OMODA & JAECOO Officially Launches in Thailand, Unveiling Four New Car Models to Provide Better Alternatives for Thai Drivers. Set to Hit the Market Mid-Year!

'OMODA & JAECOO (Thailand)' Showcases Comprehensive After-Sales Service, Backed by Nationwide Network of Over 35 Dealers. Plans Underway for Investments in Thailand by 2025.

Bangkok, March 20, 2024 - OMODA & JAECOO (Thailand), a subsidiary of Chery Automobile, a leading global automotive technology company based in China that exports cars to over 80 countries worldwide, has officially debuted in Thailand. The company unveiled its business direction in Thailand, with the esteemed presence of Ms. Pimphattra Wichaikul, Minister of Industry; Mr. Narit Therdsteerasukdi, Secretary-General of the Thailand Board of Investment (BOI); and Ms. Buniga Chamsai, Deputy Director-General of the Department of Trade Negotiations. This year, OMODA & JAECOO (Thailand) will introduce its inaugural model, the OMODA C5 EV, a pure electric vehicle, in the second quarter, followed by the JAECOO 7 premium SUV, designed for high-performance off-road driving on all terrains, set for release in the third quarter. Subsequently, the JAECOO 6 and JAECOO 8 models will debut in the fourth quarter, accompanied by the establishment of over 35 showrooms spanning all regions nationwide. This expansion reflects the readiness of the dealer network, facilitated by national-level business meetings, to deliver services tailored to the needs and the best experience for Thai drivers. Furthermore, the company announced progress on investment plans for a car assembly plant in Thailand, scheduled for 2025, aiming to elevate Thailand as a hub for right-hand-drive car production in the Southeast Asian region.

Mr. Chen Chunqing, Vice President of Chery International, stated that over the past 27 years, Chery Automobile has established itself as a leading manufacturer and developer of world-class automotive technology. With a global presence, the company has exported cars to over 80 countries worldwide. Capitalizing on their readiness for production, Chery operates more than 10 factories overseas, supported by over 1,500 dealers and service centers. In pursuit of creating an enhanced driving ecosystem that goes 'beyond a car', the company has research and development centers located in China, Germany, the United States, and Brazil. These centers are positioned to develop innovative products tailored to meet the diverse needs of customers in every region. Drawing on its strengths and extensive readiness, the company has assembled a dedicated team to operate in Thailand under the brand name 'OMODA & JAECOO (Thailand)', offering services starting in 2024.

“Thailand is the largest automotive market in ASEAN and a manufacturing hub in Southeast Asia. The industrial development prospects and the Thai government's strong support for new energy vehicles align with OMODA & JAECOO (Thailand)'s philosophy of green and sustainable development. We are committed to advancing the brand to meet the needs of Thai drivers and align with Thailand's automotive industrial chain in the future.”

Mr. Qi Jie, President of OMODA & JAECOO (Thailand) Co., Ltd., stated that the establishment of OMODA & JAECOO (Thailand) marks a significant milestone in the company's history. With a strong commitment to strengthening its presence in Thailand and fostering sustainable growth, the company has set goals and action plans to deliver the best experience for Thai drivers and to emerge as an alternative in the Thai automotive industry. They are ready to launch the first model, OMODA C5 EV, in mid-2024, followed by the planned release of the JAECOO 7 in the third quarter, and the JAECOO 6 and JAECOO 8 in the fourth quarter of this year. Additionally, the company has plans to invest in building a car assembly plant in Thailand, with progress expected in 2025.

Mr. Qi Jie further emphasized that the electric car market in Thailand is experiencing rapid growth. According to data from the Federation of Thai Industries, the sales volume of passenger cars in Thailand was approximately 407,000 units in 2023, with pure electric vehicles surpassing 73,000 units, marking a 603.66% increase from the previous year. This has positioned Thailand as a potential market for new energy vehicles in the Southeast Asian region, presenting a significant opportunity for OMODA & JAECOO (Thailand) to enter the Thai market and invest in manufacturing facilities to elevate Thailand as a hub for right-hand-drive car production in the Southeast Asian region, following a feasibility study. The goal is to become one of the top three leading Chinese car brands in Thailand, reaffirming the brand's potential and readiness for sustainable market penetration in Thailand and achieving global development targets.

Photo

Mr. Pichayuth Vongpattanasin, Vice President of Sales and Marketing at OMODA & JAECOO (Thailand) Co., Ltd., revealed that in 2023, OMODA & JAECOO gained popularity in nearly 20 countries worldwide through market positioning strategies and cutting-edge innovations. In February of this year, OMODA exported 11,432 units, ranking among the top 5 in Chinese automobile exports. In 2024, OMODA & JAECOO (Thailand) will introduce a lineup of four car models. The first model to be launched is the OMODA C5 EV in the second quarter. The OMODA C5 EV is a pure electric vehicle that combines

futuristic design with smart technology, offering full safety features and convenience. It comes with the "O-UNIVERSE" concept, connecting drivers through an experience that goes "beyond a car", catering to the "LOHAS LIFESTYLE" - the lifestyle of the environmentally conscious new generation who value sustainable living alongside a good quality of life.

In the third quarter of this year, the JAECOO 7 PHEV will be introduced for sale. This premium SUV, designed for high-performance off-road driving, is versatile and suitable for various terrains and road conditions in Thailand. It embodies the JAECOO brand's concept of 'From Classic, Beyond Classic.' In the fourth quarter of this year, the JAECOO 6 and JAECOO 8 will be officially launched in Thailand, to meet the eager anticipation of Thai automotive enthusiasts, respectively. Additionally, OMODA & JAECOO (Thailand) will seek new environmentally friendly energy solutions for the Thai market.

“To strengthen its presence in the Thai market, OMODA & JAECOO (Thailand) will open more than 35 showrooms covering all regions, including Bangkok and the provinces. In early March, a Memorandum of Understanding (MOU) was signed with national-level dealers for the first time, indicating progress in establishing showrooms across the automotive dealer network throughout Thailand. This demonstrates OMODA & JAECOO (Thailand)'s commitment to fully supporting and assisting drivers in Thailand. We aim to deliver services that meet user needs and enhance convenience for all customers," said Mr. Pichayuth.

Ms. Pimphattra Wichaikul, the Minister of Industry (4th person from the left), Mr. Narit Therdsteerasukdi, Secretary-General of the Thailand Board of Investment (BOI) (Xth person from the left), and Ms. Buniga Chamsai, Deputy Director-General of the Department of Trade Negotiations (Xth person from the left), participated in the inaugural official launch of OMODA & JAECOO (Thailand) under Chery Automobile, a leading global automotive technology company. The company unveiled its business direction and goals aimed at elevating Thailand as a center for right-hand-drive car production in the Southeast Asian region. Also present were Mr. Chen Chunqing, Vice President of Chery International (Xth person from the left), Mr. Qi Jie, President of OMODA & JAECOO (Thailand) Co., Ltd. (Xth person from the left), Mr. Pichayuth Vongpattanasin, Vice President of Sales and Marketing at OMODA & JAECOO (Thailand) Co., Ltd. (Xth person from the left), and executives from OMODA & JAECOO (Thailand). The event recently took place at Bangkok Marriott Hotel The Surawongse in Thailand.

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