



# CASE STUDY: SUCCESS STORY OF BMW ON DOING BUSINESS IN THAILAND.

20 YEARS OF FOOTPRINTS AND MILESTONES.

# BMW GROUP MANUFACTURING THAILAND.

## TWO DECADES IN THAILAND AND ITS FOOTPRINTS.



# A WIDE RANGE OF VEHICLES UNDER ONE ROOF. 9 MODEL VARIATIONS WITH 5 ELECTRIFIED VEHICLE MODELS.



2 Series Gran Coupe  
[ ICE ]



3 Series Sedan  
[ ICE & PHEV ]



5 Series Sedan  
[ ICE & PHEV ]



7 Series Long Wheelbase  
[ ICE & PHEV ]



X1 Sport Activity Vehicle  
[ ICE ]



X3 Sport Activity Vehicle  
[ ICE & PHEV ]



X5 Sport Activity Vehicle  
[ ICE & PHEV domestic ]



X7 Sport Activity Vehicle  
[ ICE ]

Remark: PHEV = Plug-in Hybrid Electric Vehicle | ICE = Internal Combustion Engine (benzene & diesel)



# A WIDE RANGE OF VEHICLES UNDER ONE ROOF. 9 BMW MOTORRAD MODELS.



R 1250 GS Adventure



R 1250 GS



F 900 XR



F 850 GS Adventure



F 850 GS



F 750 GS



S 1000 RR



S 1000 R



F 900 R

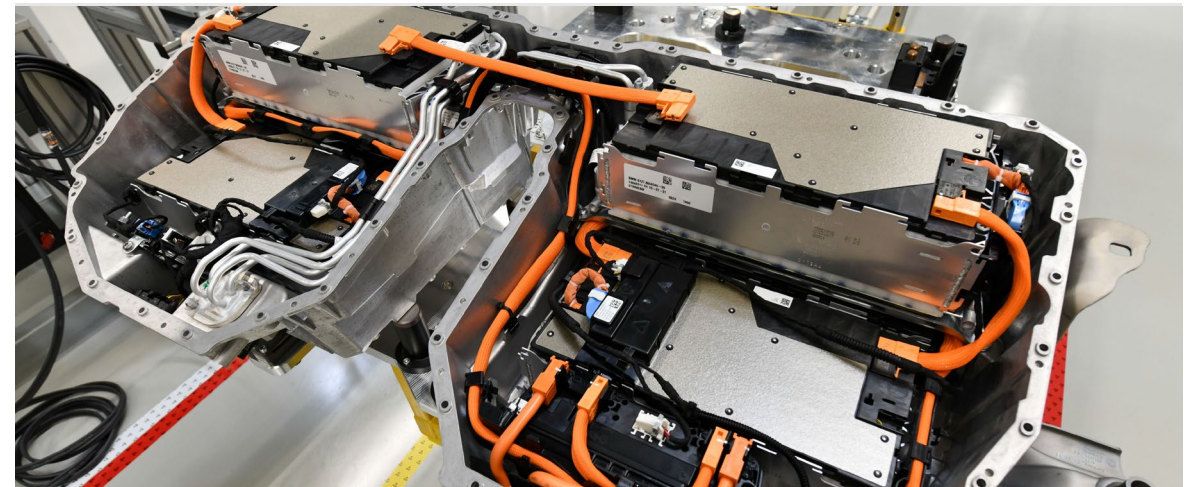
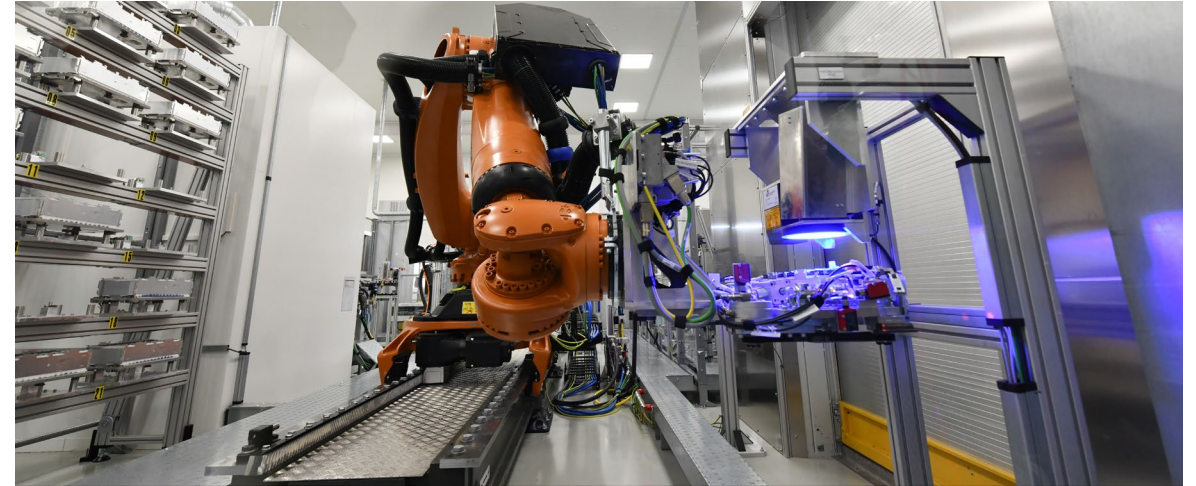
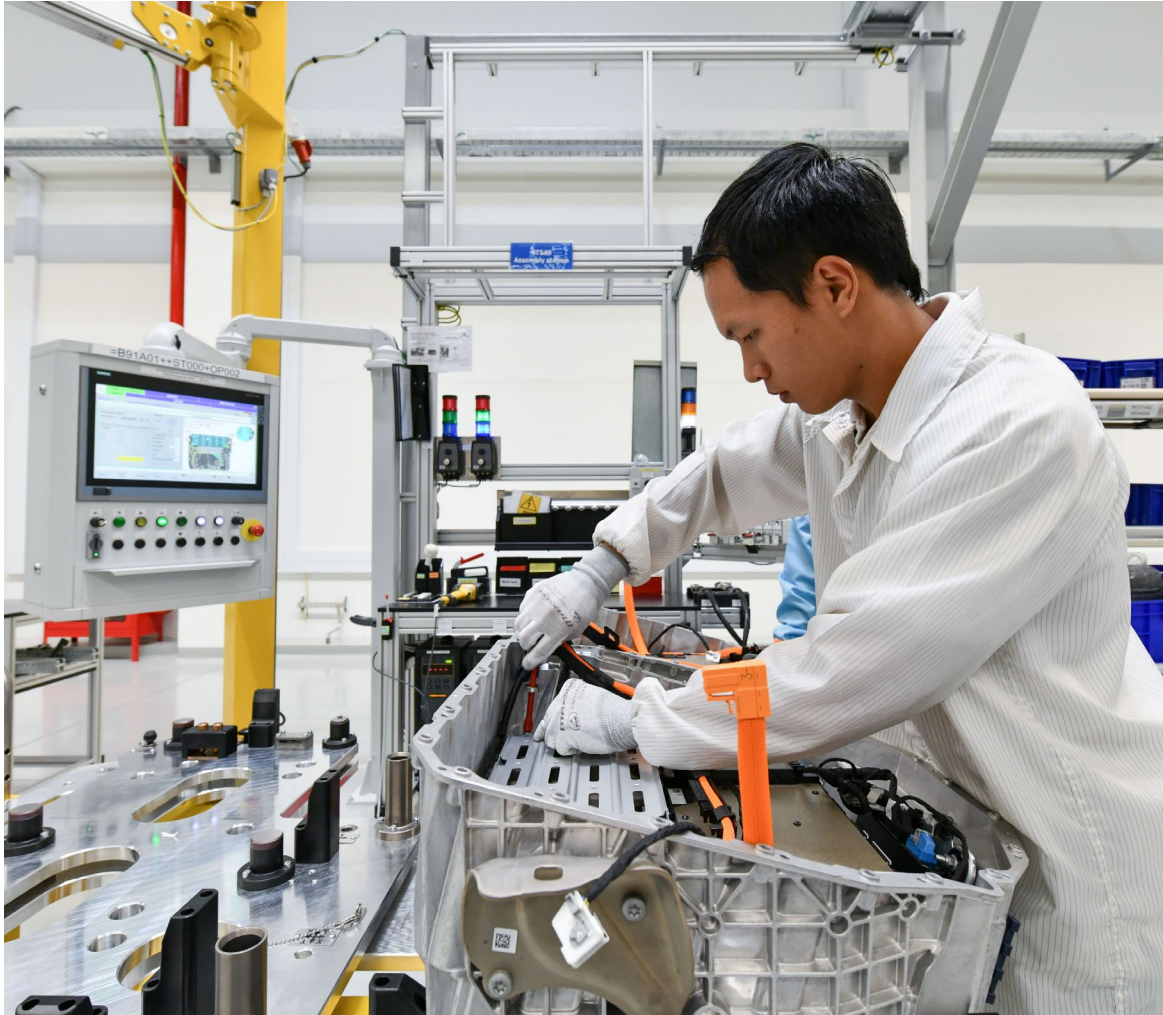
MULTI SKILL WORKFORCE UNLIKE MAJOR PRODUCTION PLANTS.  
HUMAN CAPITAL UNDERLINES IN OUR CORE STRENGTHS.



- **Diversified workforce** in various areas
- A mindset of **core values** and **Value-added Production System principles** of BMW
- A large pool of **competent workforce**
- **Certified associates** when working with **high-voltage components**
- A year-round **skill & non-skill training** courses
- Training for vocation students through **Dual Excellence in Education program**



A CLEAR DIRECTION TO ELECTRIC MOBILITY.  
LOCAL ASSEMBLY OF HIGH-VOLTAGE BATTERIES FOR BMW PHEV MODELS.





BMW PARTS MANUFACTURING THAILAND – THE LATEST MILESTONE.  
COMPONENTS FOR THE ASSEMBLY OF BMW MOTORRAD VEHICLES.





## KEY TAKEAWAYS.

- BOI incentives are a **key consideration** when evaluating investment decision.
- Incentives that are linked to **reduction in excise tax and import tax (for CBU)** are very attractive, particularly for the automotive industry.
- To attract **investment in EV technology**, we are looking for more opportunities.
  - Technology is changing rapidly.
  - Market is still small and somewhat unpredictable.
  - Local suppliers are limited.
  - Neighboring countries are competing for investors.
- BMW still believes in the **PHEV technology**.
  - PHEV is an important 'bridging' technology that will effectively enable the transition to fully electric vehicle.
  - Help increase charging infrastructure.
  - Easy entry for consumer.
  - Allow the transition/adjustment from ICE to EV supply chain for Thai local suppliers.

