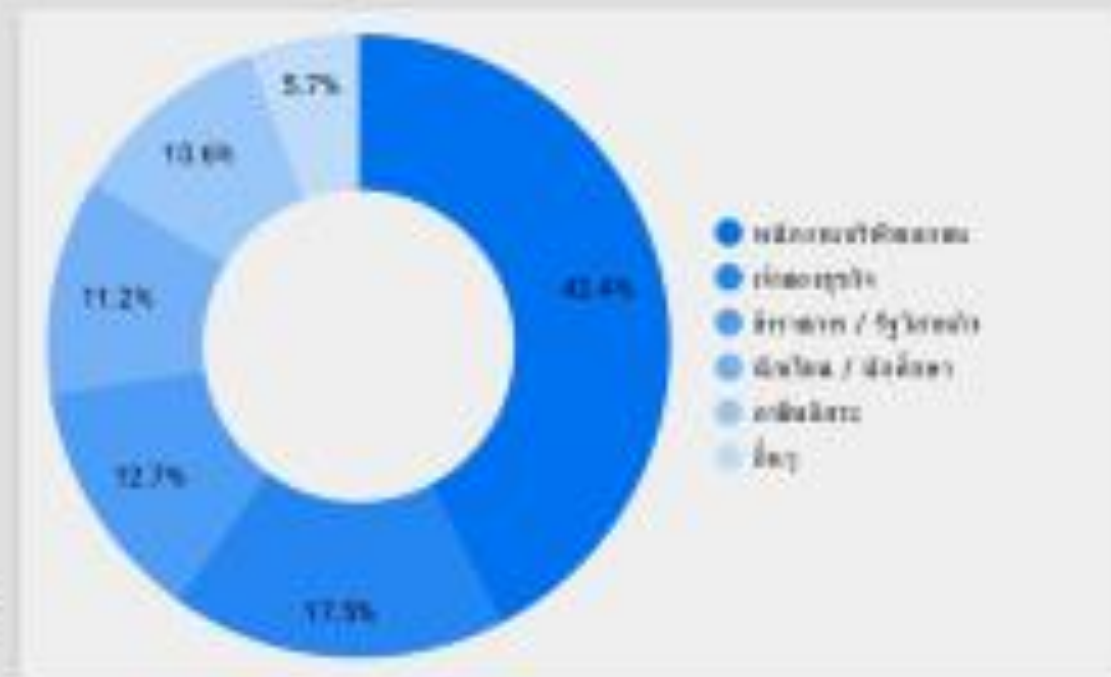
อายุ

AGE



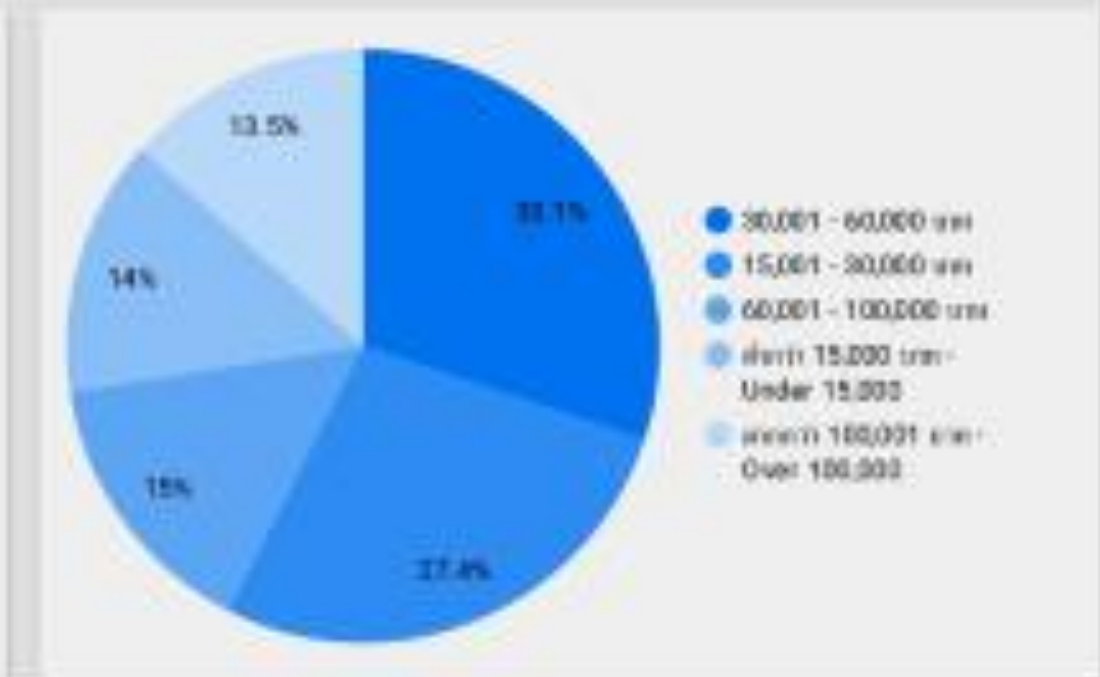
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OCCUPATION



รายได้

INCOME

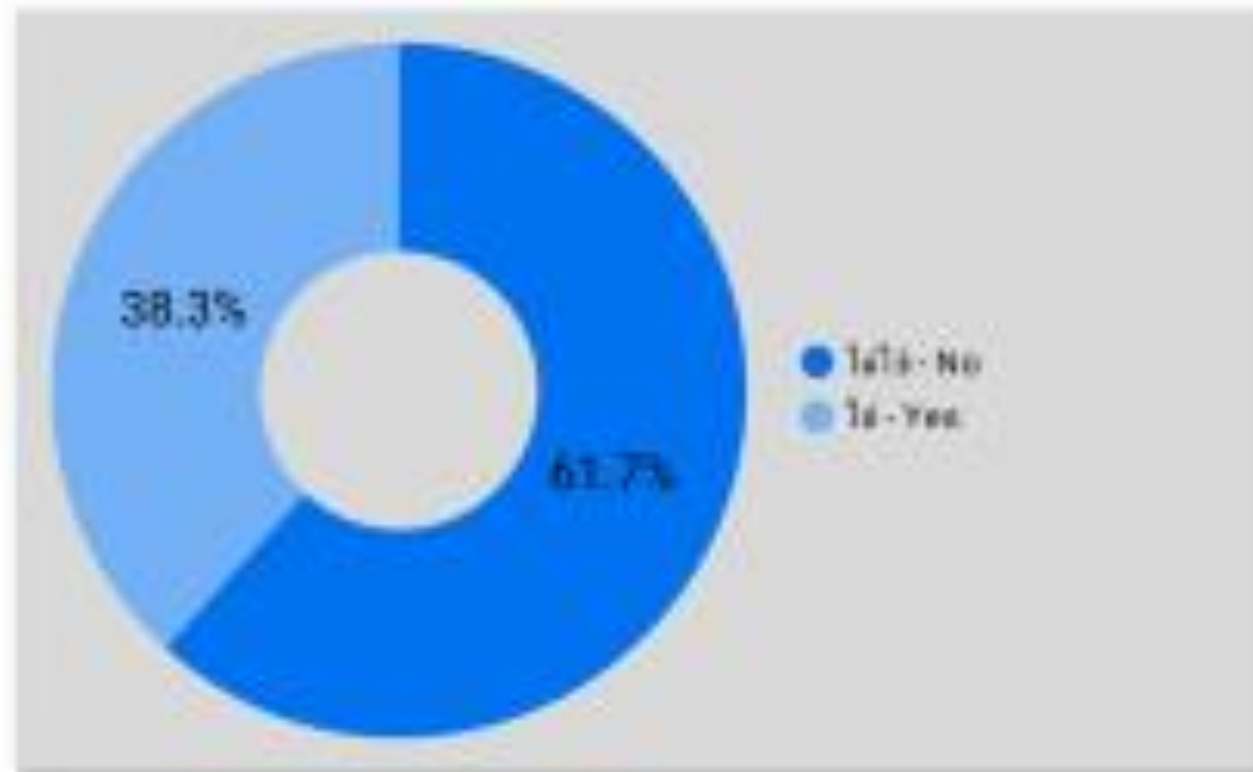


DEMOGRAPHIC



Is it 1st time to visit the Bangkok Motor Show?

ท่านมางานเป็นครั้งแรก?



รู้จักงานผ่านทางช่องทางใด?

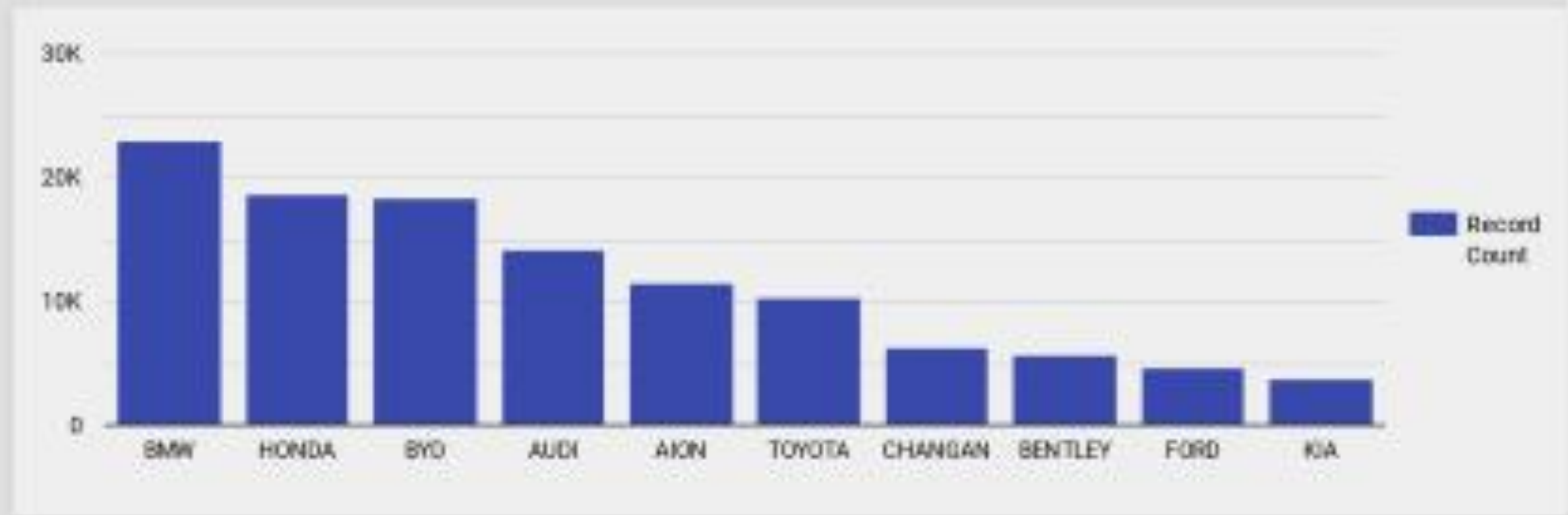


## CHANNELS

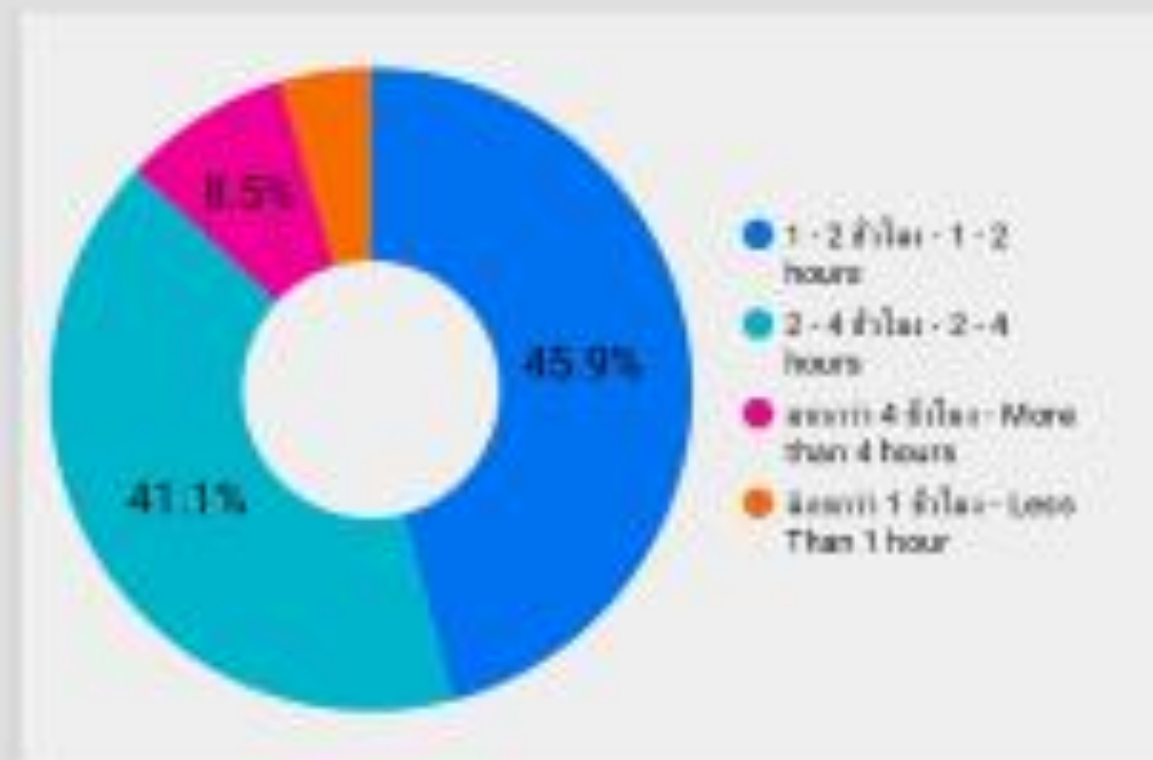
Which media channels to get the information of Bangkok Motor Show?

What car brand you are interested in ?

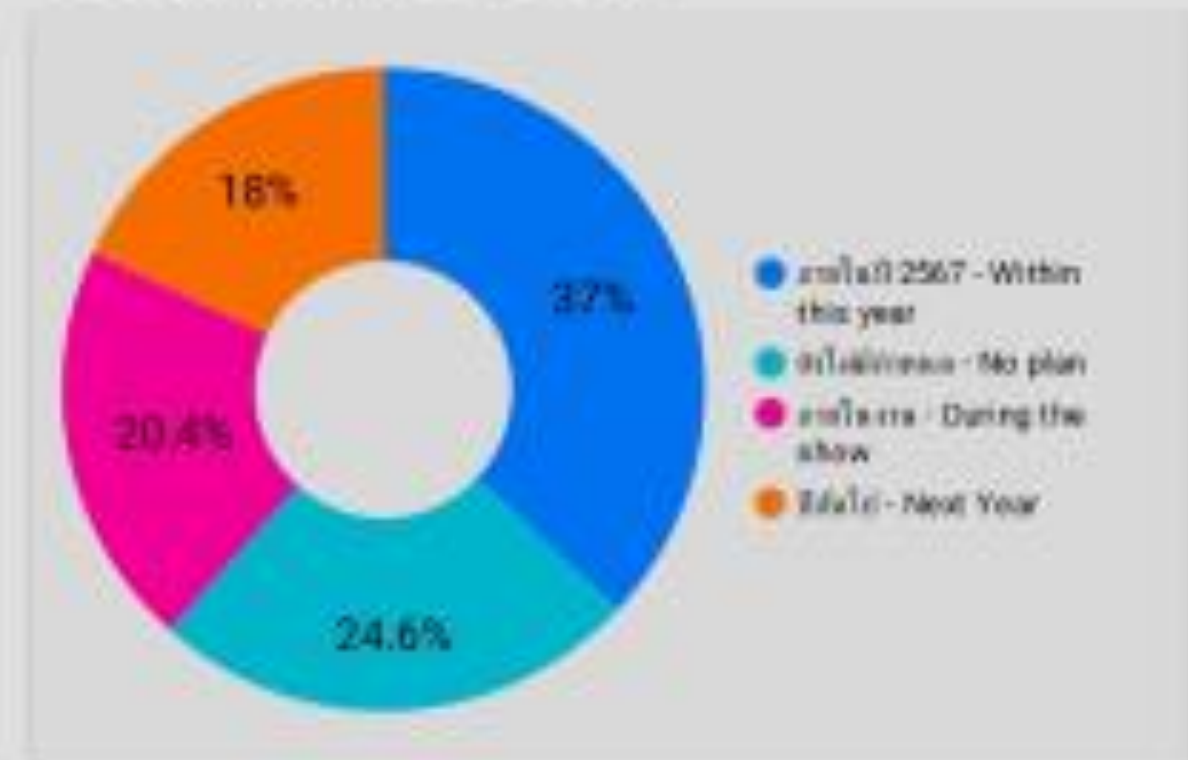
ยี่ห้อรถที่สนใจ



Time Duration to spend in the exhibition  
ระยะเวลาที่คาดว่าจะใช้ในการชมงานฯ



The period when you are planning to purchase a car.  
ระยะเวลาที่คาดว่าจะซื้อรถ



**INTEREST & BEHAVIORS**

## วัตถุประสงค์หลักในการเข้าชมงาน - What is the main purpose of your visit?

ซื้อรถยนต์ - Buy a car

71,851

ซื้ออุปกรณ์รถยนต์ - Buy car accessories

11,080

ซื้อรถจักรยานยนต์ - Buy a motorcycle

13,899

ซื้ออุปกรณ์รถจักรยานยนต์ - Buy motorcycle accessories

4,307

เปรียบเทียบราคา / โปรโมชั่น - Compare products price / Promotion

27,853

งานนวัตกรรม / เทคโนโลยี - Update innovation & Technology

36,034

### OBJECTIVE OF VISITS

COMPLIMENTARY TICKET ONLY

## ความพึงพอใจ - Visitor Satisfaction

ความพึงพอใจต่อการจัดแสดง

4.50

90.08%

ความพึงพอใจต่อเจ้าหน้าที่บริการ

4.42

88.42%

ความพึงพอใจต่อสิ่งอำนวยความสะดวก

4.41

88.26%

88.84%

### SATISFACTION FEEDBACK

PAID TICKET ONLY

ความพึงพอใจทุกข้อมติเข้าชม

4.37

87.41%

ความพึงพอใจต่อสิ่งอำนวยความสะดวก

4.47

89.33%

ความพึงพอใจต่อการบริการ

4.48

89.54%

# Media Plan



TV & RADIO



BILLBOARD  
DIGITAL MEDIA  
LED MEDIA



**LIVE**

LIVE BROADCAST  
STREAMING



MAGAZINE  
NEWSPAPER  
PRINTING



SOCIAL MEDIA  
ONLINE MEDIA  
[www.motorshow.in.th](http://www.motorshow.in.th)







The MOBILITY OF JOYFUL Experiences

# 45<sup>th</sup> BANGKOK INTERNATIONAL MOTOR SHOW OPENING CEREMONY

Organized by @OICA



45<sup>th</sup> BANGKOK INTERNATIONAL MOTOR SHOW









Organizer : GrandPrix International Public Company Limited

Co-Sponsors: The Royal Automotive Association of Thailand Under Royal Patronage  
Ministry of Industry  
Ministry of Tourism and Sports Tourism Authority of Thailand  
Thai Auto-Parts Manufacturers Association

Patron : Dr. Prachin Eamlumnow : President / Chief Executive Officer of  
Grand Prix International Public Company Limited

Chairman : Dr. Prachin Eamlumnow : President / Chief Executive Officer of  
Grand Prix International Public Company Limited

Vice Chairman: Mr. Jaturont Komolmis : Executive Committee/Chief Operation Officer of  
Grand Prix International Public Company Limited

Mr. Anothai Eamlumnow : Executive Committee/Chief Operation Officer of  
Grand Prix International Public Company Limited

Mr. Peeraphong Eamlumnow :Executive Committee/Chief Operation Officer of  
Grand Prix International Public Company Limited

Dates: March 26 (Wed) – April 6 (Sun),2025 (12 days)

•1st Press Day ( VIP Day ) March 24 (Mon),2025 Time : 10.00 – 20.00 hrs (1 day)

•2nd Press Day  
(Official Opening Ceremony) March 25 (Tue), 2025 Time : 09.59 – 18.00 hrs. (1 day)

Ticket 100 Baht



**Grand Prix International Public Company Limited, the Organizer of “Bangkok International Motor Show” would like to announce the schedule of The 46th Bangkok International Motor Show as per below details;  
Schedule**

**Construction Days: Monday 17th March – Sunday 23rd March 2025; Total 7 days**

**V.I.P. Day: Monday 24th March 2025 from 12.00 to 20.00 hrs.**

**1st Press Day: Monday 24th March 2025 from 10.00 to 20.00 hrs.**

**2nd Press Day and Official Opening Ceremony:**

**Tuesday 25th March 2025 from 09.59 to 18.00 hrs.**

**Public Days: Wednesday 26th March - Sunday 6th April 2025; Total 12 Days**

**Weekends, from 11.00 to 22.00 hrs.**

**Weekdays, from 12.00 to 22.00 hrs.**

**Venue: Challenger 1 -3 and Exhibition Hall4 IMPACT, Muang Thong Thani**





## Theme of the 46th Bangkok International Motor Show 2025

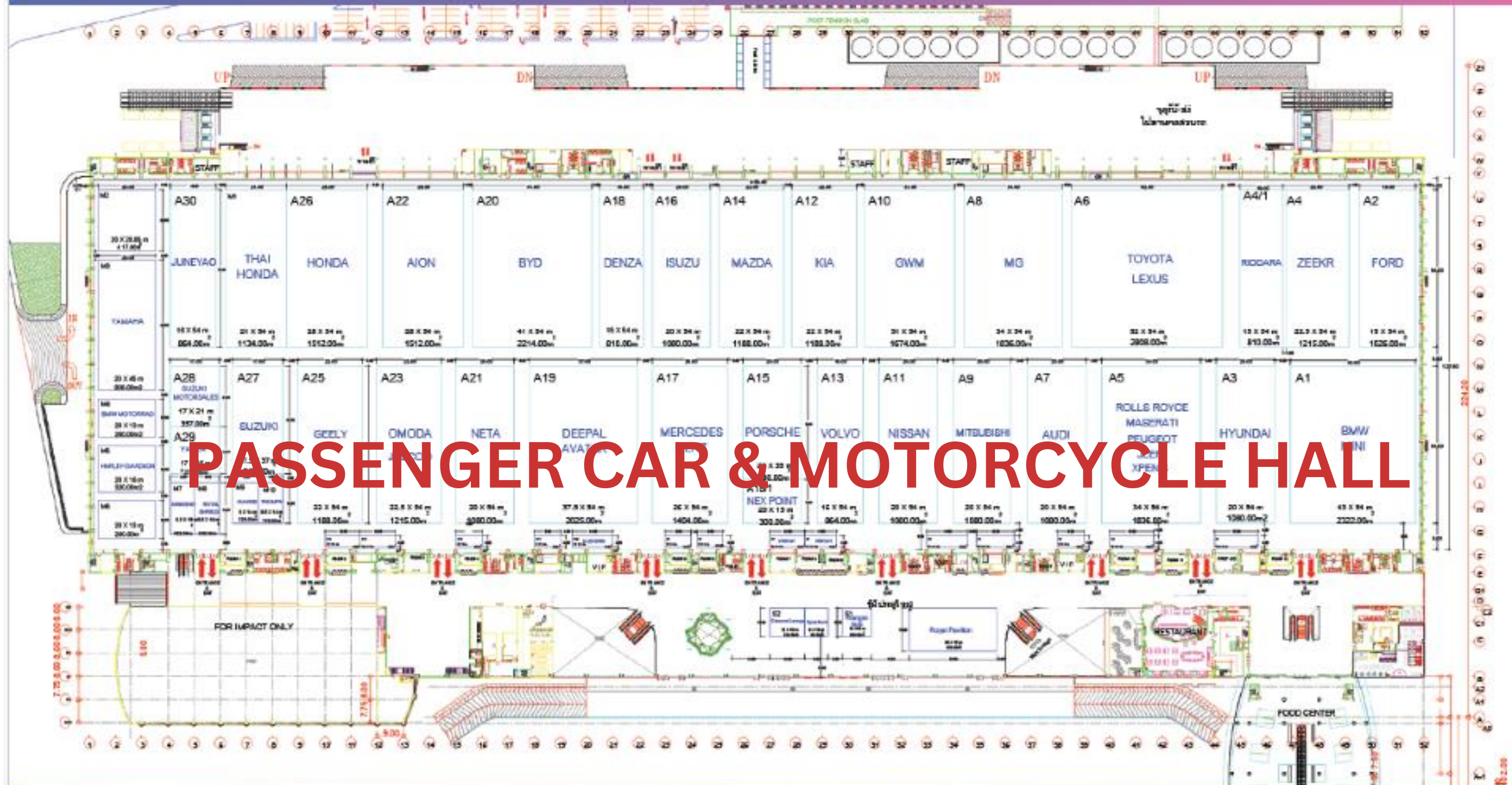
The Language of Sensuous Automotive : สุนทราภาษายานยนต์  
ปรัชญาแนวทางการออกแบบในโลกยานยนต์ที่สื่อสารเข้าถึงอารมณ์ ความรู้สึก  
เต็มเปี่ยมด้วยพลัง ความปรารถนา และแรงบันดาลใจ สื่อสารเป็นภาษาของยาน  
ยนต์ที่สะท้อนแนวความคิด สร้างสรรค์พัฒนา มอบประสบการณ์ที่มีคุณค่า เพื่อ  
ตอบสนองสุนทรียภาพทางอารมณ์ สื่อสารและสรรสร้างพลังขับเคลื่อนแห่ง  
อนาคต การสื่อสารจากรถยนต์ที่ทำให้ผู้คนสัมผัสได้ ไม่ได้เป็นเพียงแค่การขับขี่ แต่  
เป็นเรื่องราวความผูกพันทางอารมณ์ระหว่างผู้ขับขี่และยานยนต์

บางกอก อินเตอร์เนชั่นแนล มอเตอร์โชว์ ครั้งที่ 46 “นวัตกรรมพลังขับเคลื่อน  
แห่งอนาคต เพื่อการขับเคลื่อนเศรษฐกิจ และอุตสาหกรรมของประเทศอย่าง  
ยั่งยืน”

The philosophy of design in the automotive world that communicates emotions, feelings of power, desire, and inspiration. It speaks the language of automobiles that reflects ideas, creativity, and development, providing a valuable experience that fulfills emotional aesthetics. It communicates and creates the driving force of the future. The communication from cars allows people to feel not just the act of driving, but the emotional connection between the driver and the vehicle.

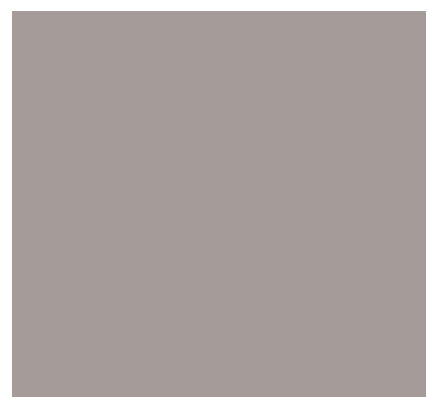
The 46th Bangkok International Motor Show

"Innovation: The Driving Innovation of the Future for Sustainable Economic and Industrial Development of the Nation"



# PASSENGER CAR & MOTORCYCLE HALL

The 46th Bangkok International Motor Show 2025  
24 March – 6 April, 2025



**อัตราค่าบริการพื้นที่**  
**(SERVICED RATES FOR EXHIBITION AREA)**

โซน (Zone)	อัตราใหม่ (บาท/ตารางเมตร) New Rate (THB / Square Meter)
A	17,200
B	15,800
M	15,500
S	23,000
F	17,000



# The 46th Bangkok International Motor Show 2025

24 March – 6 April, 2025 (IMPACT FORUM HALL 4)



## EXHIBITION HALL 4

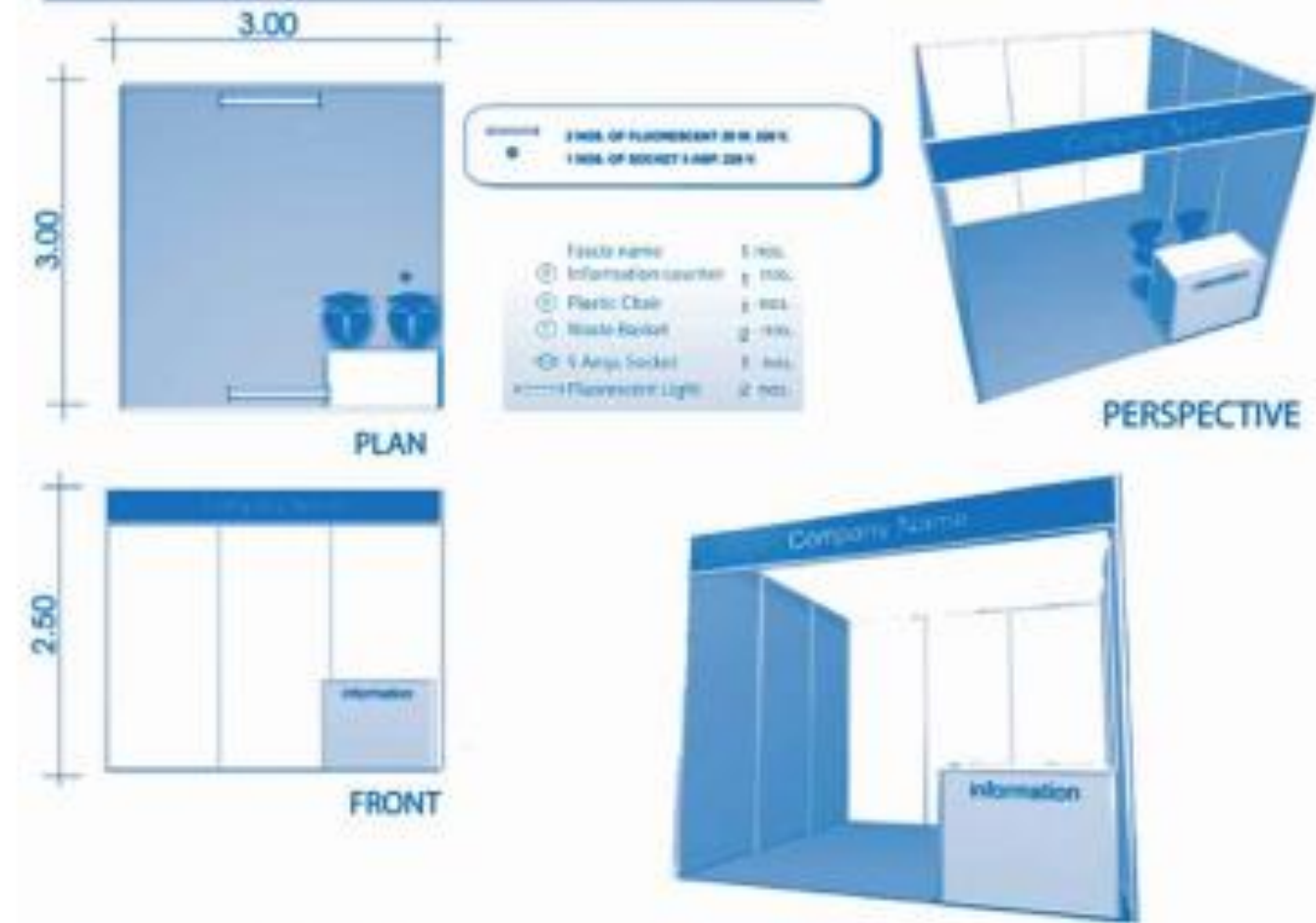
## TRADE EXHIBITION ZONE & ACCESORIES ZONE

STANDARD BOOTH : 9 SQM (3M. X 3M.)



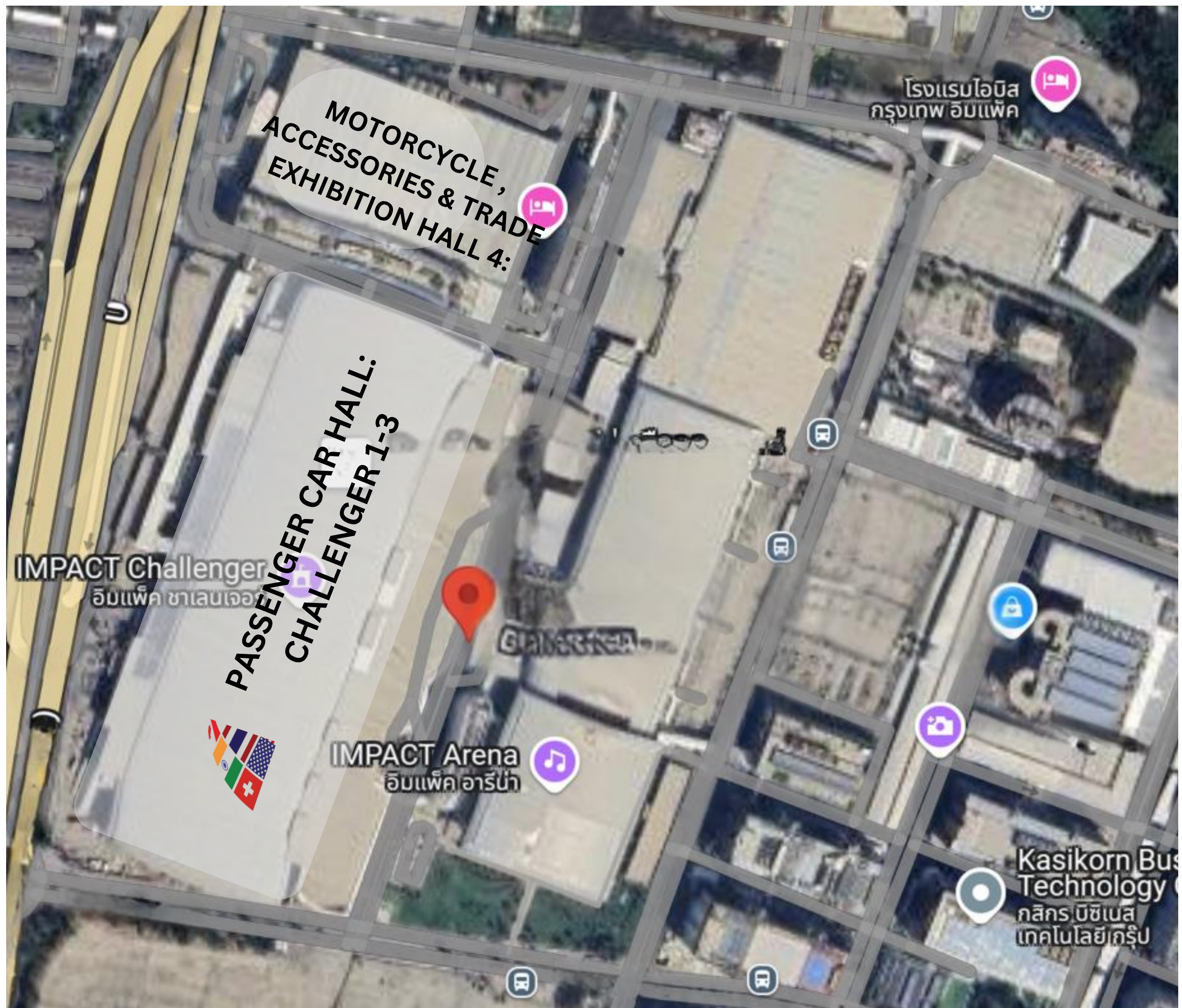
**STANDARD BOOTH : 9 SQM (3M. X 3M.)**

**Standard Booth 3x3 m.**



**Standard Booth 3x4 m.**

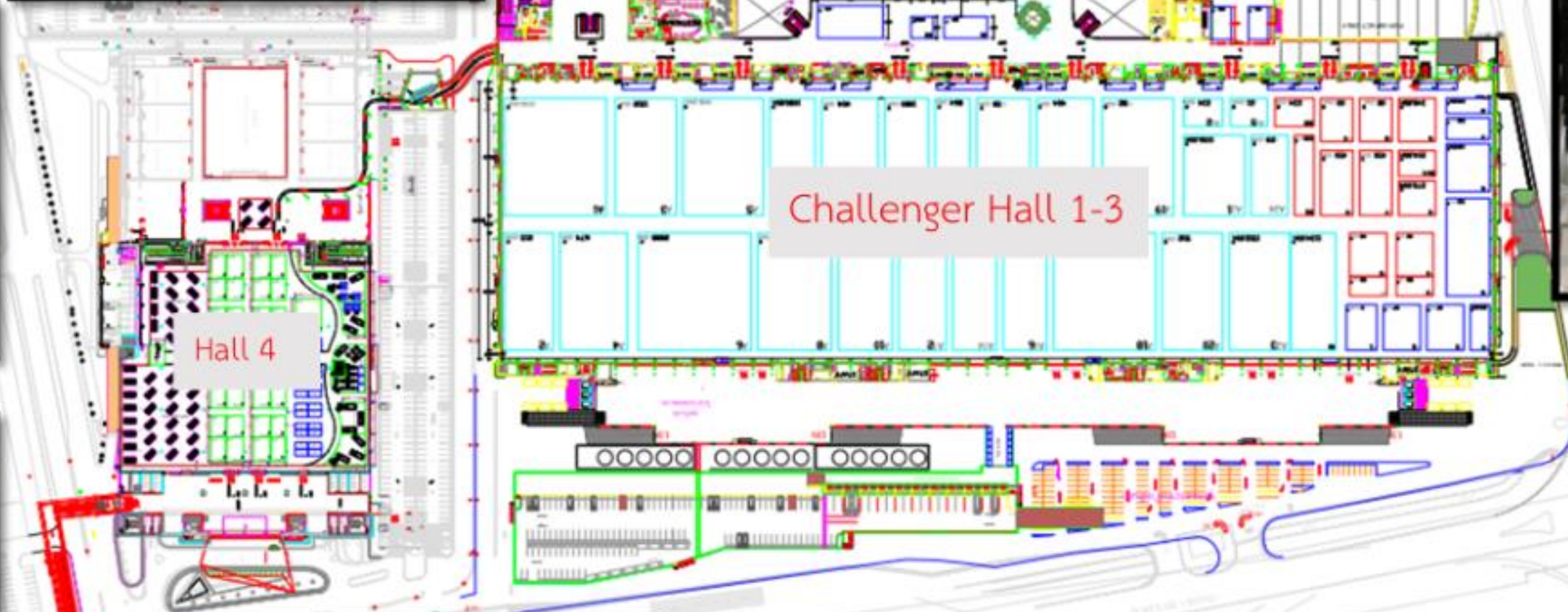








**BANGKOK INTERNATIONAL  
MOTOR SHOW**



P9 LAKE SIDE  
4,475 คัน

POPULAR ROAD





Car Presenter who is prettiest in the car show



## TEST DRIVE

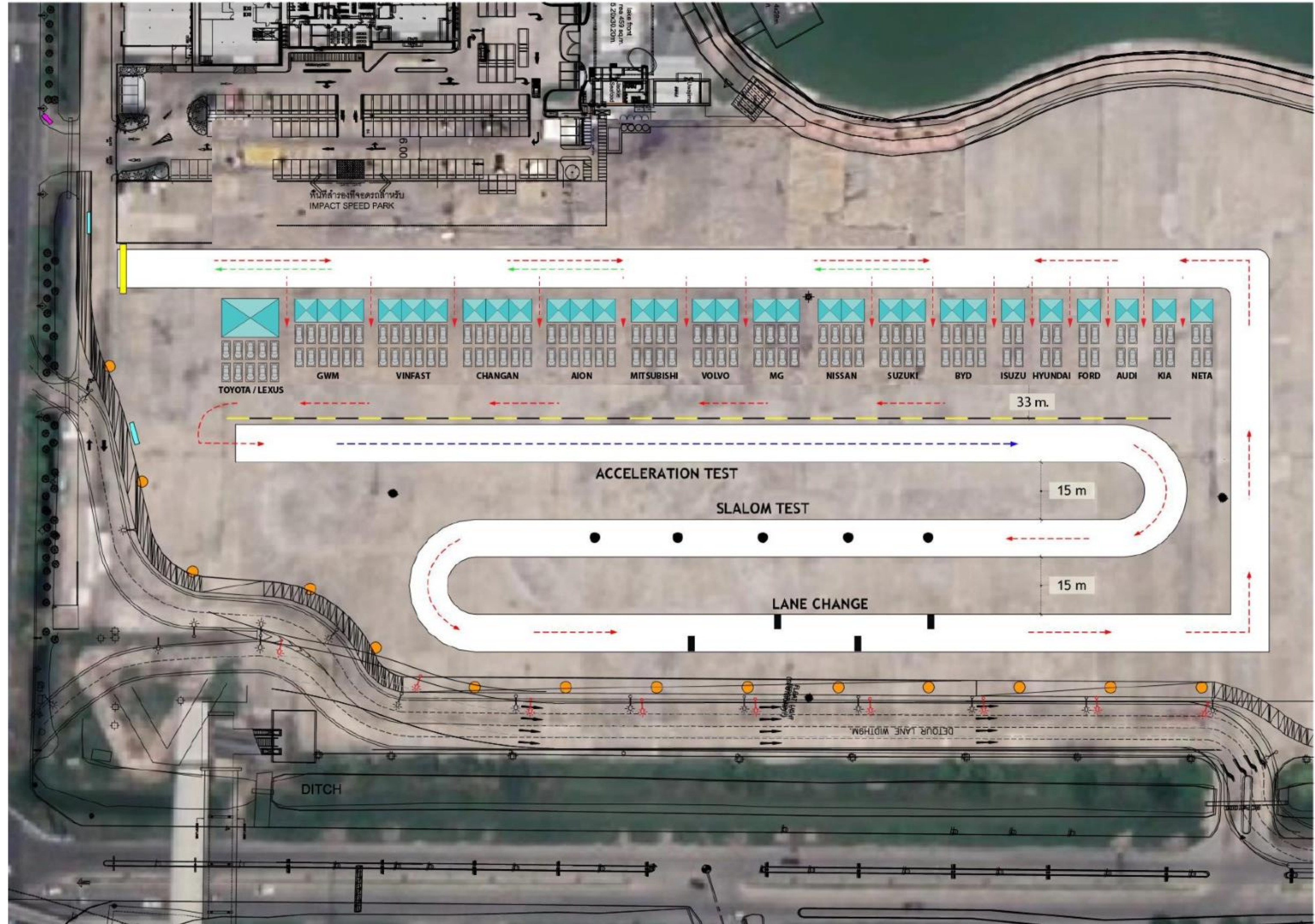
ក្នុងស្ថានភាពជំងឺរាតត្បាត COVID-19 ក្រុមហ៊ុន បានរៀបចំវិធានការណ៍សុវត្ថិភាពសម្រាប់អតិថិជន ដើម្បីធានាបាននូវការសុវត្ថិភាព និងការគ្រប់គ្រងជំងឺរាតត្បាត។ ក្រុមហ៊ុនបានរៀបចំតំបន់តេស្តដោយដាក់ចំណុះសុវត្ថិភាព និងការគ្រប់គ្រងជំងឺរាតត្បាត ដើម្បីធានាបាននូវការសុវត្ថិភាព និងការគ្រប់គ្រងជំងឺរាតត្បាត ដោយយល់ច្បាស់ថាការតេស្តដោយប្រើប្រាស់យានយន្ត គឺជាជំហានដំបូងនៃការសុវត្ថិភាព និងការគ្រប់គ្រងជំងឺរាតត្បាត ក្នុងការលក់យានយន្ត។

According to the situation of the COVID-19 outbreak, the company has set additional measures for the public hygiene of visitors who are interested in test driving the cars of various brands at the Lakemart area. The test driving area is set as this year's additional motorcycle test riding area is prepared with different test stations under the supervision of professional staff for customers to experience the real performance of cars and bikes before making a buying decision. Automobile companies also need product operation to provide all information and details regarding their products.



TEST DRIVE TRACK : BANGKOK INTERNATIONAL MOTOR SHOW 2024







**TEST DRIVE** Gazebo size 6x6 m.



1 White Pavillion for 4 car parking : 275,000 Baht

2 White Pavillions for 8 car parking : 330,000 Baht

3 White Pavillions for 12 car parking : 385,000 Baht

Air Condition for 1 white Pavillion : 159,500 Baht

Air Condition for 2 white Pavillions : 242,000 Baht

Air Condition for 3 white pavillions : 330,000 Baht

A Security Guard : 35,000 Baht

**TEST DRIVE**  
size 15x10 x 3.30 (H)m.



Big Pavillion for 12 car parking : 770,000 Baht

Air Condition : 440,000 Baht

A Security Guard : 35,000 Baht



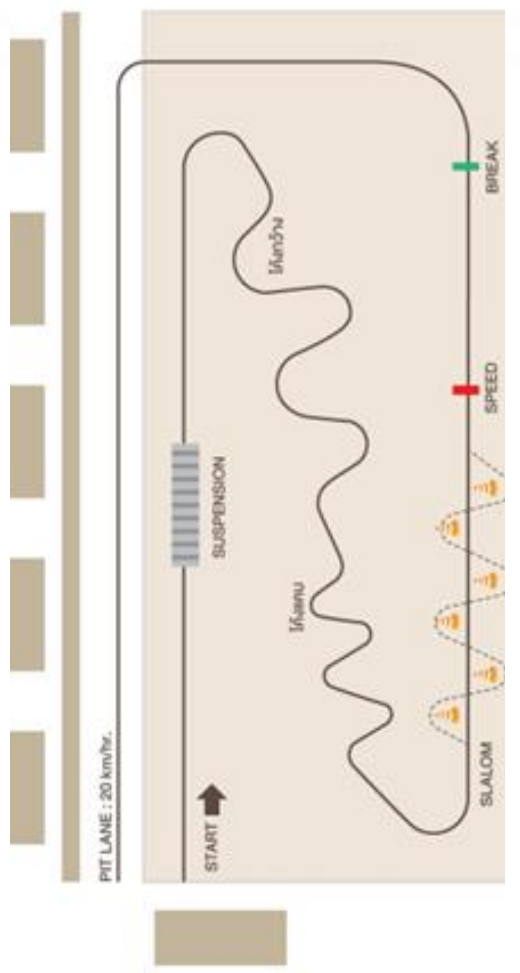
#### Rules and regulations for accessing the test driving field:

- 1.The test driving field will be open for test drives on March 24, 2025, from 12:00 PM to 6:00 PM and will be closed on March 25, 2025.
- 2.The test driving field will operate regularly from March 26 to April 6, 2025, from 12:00 PM to 6:00 PM.
- 3.Field staff from each company may begin their duties at the test driving field at 9:00 AM on all business days.
- 4.It is prohibited to remove test vehicles from the field after 6:00 PM on any business day unless there is prior notification with a signed letter from a manager or directly responsible personnel provided to the event organizers.
- 5.In cases where a vehicle needs to enter or exit the field for cleaning or refueling, the field manager must be notified each time. Proof of identification, such as an ID card, for the responsible staff must be presented for exchanging vehicle access cards.
- 6.The event organizers permit each car company to prepare up to 3 customers pick-up and delivery vehicles, and these vehicles must display a delivery vehicle sticker.
- 7.Each test vehicle must display a sticker designed by the event organizers on the front windshield to indicate that it is a test drive vehicle.
- 8.The event organizers allow each brand to have a maximum of 10 driving instructors.
- 9.Vehicles designated for customer transportation to the test driving field are not allowed to be parked in the loading area or at the pick-up/drop-off points.
- 10.Please adhere to the rules and regulations for using the test driving field diligently.

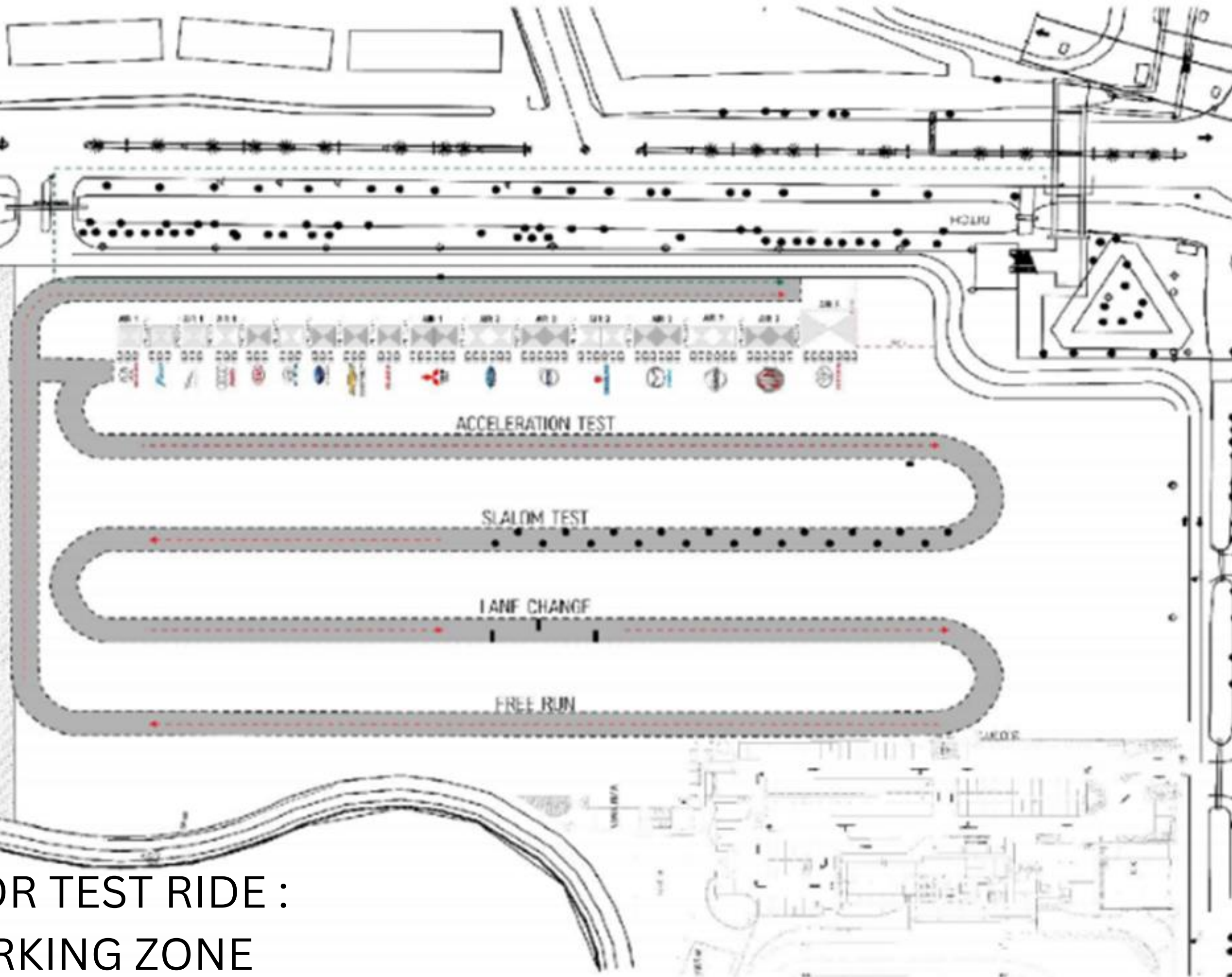




**TEST  
RIDE**



**OUTDOOR TEST RIDE :  
P.9 PARKING ZONE**



**TEST DRIVE** Gazebo size 6x6 m.



1 White Pavilions size 6.00 × 6.00 M. for 8 motorcycles parking : 275,000 Baht

**special rate for this year 200,000 Baht**

(included electrical power 10 amp/220 V.)

2 White Pavilions size 6.00 × 6.00 M. for 16 motorcycles parking : 330,000 Baht

**Special rate for this year 260,000 baht**

(included electrical power 10 amp/220 V.)

Remark : only 10 amp/220v will be provided for a company.

### **Additional Requirement**

**\*\*A Security Guard will be charged more for each Pavilions as the following details:**

**1 security guard 15 hrs from 18.00 hrs to 9.00 hrs of next day : 35,000 Baht**



Rules and regulations for accessing the test driving field:

- 1.The test driving field will be open for test drives on March 24, 2025, from 12:00 PM to 6:00 PM and will be closed on March 25, 2025.
- 2.The test driving field will operate regularly from March 26 to April 6, 2025 from 12:00 PM to 6:00 PM.
- 3.Field staff from each company may begin their duties at the test driving field at 9:00 AM on all business days.
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- 6.The event organizers permit each car company to prepare up to 3 customer pick-up and delivery vehicles, and these vehicles must display a delivery vehicle sticker.
- 7.Each test vehicle must display a sticker designed by the event organizers on the front windshield to indicate that it is a test drive vehicle.
- 8.The event organizers allow each brand to have a maximum of 5 riding instructors.
- 9.Vehicles designated for customer transportation to the test riding field are not allowed to be parked in the loading area or at the pick-up/drop-off points.
- 10.Please adhere to the rules and regulations for using the test driving field diligently.



Exhibit Design Award  
Best Presentation Award



## BMW

BMW Group is a leading global provider of premium vehicles, financial services and solutions. The Group is committed to providing the highest quality products and services to its customers worldwide.

BMW Group is a leading global provider of premium vehicles, financial services and solutions. The Group is committed to providing the highest quality products and services to its customers worldwide.

Award

- Exhibit Design Award
- Best Presentation Award
- Best Service Design Award





Exhibit Design Award  
Best Presentation Award



## BMW

BMW Group Thailand is a leading automotive brand in Thailand, offering a wide range of vehicles, from compact cars to luxury SUVs. The brand is known for its reliability, performance, and innovative technology. BMW Group Thailand is committed to providing the best driving experience to its customers.

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- Best Presentation Award
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Exhibit Design Award  
Best Presentation Award



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- Best Service Design Award





Exhibit Design Award  
Best Presentation Award



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BMW Group is committed to providing the highest quality products and services to its customers. The Group is committed to providing the highest quality products and services to its customers.

Award

- Exhibit Design Award
- Best Presentation Award
- Best Service Design Award







Best Innovative Car Award



## MERCEDES-BENZ

Mercedes-Benz is a leader in the automotive industry, known for its innovation and quality. The company's commitment to excellence is reflected in its award-winning products and services.

Mercedes-Benz is a leader in the automotive industry, known for its innovation and quality. The company's commitment to excellence is reflected in its award-winning products and services.

Award *winning*

Best Innovative Car Award





**COSTUME DESIGN**

Best Costume Design Award



**COSTUME DESIGN**

Best Costume Design Award



**COSTUME DESIGN**

Best Costume Design Award



## BEST COSTUME : COSTUME DESIGN

International Best Costume Design Award is the most prestigious award in the world for costume design. It is presented annually to the best costume design in a film, television production, or stage production. The award is presented by the International Brotherhood of Theatre Technicians (IBTT) and the International Brotherhood of Stage Technicians (IBST).

At the 42nd Bangkok International Motor Show, there is an exciting ceremony, called "The Best Award 2021" which is held to support and encourage us and recognize ourselves in their creativity as well as pushing forward the competition spirit for the development of the work to reach the international arena in cooperation level. "Motor Bangkok Costume Design Award" is one of the 10 award titles that are given to us and to create ourselves.

Grandprix

# THAILAND OF THE YEAR Bike



## CAR & BIKE OF THE YEAR

Following the tradition of the Bangkok International Motor Show, Grandprix Motor Show is proud to announce the winners of the 2023 Thailand Car & Bike of the Year awards. The winners were selected from a pool of over 100 models, based on their performance, reliability, and overall value. The winners are:

**Car of the Year:** Toyota Camry

**Bike of the Year:** Honda CBR1000RR-4

The winners were selected by a panel of experts from the automotive industry and consumer magazines. The winners were announced at the Bangkok International Motor Show, which was held at the Bangkok Convention Centre. The winners will receive a trophy and a certificate of honor. The winners will also be featured in the Bangkok International Motor Show 2024.



Media	Frequency
Advertising	
1. Website <a href="http://www.bangkok-motorshow.com">www.bangkok-motorshow.com</a> <a href="http://www.grandprix.co.th">www.grandprix.co.th</a>	Column or Advertorial to promote Event from March 15 –April 6,2025)
2. Facebook posts Bangkok International Motor Show Special Act by GrandPrix GrandPrix Online	2 posts / day (To promote Event from March 15 –April 6,2025)
3. Live Broadcasting & YouTube Steaming	March 2025



Billboard - Comass - L-BK-EMT-11A  
ถนนกรุงเทพ-ชลบุรี (มอเตอร์เวย์) - ชลบุรี - กรุงเทพมหานคร



Billboard - Comass - L-BK-EBT-3A  
ถนนบางนา - ตราด กม. 2 ซากบจ. ตรงข้าม BITEC - กรุงเทพมหานคร



Billboard - Hello Bangkok - M-BK-ESC-5  
ทางด่วนประชาชื่น (ชลาภ) - กรุงเทพมหานคร



Billboard - Splash - L-BK-ETW-8A  
บริเวณถนนวิภาวดี-รังสิต (ระหว่าง ช. 58 - 60) กรุงเทพมหานคร



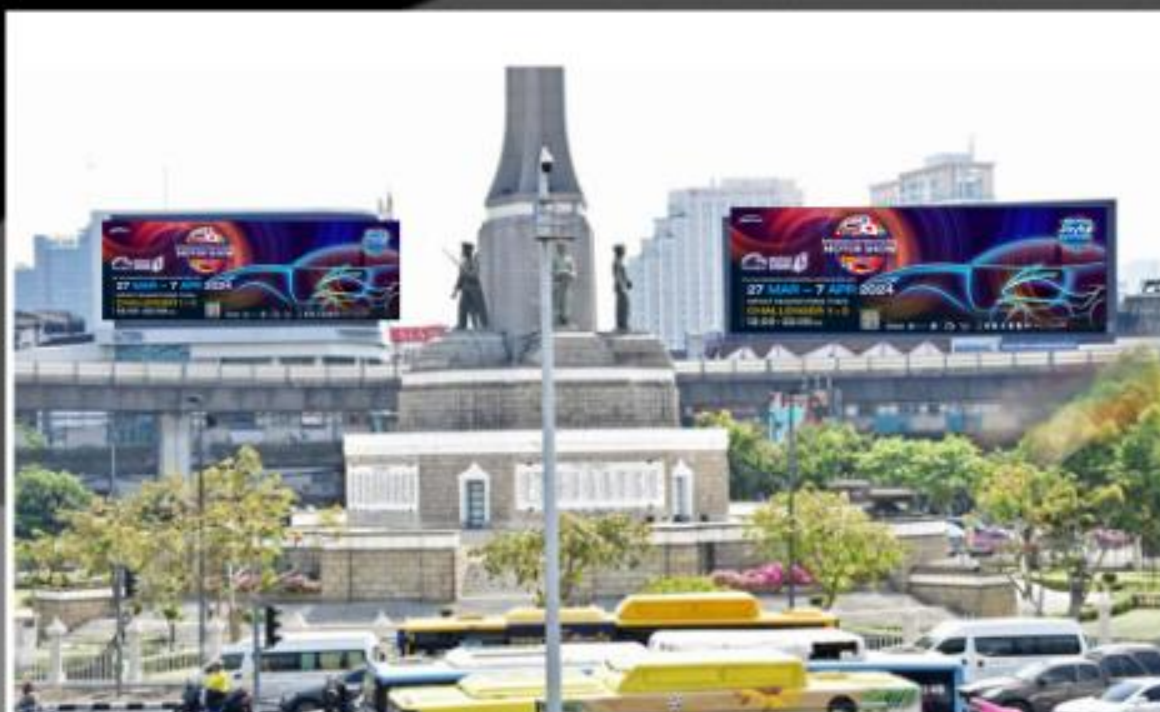
Billboard - Hello Bangkok - L-BK-PBI-16B  
บริเวณถนนเพชรบุรี ซัดโรงหมากคดองต้น มุ่งหน้าแยกคดองต้น - ถนนศรีนครินทร์ - กรุงเทพมหานคร



Billboard Aqua - M-BK-RM9-2  
สี่แยก สหฯ. - ทบ. B ตรงข้าม มุ่งหน้าดินแดง - กรุงเทพมหานคร



DGT-A1001 ปาลเลเดียม



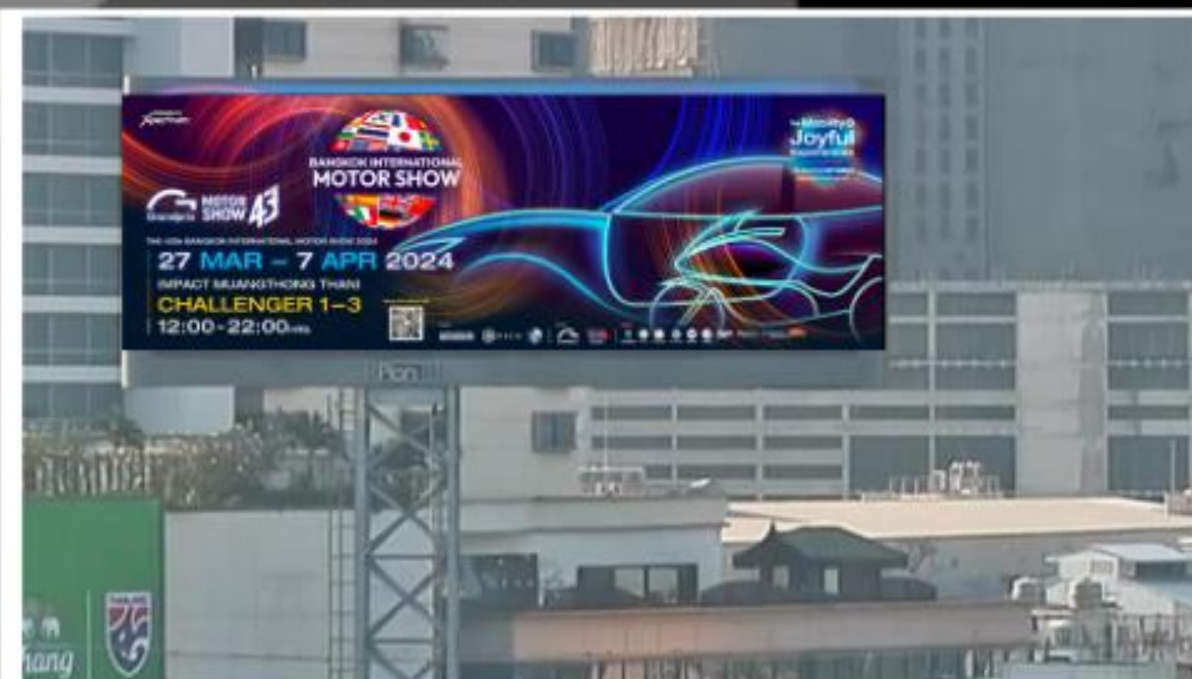
DGT-A1002 Fashion Mall



DGT-A1007 news24Dund (นพรี)



DGT-A1010 อิมแพค



DGT-A1011 อิมแพค



DGT-A1012 อิมแพค

**Live Broadcast on Free TV and Social Media : 5 mins with rate 500,000 Baht**



- 1.PPTV HD36 on the last sunday of March 2025 from 14.30-16.30 P.M.
- 2.Live streaming one Bangkok International Motor Show Facebook Fanpage & Website : PPTV HD36 (5.4 Million Followers)
- 3.Media PR on YouTube, Facebook, Streaming : GrandPrix Group



**BANGKOK INTERNATIONAL MOTOR SHOW**

**PR Special Offer :**  
**Free Content on LED SCREEN located the main entrance of Exhibition**  
**Free Banner Ads on [www.motorhoew.in.th](http://www.motorhoew.in.th)**  
**Free Ads on The Official of Bangkok International Motor Show Photo Book**



**THANK YOU**

Amid the COVID-19 pandemic throughout the past 3 years, the organizing of the Bangkok International Motor Show would not be successful and have stable steps without the support from all partners, including car and motorcycle manufacturers, construction service providers as well as all employees in relevant sectors playing a part in making the Bangkok International Motor Show being accepted in the international arena and bring pride to Thailand.

With thanks, All of us  
at Grand Prix International Public Company Limited







## Meeting & Conference Room

Selling Price Meeting Room Bangkok International Motor Show 2025 - 2026 ( 2 years )		
	Organizer rate 2025 - 2026 (THB) (IMPACT Charged Grand Prix)	
	2025 - 2026	
	Full Day	Half Day
JUPITER 4 - 13	47,500.00	28,500.00
GRAND DIAMOND BALLROOM	900,000.00	750,000.00
SAPPHIRE 101 -112,115 - 118	47,500.00	28,500.00
SAPPHIRE 113 - 114, 119- 120	95,000.00	80,000.00
SAPPHIRE 201 - 206	95,000.00	80,000.00
AMBER 1 - 3	80,000.00	68,000.00
VENUS	47,500.00	28,500.00
PHOENIX 1 - 6	47,500.00	28,500.00

## Meeting Package

Item	Rate of Service
	2025 - 2026
<b>Meeting Package (Full Day)</b>	1,210
• Thai Western Buffet	
<b>Meeting Package (Half Day)</b>	1,100
• Thai Buffet	
Coffee Break (2 Items)	605
<b>High Tea</b>	
• High Tea Menu A	715
• High Tea Menu B	825
• High Tea Menu C	935
<b>Cocktail Reception</b>	
• Cocktail Menu A	880
• Cocktail Menu B	1,045
• Cocktail Menu C	1,155
<b>Mini Buffet (For GPI only)</b>	
• Thai Buffet (Excluded Self Drink)	715
• Thai Buffet (Included Self Drink)	825
<b>Buffet (Minimum 50 Pax)</b>	
• Thai Buffet Menu A	880
• Thai Buffet Menu B	1,045
• Thai Buffet Menu C	1,155
• Thai & Western Menu A	990
• Thai & Western Menu B	1,100
• Thai & Western Menu C	1,210
<b>Set Menu</b>	
• Thai Set Menu A	880
• Thai Set Menu B	1,045
• Thai Set Menu C	1,155
• Western Set Menu A	1,100
• Western Set Menu B	1,320
• Western Set Menu C	1,430
• Western Set Menu D	1,760
• Western Set Menu E	1,980
• Chinese Set Menu A , B, C	10890
• Chinese Set Menu A,B, C	12100/13200/14300
• Cockage Charge	500.-Bath /Bottle

## Dimension & Capacity Chart

Facility	Approximate Floor Area (sq.m.)	Approximate Floor Area (sq.ft.)	Approximate Dimension (W x L x H) m.	Approximate Dimension (W x L x H) ft.	Suggested Room Capacities			
					Theatre	Banquet	Classroom	Standard Booth 3m. x 3m.
<b>IMPACT Challenger 2nd Floor</b>								
Lobby Challenger Hall 1	2,100	23,626	-	-	-	-	-	-
Lobby Challenger Hall 2	4,893	52,000	-	-	-	-	-	-
Lobby Challenger Hall 3	2,613	28,126	-	-	-	-	-	-
IMPACT Challenger Hall 1	20,000	215,278	131.20 x 153 x 16	430.44 x 501.96 x 52.49	20,000	14,000	14,000	1,120
IMPACT Challenger Hall 2	20,000	215,278	131.20 x 153 x 16	430.44 x 501.96 x 52.49	20,000	14,000	14,000	1,155
IMPACT Challenger Hall 3	20,000	215,278	131.20 x 153 x 16	430.44 x 501.96 x 52.49	20,000	14,000	14,000	1,155
IMPACT Challenger Hall 1-3	60,000	645,785	459 x 131.20 x 16	1505.88 x 430.44 x 52.49	60,000	42,000	42,000	35,000
<b>Atrium</b>								
Atrium 1	991	10,667	-	-	-	-	-	-
Atrium 2	813	8,751	-	-	-	-	-	-
Atrium 3	926	9,967	-	-	-	-	-	-
Royal Jubilee Ballroom	3,500	37,673	40 x 90 x 14	131.23 x 295.27 x 45.93	3,500	2,100	1,974	-
Royal Jubilee Ballroom Foyer	1,662	17,889	24 x 56 x 4.40/3.70	78.74x183.72 x14.43/12.13	-	-	-	-
Jupiter 1	103	1,108	9.90 x 10.30 x 4.20/2.96	32.48x33.79x13.77/9.71	48	20	27	-
Jupiter 2	98	1,054	9.90 x 10.30 x 4.20/2.96	31.49x33.79x13.77/9.71	48	20	27	-
Jupiter 3	87	936	8.50 x 10.30 x 4.20/2.96	27.88x33.79x13.77/9.71	48	20	27	-
Jupiter 4	224	2,411	12.60x17.80x4.65/3.70	41.33x58.39x15.25/12.13	174	90	78	-
Jupiter 5	192	2,066	10.80x17.80x4.65/3.70	35.43x58.39x15.25/12.13	138	90	78	-
Jupiter 6	224	2,411	13.20x17.80x4.65/3.70	43.30x58.39x15.25/12.13	192	90	114	-
Jupiter 7	170	1,829	9.60x17.80x4.65/3.70	31.49x58.39x15.25/12.13	119	60	78	-
Jupiter 8	200	2,152	11.25x17.80x4.65/3.70	36.90x58.39x15.25/12.13	157	80	78	-
Jupiter 9	234	2,518	13.20x17.80x4.65/3.70	43.30x58.39x15.39/12.13	192	90	114	-
Jupiter 10	202	2,174	11.40x17.80x4.65/3.70	37.40x58.39x15.25/12.13	157	80	78	-
Jupiter 11	202	2,174	11.40x17.80x4.65/3.70	37.40x58.39x15.25/12.13	157	80	78	-
Jupiter 12	234	2,518	13.20x17.80x4.65/3.70	43.30x58.39x15.25/12.13	192	90	114	-
Jupiter 13	202	2,174	11.40x17.80x4.65/3.70	37.40x58.39x15.25/12.13	157	80	78	-
Jupiter 14	180	1,937	12.00x15.00x4.65/3.70	39.37x49.21x15.25/12.13	112	50	60	-
Jupiter 15	180	1,937	12.00x15.00x4.65/3.70	39.37x49.21x15.25/12.13	112	50	60	-
Jupiter 16	180	1,937	12.00x15.00x4.65/3.70	39.37x49.21x15.25/12.13	112	50	60	-
Jupiter 4-7	810	8,718	46.20x17.80x4.65/3.70	151.57x58.39x4.65/3.70	720	400	432	-
Jupiter 8-10	636	6,845	35.85x17.80x4.65/3.70	117.61x58.39x15.25/12.13	520	280	306	-
Jupiter 11-13	636	6,845	35.85x17.80x4.65/3.70	117.61x58.39x15.25/12.13	520	280	306	-
Jupiter Foyer 4-13	1,200	12,916	10.00x120.00x4.65/3.70	32.80x393.70x15.25/12.13	-	-	-	-
Jupiter Foyer 14-16	322	3,465	9.00x38.50x4.65/3.70	29.52x126.31x15.25/12.13	-	-	-	-

@ = per room

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					Theatre	Banquet	Classroom	Standard Booth 3m. x 3m.
IMPACT Forum								
Exhibition Lobby	354	3,810	27 x 63 x 3.80	31.80 x 127.90 x 12.50	-	-	-	-
Sapphire Foyer (Level 1)	1,701	18,309	9.50 x 19.70 x 3.80	88.50 x 206.60 x 12.50	-	-	-	-
Sapphire 101-107	@187	@2,014.50	@9.50 x 19.50 x 3.80	@31.20 x 64.60 x 12.50	@144	@70	@96	-
Sapphire 108-112	@185	@1,994	@38.40 x 19.70 x 3.80	@31.20 x 64.60 x 12.50	@144	@70	@96	-
Sapphire 101 to 104	756	8,142.70	28.60 x 19.70 x 3.80	126 x 64 x 12.50	696	320	342	-
Sapphire 105 to 107	563	6,064.60	28.80 x 19.50 x 3.80	93.80 x 64.60 x 12.50	480	240	234	-
Sapphire 108 to 110	562	6,045	19 x 19.50 x 3.80	94.50 x 64 x 12.50	480	240	234	-
Sapphire 111 to 112	371	3,988	9.50 x 16 x 3	62.30 x 64 x 12.50	264	120	150	-
Sapphire 113	308	3,319	16 x 19 x 3	52 x 63 x 9.8	223	130	120	-
Sapphire 114	308	3,319	16 x 19 x 3	52 x 63 x 9.8	223	130	120	-
Sapphire 115	169	1,821	9 x 18 x 3	31 x 59x9.80	148	60	78	-
Sapphire 116	169	1,821	9 x 18 x 3	31 x 59x9.80	148	60	78	-
Sapphire 117	169	1,821	9 x 18 x 3	31 x 59x9.80	148	60	78	-
Sapphire 118	169	1,821	9 x 18 x 3	31 x 59x9.80	148	60	78	-
Sapphire 119	373	4,017	19 x 20 x 3	63 x 64 x 9.80	330	190	168	-
Sapphire 120	373	4,017	19 x 20 x 3	63 x 64 x 9.80	330	190	168	-
Sapphire 113 to 114	616	6,631	38 x 16 x 3	126 x 52 x 9.80	609	264	270	-
Sapphire 115 to 118	684	7,362	38 x 18 x 3	124 x 59 x 9.80	609	320	342	-
Exhibition Hall 4 (Level 2)	11,165	120,179	105.60 x 115.60 x 5	346.50 x 379.30 x 16.40	12,450	5,500	6,336	-
Exhibition Lobby (Level 2)	1,994	20,925	52 x 38 x 5.50	88.50 x 249 x 16.40	-	-	-	-
Grand Diamond Ballroom (Level 2)	2,000	21,528	27 x 86 x 70	170.60 x 124.70 x 18	2,160	1,000	1,152	-
Concourse Area (Level 2)	2,000	21,527	17 x 25 x 5	88 x 282 x 27	-	-	-	-
Sapphire 201 (Level 2)	425	4,574	17 x 25 x 5	56 x 82 x 16	416	180	198	-
Sapphire 202 (Level 2)	425	4,574	17 x 25 x 5	56 x 82 x 16	416	180	198	-
Sapphire 203 (Level 2)	425	4,574	17 x 30 x 5	56 x 82 x 16	416	180	198	-
Sapphire 204 (Level 2)	507	5,457	17 x 30 x 5	55.80 x 98.40 x 16.40	480	240	252	-
Sapphire 205 (Level 2)	507	5,457	17 x 30 x 5	55.80 x 98.40 x 16.40	480	240	252	-
Sapphire 206 (Level 2)	507	5,457	17 x 30 x 5	55.80 x 98.40 x 16.40	480	240	252	-
Sapphire 204 to 206 (Level 2)	1,521	16,372	51 x 30 x 5	167.30 x 98.40 x 16.40	1,804	660	1,053	-
Sapphire 204/205 to 206 (Level 2)	1,521	16,372	-	167.30 x 98.40 x 16.40	480/1,080	240/420	252/624	-
Banquet Hall 101	2,697	29,030	34.80 x 77.50 x 3	114.20 x 254.30 x 9.10	2,891	1,260	1,638	-
Banquet Hall 102	2,930	31,533	37.80 x 77.50 x 3	124 x 254.30 x 9.10	3,185	1,400	1,872	-
Banquet Hall 101 to 102	5,681	61,147	73.30 x 77.50 x 3	240.50 x 254.30 x 9.10	6,076	2,660	3,510	-

@ = per room





FOR MORE INFORMATION :

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