



INVESTMENT SERVICES CENTER
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Thailand Board of Investment joins Harley-Davidson in marking significant milestone in assembly facility to support ASEAN region

Thailand, Bangkok – July 26, 2017 - Thailand Board of Investment deputy secretary-general Ajarin Pattanapanchai joined a group of Harley-Davidson executives from Harley-Davidson's U.S. and Singapore regional office in celebrating the foundation stone-laying ceremony at Harley-Davidson's Thailand assembly facility at Hemaraj Eastern Seaboard Industrial Estate in Rayong province. This facility in Thailand will serve markets in the ASEAN region, starting from late 2018.

Thailand was chosen as the location for the assembly facility because of its proximity to ASEAN customers, ease of doing business and favorable tariffs and duties.

"Harley-Davidson's decision to locate this assembly facility in Thailand emphasizes foreign investors' confidence in Thailand's automotive industry, one of the target industries the country promotes," said Ms. Ajarin.

In 2016, Harley-Davidson and Thailand Board of Investment (BOI) celebrated the official opening of the Harley-Davidson University Asia Pacific facility in Thailand which facilities dealer training for the region.

The Thai government is encouraging investments in 10 target industries that will create added value to the Thai economy under the Thailand 4.0 policy, namely next-generation automotive, smart electronics, biofuels and biochemicals, food for the future, agricultural and biotechnology, aerospace, automation and robotics, digital economy, medical hub, and affluent medical and wellness tourism.

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