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- อุตสาหกรรมยานยนต์ไทยจะมีการเปลี่ยนแปลงอย่างไรบ้างหลังจากสถานการณ์ COVID-19
- แนวโน้มการฟื้นฟ้อุตสาหกรรมยานยนต์และแนวทางการเตรียมความพร้อมของผู้ประกอบการในอุตสาหกรรมยานยนต์



# Covid-19: Auto Industry 2020 (1/2)

**2020 Vs 2019:**                    -38% May YTD  
   -59% Covid-19 months Apr & May

Full Year Domestic 600k  
**Total Production 2m → 1.xx m** (reduce -35% to -50%)

- Covid-19 cases not solved world wide by the end of 2020
- Limited Tourism from Foreigner in 2020
  
- Economic impact  
    → Household debt problems (since 2019)
  
- Lower purchasing power to continue
- **Government Fiscal policy to support Auto Sector ??**
  
- Too early to predict 2021 outlook  
    → Not likely to be back to 2019 level



# Covid-19: Auto Industry 2020 (2/2)

## Next Normal

	Short term	Long term
Health Conscious:	O	O
Customer On-Line:	O	O
EV Technology	Delay	Trend do not change

## Industry Impact:

- TH → Some Down-sizing or restructuring across OEMs & Supplier base
- CAPEX delay

## Market Landscape:

- Fight for Market share
  - Accelerate (or delay) new Product launch
  - Pricing / Discounts to clear stocks
- Social media acceleration
  - OEM spend more money on Social-Media / On-Line media

**OEMs – to use strength to maintain market share**  
**- or may lose out during the Threat**



# Automotive Sector Recovery / Preparation

## Proposal to Government:

- Incentive 100k baht to scrap old car (>20yr) for new car
- Incentive 150k baht to scrap old car for Hybrids / P-HEV / EV

## Nissan Experience - Market

- Launch Kicks E-Power (2<sup>nd</sup> country after Japan)

Bridge to full EV Future

- Faster shift to On-line

= Precision Marketing

= Customer Experience Focus: On-Line to Off-Line

