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**PR. 006/2025 Marketing Administration and Public Affairs**

**March 24, 2025**

**"Confidence in Every Drive, Seize Every Deal" with Toyota  
at the 46th Bangkok International Motor Show 2025  
Under the Concept of "Move Your World, Move All Opportunities"**

**Mr. Noriaki Yamashita, President of Toyota Motor Thailand Co., Ltd., alongside senior executives, presided over the Press Conference of the Toyota booth opening, at "The 46th Bangkok International Motor Show 2025", organized under the concept "Move Your World, Move All Opportunities." This event is offering everyone the chance to experience firsthand, Toyota’s extensive lineup of models, thoughtfully designed to suit every lifestyle. Every models come with special offers and test drive experiences. With Toyota’s "Confidence in Every Drive, Seize Every Deal" campaign, enjoy great deals and ease of car ownership. Seize your opportunity March 26 to April 6, 2025, at Challenger Hall, IMPACT Muang Thong Thani.**

**Mr. Noriaki Yamashita, President of Toyota Motor Thailand Co., Ltd., stated in the press conference of the Toyota booth opening,** “*This year, the concept of our exhibition is “MOVE YOUR WORLD, MOVE ALL OPPORTUNITIES”. Move Your World aims to inspire positive change and create lasting connections that goes beyond mobility. This vision highlights Toyota’s commitment to shaping a future where everyone can move forward together. Toyota wants to provide ever better mobility solutions and build trust to create a better future for all Thai people.*

*Last year, Thailand’s market was 573K units, which reduced by 26% compared to 2023. However, we achieved a record market share of 38.5%, the highest in the past 13 years. We would like to express our sincere gratitude to Thai customers for their trust in Toyota! Thank you very much! We are honored by the trust and support from customers who choose us considering our reliable products, strong service network and sustainability in all aspect.*

*Currently, Thai auto industry is undergoing a transformation, with Electrification becoming a key trend. Last year, the sales of xEV exceeded 200K units, a 10% growth compared to 2023, accounting for 35% of total market. It was driven by HEVs, which grew by 29%, while BEV dropped by 8%. This showed that customers continue to select HEVs, especially considering the practicality. And Toyota achieved the No. 1 position in both xEVs and HEVs. This showed that our "Trusted HEV" continues to be our strengths.”*

**Reinforcing Leadership in Hybrid Innovation with  
“TOYOTA NO.1 TRUSTED HEV”  
Enjoy Special Campaign for All Hybrid Models**

**Mr. Noriaki Yamashita, introducing the Hybrid zone, stated** *“So, we set up the Hybrid Zone to exhibit various HEV models that meet various needs of customers. In Sedan, we are exhibiting the all new Camry, which is best-selling model in the mid- size car segment along with the Corolla Altis. In SUV, we are exhibiting the Yaris Cross, which are the best-selling HEV in Thailand along with the Corolla Cross. And in MPV, we are exhibiting the Innova as well as the Alphard/ Vellfire, ultimate luxury minivan available for immediate delivery. Overall, we are providing peace of mind in all aspects through our complete value chain*

*On top of that, as an expression of our appreciation for customer's confidence in Toyota trusted HEV, we provide “Toyota Smart Plan”, 10,000-50,000 kilometer Maintenance Package, to All HEV models, as a special at this Motor Show.*

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| **Hybrid Models**   * **ALL-NEW CAMRY** Starting at 1,455,000 THB   **Offers:** Special interest rate starting from 1.59% or free first-class insurance (Toyota Care PHYD)   * **NEW COROLLA ALTIS** Starting at 894,000 THB   **Offers:** Special interest rate starting from 1.65% and free first-class insurance (Toyota Care PHYD)   * **YARIS CROSS** Starting at 789,000 THB   **Offers:** Special interest rate starting from 1.69% or easy installment plan starting from 7,748 THB/month   * **COROLLA CROSS** Starting at 999,000 THB   **Offers:** Exclusive for Toyota owners, get special interest rate starting from 0.89% and free first-class insurance (Toyota Care PHYD)   * **INNOVA ZENIX** Starting at 1,379,000 THB * **Offers:** Special interest rate starting from 1.79% or free first-class insurance (Toyota Care PHYD) * **ALPHARD & VELLFIRE** – Starting at 4,269,000 THB **Now available for sale and delivery** |

**As a token of appreciation for your trust, claim ownership of the various Toyota Hybrid models – ALL-NEW CAMRY / COROLLA ALTIS / YARIS CROSS / COROLLA CROSS / INNOVA / ALPHARD / VELLFIRE – and receive a free scheduled maintenance package covering 10,000 - 50,000 km (Toyota Smart Plan), along with exclusive warranty benefits.**

* **TCFR Plus+ coverage extension**
* **Warranty extension of maximum 5 years or 150,000 km, when performing scheduled maintenance**
* **Ten-year extended Hybrid battery warranty, plus a 5-year hybrid system warranty - unlimited mileage**

**"TOYOTA NO.1 TRUSTED HEV – The Right Hybrid, Confidence in Every Generation,"** **Toyota hybrid models comes with**

* **TRUSTED VALUE** – Exceptional fuel efficiency of up to 26.3 km/l (based on the Yaris Cross Eco Sticker)
* **TRUSTED QUALITY** – Proven quality that everyone can count on
* **TRUSTED WARRANTY** – 10-year Hybrid battery warranty
* **TRUSTED SERVICE** – Always available, parts ready to be delivered within 48 hours, with over 8,000 skilled technicians at your service
* **TRUSTED NETWORK** – 450 certified and full-service centers nationwide, including Toyota Sure for smooth car trade-ins

**Reinforcing Our Legacy as the People's Pickup –**

**Discover the Hilux Series and the KING OF PPV, Fortuner Zone**

**Mr. Noriaki Yamashita, introducing the Hilux Series and Fortuner zone, stated,** *“Next is Hilux and Fortuner Zone. Hilux is “a National Car” that drives the national economy and is at the heart of Thai people. Today, we are exhibiting of the winning car of REVO Garage Mazter’s Contest. In addition, we are exhibiting the other line-ups as well to fulfil the customers’ needs for both commercial and private. And the Hilux Champ is the “multi-utility truck” to fulfill all business opportunities with a variety of conversion packages.**Today, we are exhibiting AFM sausage food truck and Pet Spa together with logistics conversion And king of PPV, Fortuner which is best-selling PPV in 13 years. “GD Super Power” 2.4L and 2.8L Engine for Hilux and Fortuner with i-ART technology injectors provides “More than enough” power and fuel economy to meet all needs and purpose.*

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| **HILUX REVO & FORTUNER**   * **HILUX REVO GR SPORT 4x4** Starting at 1,479,000 THB   **Offers:** Special interest rate or free first-class insurance (Toyota Care PHYD)   * **HILUX REVO SMART CAB Z EDITION** Starting at 669,000 THB   **Offers:** Easy installment plan starting from 4,999 THB/month or special interest rate starting from 0.29% (25% down payment, 48-month term) with free first-class insurance (Toyota Care PHYD)   * **HILUX REVO DOUBLE CAB PRE-RUNNER ROCCO** Price 1,136,000 THB   **Offers:** Special interest rate starting from 0.40% (25% down payment, 48-month term) with free first-class insurance (Toyota Care PHYD)   * **HILUX REVO DOUBLE CAB PRE-RUNNER** Starting at 881,000 THB   **Offers:** Easy installment plan starting from 8,805 THB/month with free first-class insurance (Toyota Care PHYD)   * **HILUX CHAMP** Starting at 459,000 THB   **Offers:** For transport operators and business owners, get special interest rate when buying Hilux Champ with modifications or customizations for all types of business   * **FORTUNER LEADER S** Starting at 1,239,000 THB   Offers: Easy installment plan starting from 9,305 THB/month or special interest rate starting from 0.89% with free first-class insurance (Toyota Care PHYD)   * **FORTUNER LEGENDER (Wide Body Package)** Starting at 1,643,000 THB   Special accessory offers from our partners – get special price for Wide Body Package at 20,900 THB/set (Regular price: 30,900 THB) with an option to include it in your car financing adding only 192 THB/month. |

**Mr. Noriaki Yamashita added, “***In addition, to make your car more outstanding and cool, we prepare the decoration accessories in collaboration with famous auto parts partners, such as GR parts by TCD Asia, off-road accessories by TJM, and Alloy wheels by LENSO. Also, we offer the more affordable alloy wheels under the Emotion R brand for Hilux Revo.*

*Finally, the Yaris ATIV and Yaris HB, the most popular models in the eco-car segment, as well as the compact minivan Veloz, are also on display.*

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| **Popular Models**   * **YARIS ATIV** Starting at 549,000 THB   **Special Offers:**  • Extended TCFR Plus+ coverage  • Extended warranty coverage up to 5 years or 150,000 km, with scheduled maintenance compliance  Plus, choose 2 more special offers:  **Plus 1:** Easy installment plan starting from 4,993 THB/month or 0% special interest rate  **Plus 2:** Free LUSSO accessory package or free first-class insurance (Toyota Care PHYD)   * **YARIS ATIV NIGHTSHADE (Special Edition)** Price 699,000 THB   **Special Offers:**  • Extended TCFR Plus+ coverage  • Extended warranty coverage up to 5 years or 150,000 km, with scheduled maintenance compliance  Plus, choose 2 more special offers:  **Plus 1:** Easy installment plan starting from 6,357 THB/month or 0% special interest rate  **Plus 2:** Free LUSSO accessory package or free first-class insurance (Toyota Care PHYD)   * **YARIS** Starting at 559,000 THB   **Special Offers:**  • Extended TCFR Plus+ coverage  • Extended warranty coverage up to 5 years or 150,000 km, with scheduled maintenance compliance  Plus, choose 2 more special offers:  **Plus 1:** Easy installment plan starting from 5,084 THB/month or 0% special interest rate  **Plus 2:** Free LUSSO accessory package or free first-class insurance (Toyota Care PHYD)   * **VELOZ** Starting at 795,000 THB   **Special Offers:**  0% Special Interest Rate with Free First-Class Toyota Care Insurance and a 4,000 THB/month Installment Payment Assistance Program for the first 6 months. Special Price for the VELOZ X-URBAN Accessory Package at 19,900 THB (Regular price: 39,900 THB) – Limited Availability! |

**Mr. Noriaki Yamashita concluded the press conference,** *“Toyota offers customer care throughout our complete value chain from the day you become a Toyota owner, including T Connect and TCFR+. Also, please consider trading in your car at Toyota Sure. It is the best time to buy a Toyota, because we prepare special offers during this time.* ***We have easy to own financial packages in all models including special installment for popular models like Yaris ATIV, YARIS hatchback, Hilux REVO and Fortuner.***

*On top of it, we’d like to thank for TCG’s (Thai Credit Guarantee Corporation) support to guarantee Pickup users’ financial loan with alliance banks effective on 1st April. To align with the policy,* ***now we would like to offer the best deal of the year from Toyota Leasing so that SME customers can buy a Hilux with starting down payment from 0%, no guarantor required and enjoy special interest rate.***

*In addition, customers can enjoy “****Special decoration set campaign****” for selected models. Furthermore, prior to the event, we distributed the Pre discount code that can be used when purchasing a car, and also have Special Lucky Draw.*

*And please come and experience special experience at the* ***GR Collection*** *booth with the most worthwhile promotions designed to meet the needs of both collectors and street fashion lovers. Find premium products that reflect the spirit of motorsports with special privileges only available at this event. Special: the more you buy, the more you save. Find special discounts on every item at the event to provide the most value to customers. Buy 1 item and get 3% off / buy 2 items and get 5% off / buy 3 items and get 10% off / buy 4 items or more and get up to 15% off. And when you buy 3,000 baht, you will receive free GR T-Shirts.*

***Toyota never stop offering more trusting products and services for our customers. At Toyota, we are committed to continue moving your world.”***

**"Confidence in Every Drive, Seize Every Deal" with Toyota**

**Enjoy test drive experience and our exclusive offers,**

**Making it easier than ever to own your dream car,**

**at the 46th Bangkok International Motor Show,**

**March 26 - April 6, 2025 at Challenger Hall 1-3 & Forum Hall 4,**

**IMPACT Muang Thong Thani, or visit Toyota showrooms nationwide.**

*For more information, contact the TOYOTA CONTACT CENTER 1486*

*"One number for all solutions, available 24/7"*

*And visit any authorized Toyota showrooms nationwide or*

*stay updated on our latest products and promotions at*

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