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Volvo Group (Thailand) Company Limited, the sole distributor of Volvo Trucks and UD Trucks in Thailand, has appointed Mr. Eric Labat as a new President to lead and drive Thailand's business strategy and operations effective from 1st January 2019.

Eric Labat has had extensive experiences in trucks industry for many years and has full understanding of Asian market. He started his career in Renault Trucks in Europe in 1987. In year 2008, He moved to Asia and started working in China where has been known as one of the world's fierce competition for truck industry. He was the President for Hub China which covered China, Taiwan, Hong Kong, Macau and Mongolia and was responsible for Volvo Truck, UD Truck sales and Renault Trucks. With his strong leadership, he has driven business performance to triple the volume for Volvo Trucks in China with a leading position of market share, branding and customer satisfaction.

Mr. Labat holds a PhD in Economy and Finance from Paris I Sorbonne and Master's degree in Business Economy from Toulouse Business School in France.

With his strong leadership skill, agility and drive for results and growth, we are confident that he will take over the reins of leadership for Thailand market and drive the business to even greater heights of success.

"I have worked in Asia for many years, which gives me an understanding of the local trucks industry and the complexity of Asian markets. I am determined to demonstrate our Volvo Group's core values to ensure that customer success is the priority in every of our decisions. I am confident that we can achieve our ambitious growth targets for Thailand which is a strategic market for Volvo Group." Said Eric Labat.