

iCar Asia People's Choice Awards - Car of The Year 2017



18 Category winners in Thailand announced with the ASEAN Car of the Year named at gala dinner and award ceremonies in 3 countries

Bangkok, Nov 27th, 2017: iCar Asia, ASEAN's No 1 network of automotive portals and largest and most trusted online source for new and used cars, is proud to honor the recipients of Thailand's One2Car.com People's Choice Award - Car of the Year 2017 and the iCar Asia People's Choice Award - ASEAN Car of the Year 2017 winners; with 100% public voting in Thailand and across ASEAN for the first time.

The One2Car.com People's Choice Awards - Car of the Year 2017 were presented at a gala dinner at Bangkok's smart W Hotel on November 24th, 2017. Car fans in Thailand voted for 18 categories of winners covering a wide variety of car types and features; including budget; mid-range; premium range; sedan; eco-car; hatchback; SUV; pick-up; and more.

A regional shortlist was voted on, again by the public all across ASEAN, 10 countries. The overall iCar Asia People's Choice Awards - ASEAN Car of the Year 2017 winner was announced simultaneously at award events in Thailand, Malaysia and Indonesia on the same evening.

iCar Asia Chief Information Officer, Pedro Sttau, who boasts more than 15 years' experience leading engineering teams across multiple industries in both Asia and Europe, welcomed guests at the Bangkok ceremony. "Independently voted for and audited, putting consumers in the driving seat to choose this year's award recipients really shows how brands and models are really perceived, what customer experiences are and where market interest lies; all useful for car manufacturers and distributors. Listening to our customers is essential and is why iCar Asia is a digital automotive sales leader." In previous years, the People's Choice Awards - Car of the Year was voted for by iCar Asia and automobile experts.

Pornladda Dathratwibul, Country Manager in Thailand for iCarAsia also attended the awards and delivered a welcome speech. "The Peoples' Choice Awards - Car of the Year 2017 has been a remarkable success, with thousands of votes cast in Thailand. Winners this year comprise of Honda who drove off with an impressive seven awards, BMW who were chosen as the winners in five award categories and Toyota who scooped three awards. Ford and Mazda won in one category each with the luxurious Porsche Cayenne taking home the Best Premium SUV category."

The People's Choice Awards - Car of the Year 2017 is sponsored by Thanachart Bank, Toyota Sure and Idemitsu. A lucky draw during the evening saw around THB 100,000 in prizes being won, including smartphones and smartwatches.