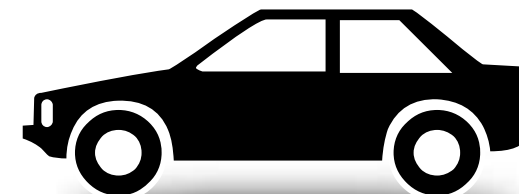


AAC

Automotive Asiatic (Thailand) Co.,Ltd.

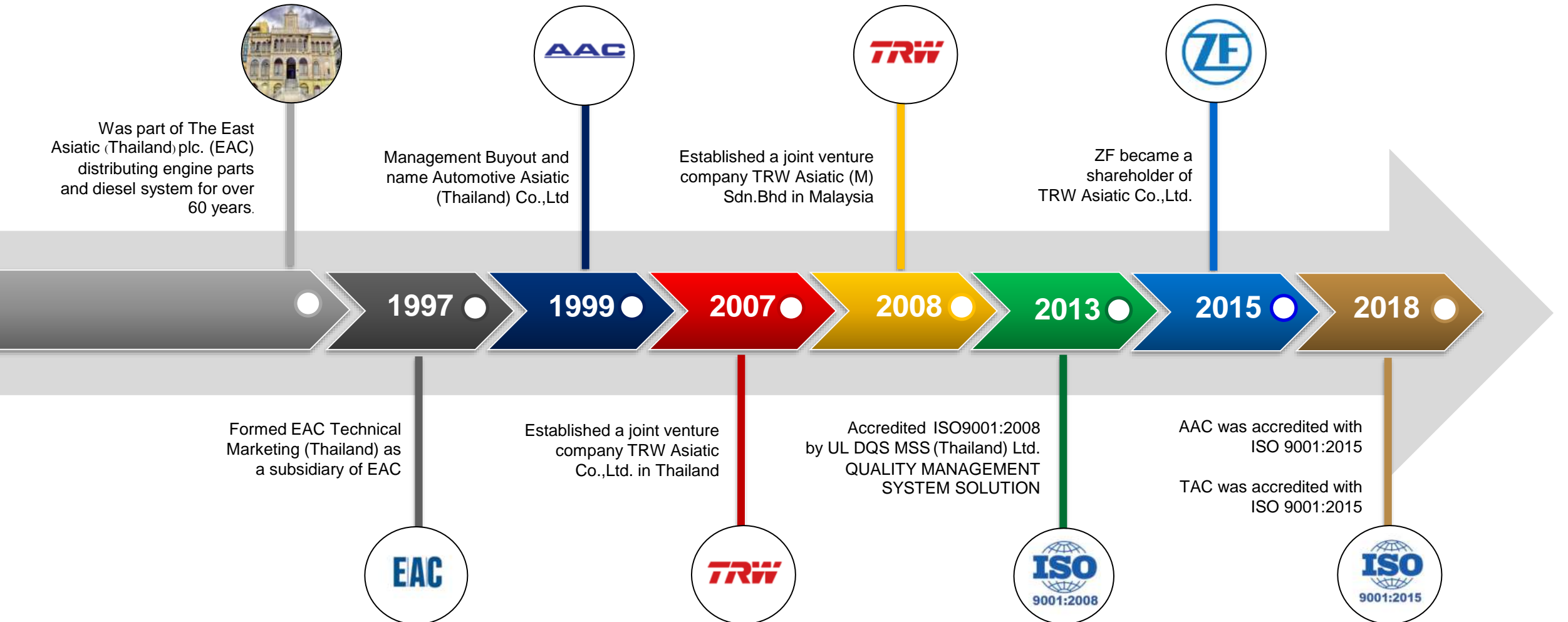


46 Rungrojthanakul Building, 14th Fl.,
Ratchadapisek Rd., HuaykwangSub-District
Huai Khwang, Bangkok 10310
Tel : 0-2494 3800
Fax: 0-2494 3831, 2494 3832

Agenda

- Company profile
- Organization chart
- Product Lines & Service
- Our supplier brands
- History Timeline
- Sales & Operating Segments
- Distribution Channel
- Distribution Network
- Strategies & Value-Added Services
 - Key Figures – Warehouse Operations
 - Warehouse & Logistic
 - Technical support
 - Marketing support & Digital Marketing
- Communication Channel
- ISO Certification
- Contact us

Company profile



Company Profile



Establish
17 October 1997



Registered Capital
Baht 100,000,000



No. of Employee AAC
: 121

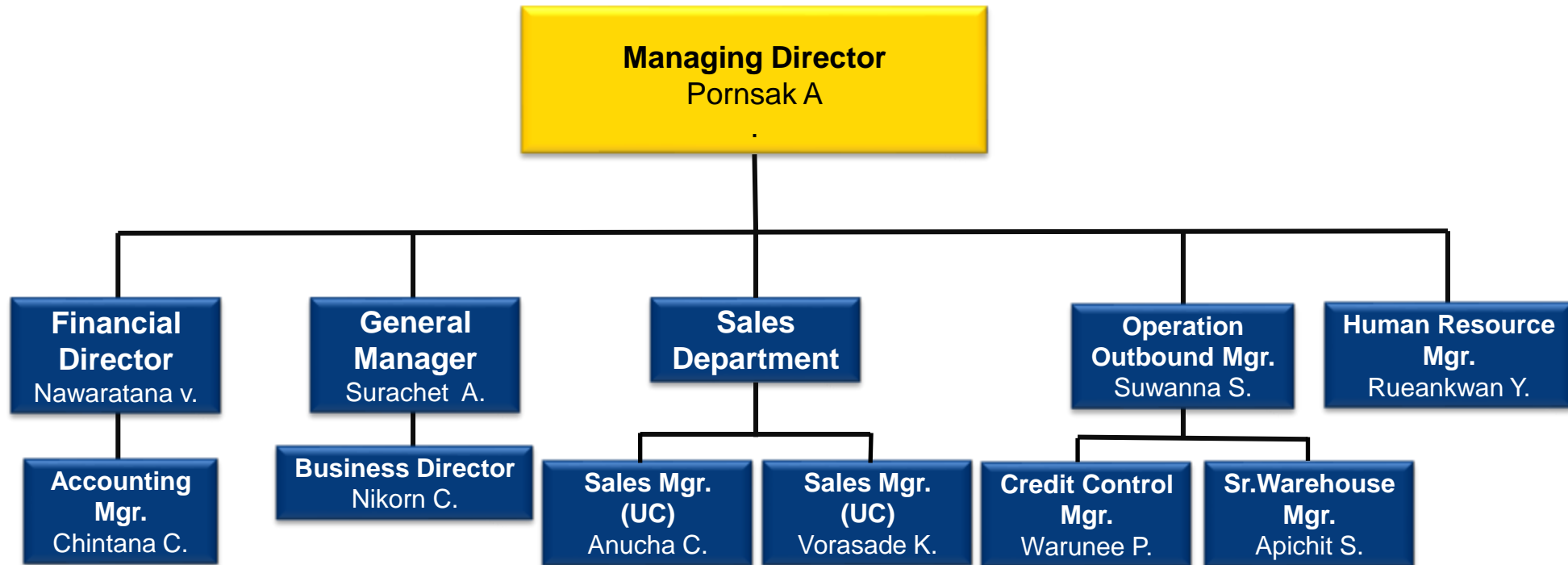


No of active customer
: over 2,900

AAC Headcount : JAN 2021

Secretary	1
Finance	3
Accounting	5
IT	4
Supply Chain	4
Purchase	2
Management	3
Marketing	1
HR	9
Credit Control	12
Customer Service	7
Packing and Kitting	3
Product	17
Sales	24
Technical	6
Warehouse	20
Grand Total	<u>121</u>

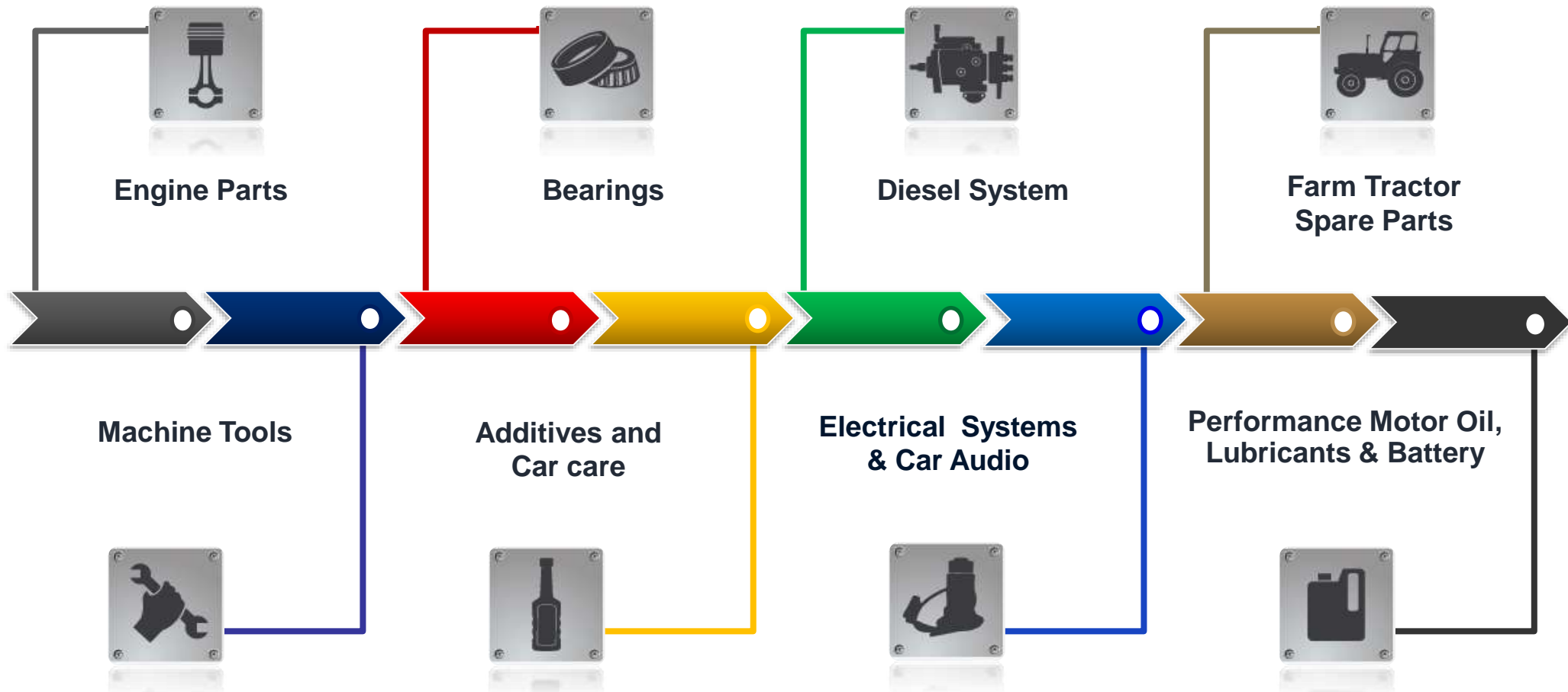
Organization Chart



Product Lines & Service

AAC is an automotive and agricultural parts distribution company supplying complete range of OE spare part for on-highway vehicles, agriculture tractors, marine, diesel system, test equipment and car care products.

AAC currently operates into 8 departments



Engine Parts



Pistons, Piston Rings, Liners, Engine Bearing, Valves, Gaskets, Filter

Bearings

TIMKEN

Bearings

- Taper Bearing
- Deep Groove Ball Bearing (DGBB)



TIMKEN

Grease



NTN

Bearings



CALTEX

Grease



Diesel System



Delphi Technologies

- Mechanic Pumps
- Pumps & Injectors
- Common Rail Pumps & Injectors
- All Make Nozzle



VDO

Common Rail Pumps & Injectors
For Mazda BT5, Ford Ranger
(T6)



**FP
DIESEL**

Fuel Pumps & Injectors, Tractor
Spare Parts for John Deere,
Caterpillar and Cummins engine

Farm Tractor Spare Parts



Farm Tractor Engine Parts



Spare Parts for Fuel Pumps & Injectors, Feed Pumps, Diesel Filters, Solenoids



Clutches & Components



Water Pumps, Oil Pumps



Hydraulic pumps and Fuel Pumps



Oil Seals

Farm Tractor Spare Parts



Transmission Systems



Starter Motors and Alternators



Filters



Belts



Bearings



Brake Couper Plate
Brake Steel Palate



Power Pump Steering

Machine Tools



ASNU

ASNU

Petrol Injector Diagnostics & Cleaning,
Complete Range of Injector Spares and
Effective Ultrasonic Cleaning Equipment,
Piezo Adapter Box



hartridge

Hartridge

The Expert in Diesel Fuel Injection Pump
& Injector Test Equipment, Special Tools,
Electronic Diesel Control System
(Commonrail, EUI & EUP)



AMC SCHOU

AMC

Cylinder Boring, Crankshaft Grinding and
Full Range of Engine Reconditioning
Machines

Machine Tools

HOFMANN® 

Under car service
equipment



Wheel Balancers



Tyre Changers



Lifts



Test Lane



Wheel Aligners

Machine Tools



Tools



Rechargeable Light



Impact wrench



Digital Tire Inflator



Tools + cabinet



Punches & Chisels



Blue-Point made he first double open-end wrench



Torque wrench



14 Ratchet Screwdriver, Pistol Handle

Garage Equipment



Battery checker BT2010



Nitrogen Trye Inflator



Gear & Oli Changer



Lube Oil Changer



Gear Jack



Car Booster



Diagnostic Tool



Battery charger GYS 8-12HF



Battery charger GYS 100-12HF



Digital Trye Inflator

Oil and Fuel Additives



HIGH MILEAGE
+STOP LEAK



ENGINE
FLUSH



CARB SPRAY &
INJECTOR CLEANER



AP 75



Oil treatment



Complete Fuel
System Cleaner



Super Concentrated
Fuel Injector Cleaner



Gas Treatment



Octane Booster



Fuel Injector &
Carburetor Treatment



Diesel Oil Treatment



Diesel Fuel Treatment &
Injector Cleaner



Power Steering Fluid &
Stop Leak



Power Steering Fluid



Son Of A Gun
Protectant Pump

Oil and Fuel Additives



Tuff Stuff Foam Cleaner Aerosol



Tuff Stuff Industrial Strength Cleaner & Degreaser

Car Care Product



BUG REMOVER



**LEATHER CARE
PROTECTANT**



**AIR FRESHENING
PROTECTANT**



**TIRE FOAM
PROTECTANT**



WHEEL PROTECTANT



**HEAVY DUTY CLEANER &
DEGREASER
(MULTIPURPOSE)**



**CARPET & UPHOLSTERY
CLEANER**



**CAR WASH
CONCENTRATE**



**ULTRA SHINE WASH
& WAX**



**EXTREME TIRE
SHINE**



**ULTRA SHINE BUTTER SMOOTH
WAX**



**EXTREME SHIELD WAX
(Premium Series)**



**AIR FRESHENING CLEANING
WIPES (Coolmist)**



GLASS WIPES



LEATHER WIPES



LEATHER CARE GEL

Electrical Systems

VDO

VDO is the leader spare parts manufacturer of air system, fuel system, engine management, and other electrical equipments for European and Japanese car maker



Electrical Equipments



Patrol and Diesel injectors



Fuel pumps and Fuel Level sensors



Engine management

Car Audio



AV RECEIVERS



AUDIO RECEIVERS



DRIVING RECORDER



POWER AMPLIFIERS



DSP SERIES



WOOFER BOXES/TUBES



SPEAKERS



ACTIVE WOOFERS

Performance Motor Oil



Performance Motor Oil



Engine Oils



Antifreeze & Coolants



Gear & Transmission Oils



Power Steering Fluid



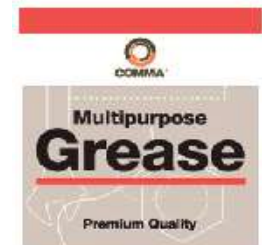
Brake & Hydraulic Fluids



Manista Hand Care



Brake Clean



Greases

Battery & Lubricants

Delkor[®]

Battery



wolf
THE VITAL LUBRICANT

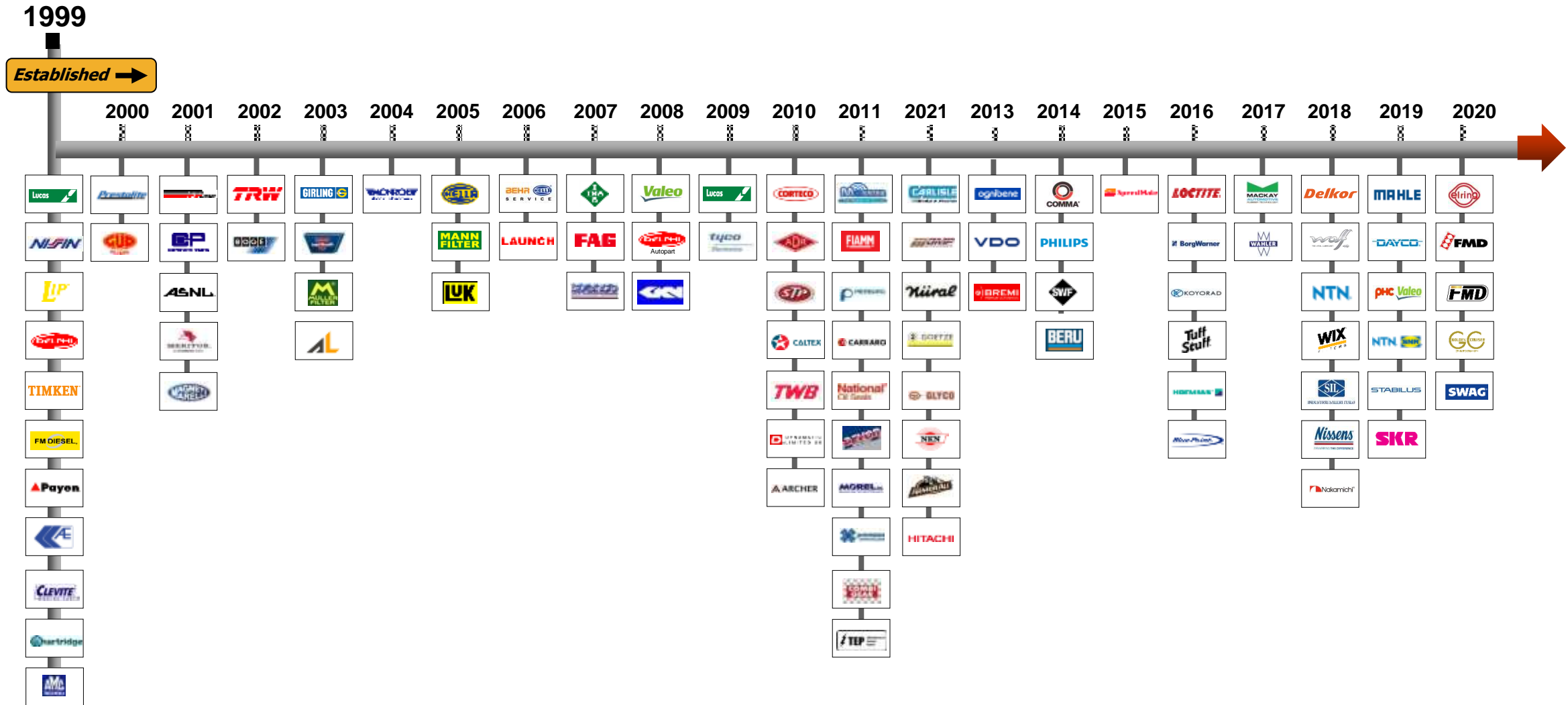
Lubricants



Our Supplier Brands

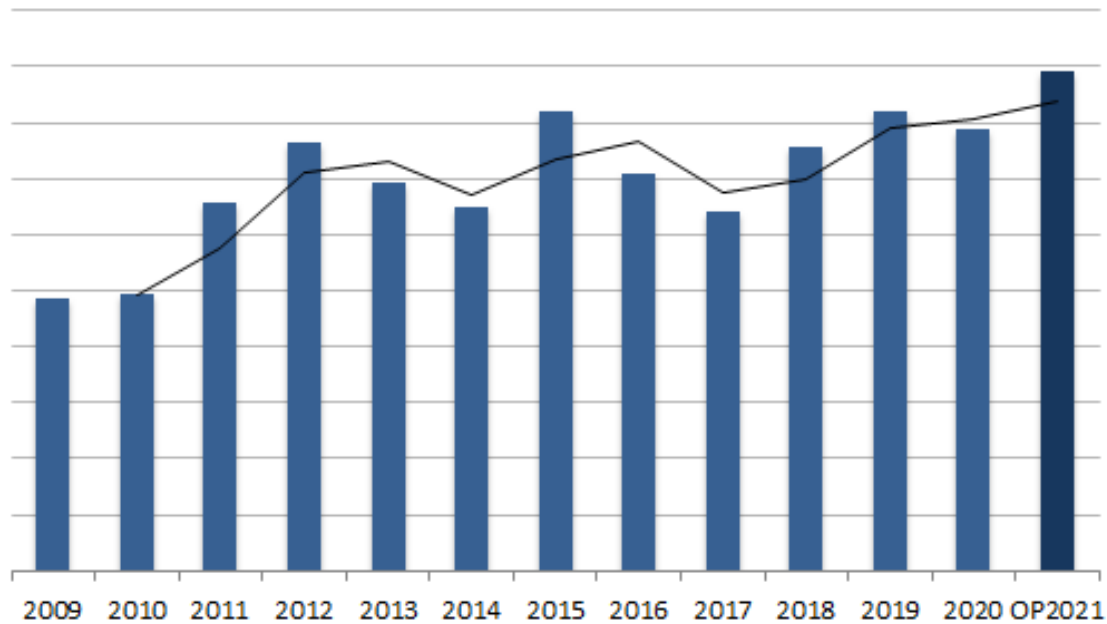


History Timeline

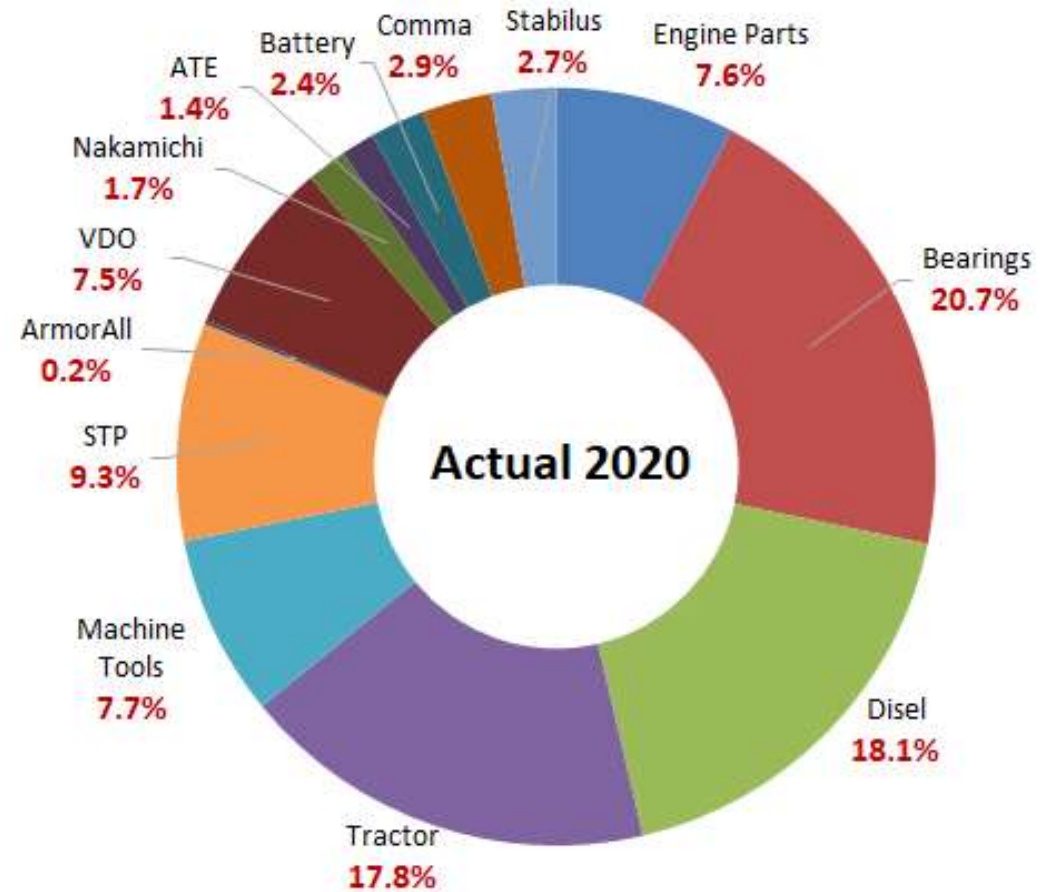


Sales & Operating Segments

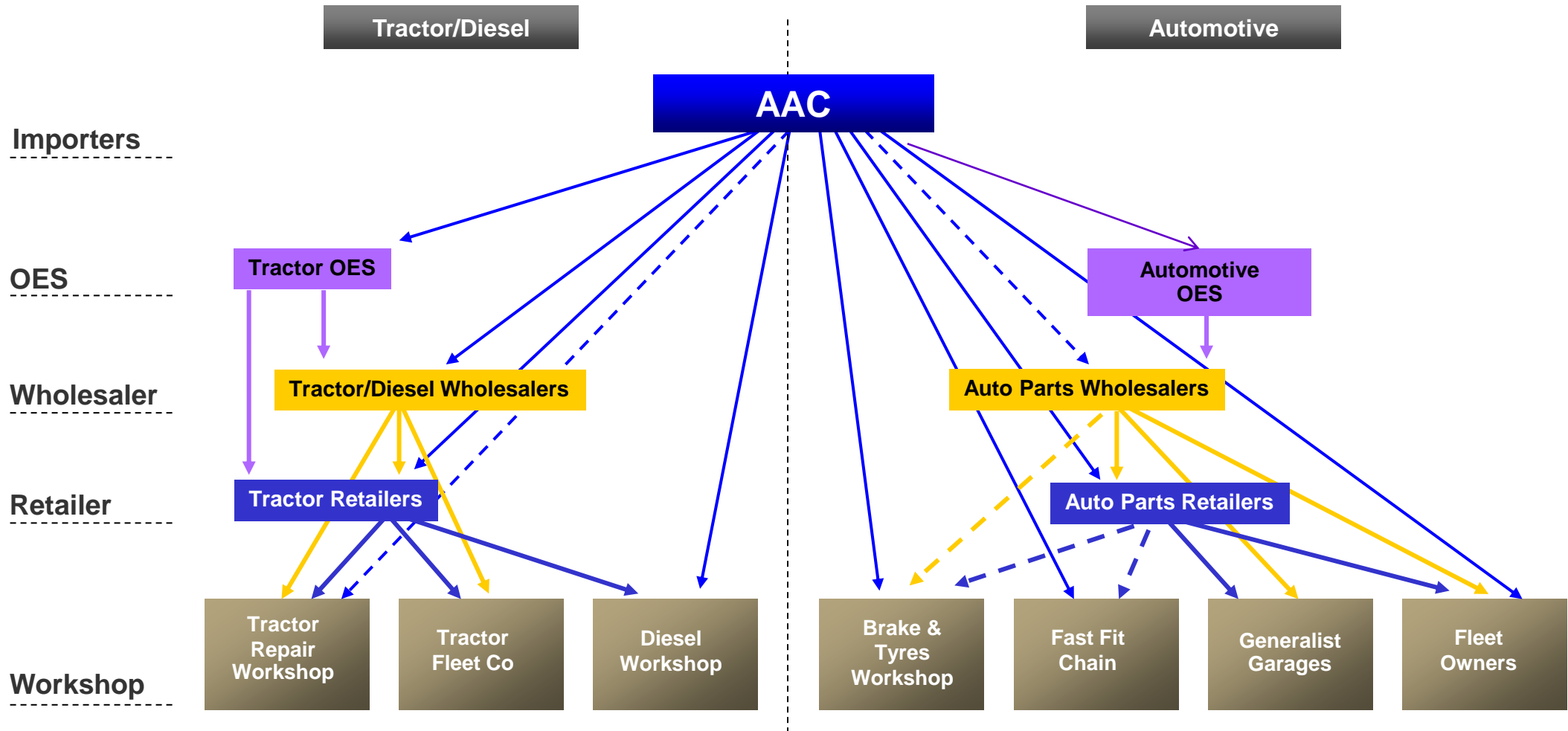
AAC Sales Total



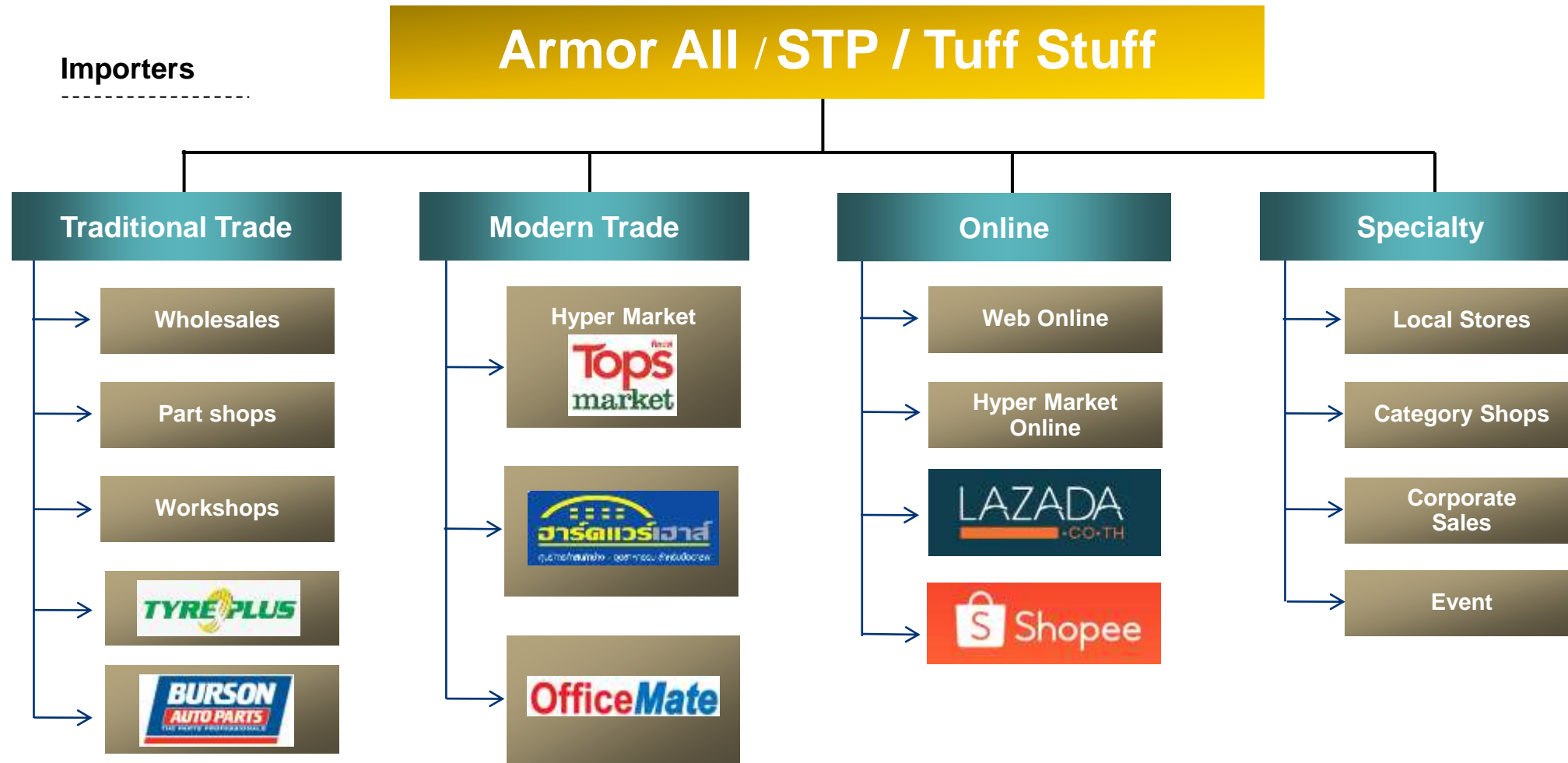
Growth 4.1%



Distribution Channel



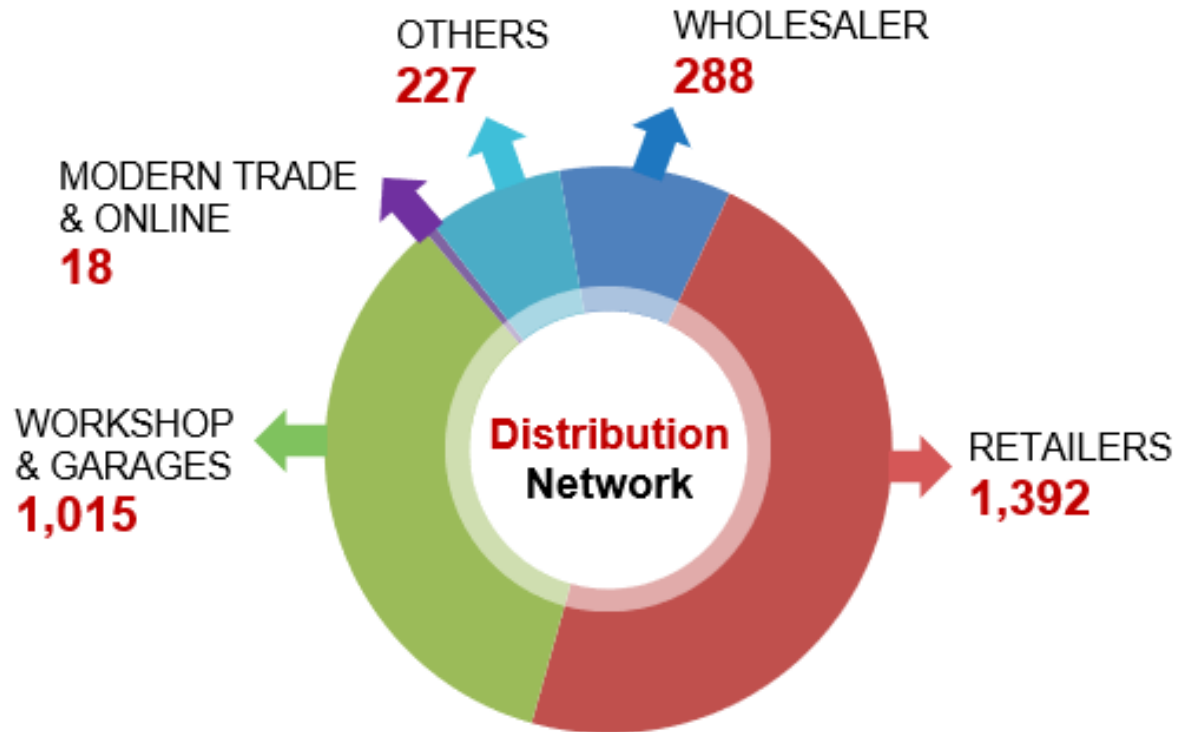
Distribution Channel



Distribution Network



Number of active customer in 2021
over 2,900



Wholesaler	
Wholesaler	274
Tractor spare part wholesaler	14
Retailers	
Retailer/Reseller	1,127
Bearing house	20
Tractor spare part retailer	243
Off-highway spare part retailer	2
Workshop & Garages	
Fast fit - Branded	318
Independent tyre & brake shop	261
General garage	89
Special Workshop	291
Fleet operator	43
Tractor garage	9
Off-highway fleets and rental	4
Modern Trade & Online Chanel	
Online business	10
Modern Trade, Department Stores	7
Catalogue sales	1
Others	
Vehicle manufacturer dealer	14
Vehicle manufacturer	5
Tractor distributor	35
Used tractor importer	2
Insurance company	3
Car importer	1
Gas station	3
Rail reseller	1
Industrial reseller	5
Inter company	5
Distributor	26
Garage for Battery and Lubricant	4
non	123
Grand Total	2,940

Strategies & Value Added Services

Global Brands
By leading global OE suppliers



OE Quality
All parts are manufactured of OE quality



Marketing
Above & Below the line



Warranty
100% original products with warranty



Technical
Support and Training



Program Making
To select the right products for each application with full range coverage and provide ex-stock service



Logistic
Delivery Shipments



Key Figures – Warehouse Operations

Warehouse Operations	TAC	AAC
1. WH Space (sqm) KDC	8,082 M2	
2. No. of Item	22,731	11,924
3. No. of Staff	50	20
4. Avg. No. of Order Line : Day	2,153	221
5. Avg. Picking Qty. : Day	13,958	2,437

Warehouse and Logistic



1 warehouse facilities : Include OES packing line (2 warehouse at free zone, General warehouse)



24 light-trucks for goods delivery



27 motorbikes for express delivery



Express delivery service for UPC customer

Technical Service & Support

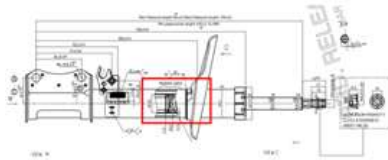
Training

- Classroom Training
- MS-Teams Training
- On site Training



Technical information

- Specification
- Test report
- Analysis team support
- Technical Knowledge training
- Defect point analysis
- Special tools support



Quality inspection

- Incoming inspection
- NCR Reports.
- Sample flow AQL data sheet



Warranty

- Warranty claim online supports
- Supplier contact window
- Inspection data from supplier
- Analysis from Technical team
- Supplier supports.

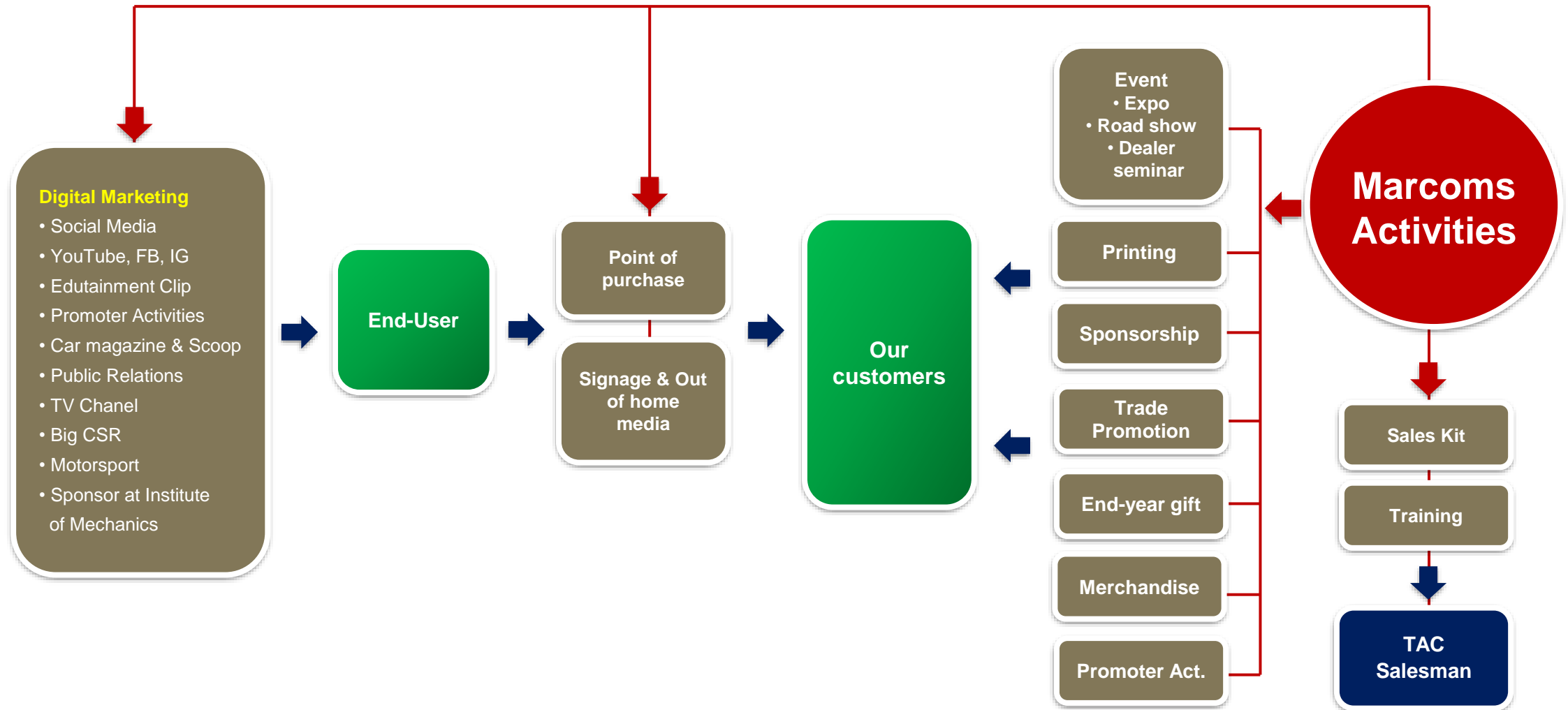


QA & OES

- Receiving standard
- Tracking monitoring
- Supplier evaluation



IMC Strategy Loop



End-User promotion



Event & Sponsorship



Authorize Dealer Event



Trade Night / Focus Group



Tube Event



Motor Expo



Road show



Press Conference



Seminar



Rally



Visit Plant



Training & Workshop



Racing Motorsport



Promoter

Event & Sponsorship



Trade Fair Activities



Booth at Department store



Booth and Activities



Car Club Activities



Movie Program

Annual Event TAC Expo Event (2019)



Annual Event TAC E-EXPO 2020 (Online Platform)



▪ <http://www.tacexpo.com>



▪ Facebook : TAC E-EXPO 2020



▪ Flash Sales



▪ Expo Tour



▪ Online Seminar



▪ Prize & Lucky Draw



▪ VDO Clip



CSR Activities



Dam Constructing



Mangrove Planting



Forest Planting



Forest Planting



Flood Relief



Free Lunch for orphan



Sport Equipment Donation



Library



Educational Donation



Advertising & PR



Speed Chanel : Scoop Ads.



Speed Talk



Cable TV



Nation Chanel



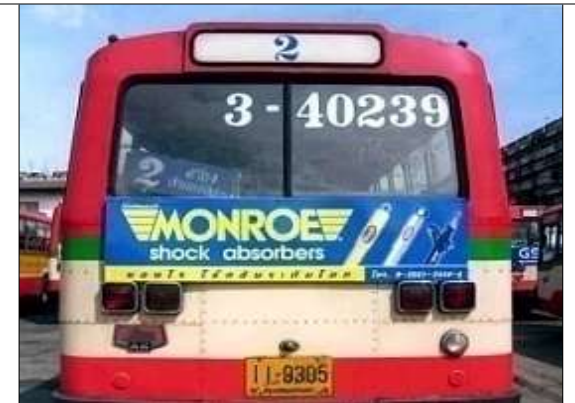
Lok Rot Yont



CEO Secret



Radio



Bus Ads.

Advertising & PR

Car Magazine



Ads. on IG and Facebook



Signage & Décor



POS & Printing



Flag Banner Bunting etc.



Product Counter Display



Icon Standee



Shelf Display



Product Cut-away



Stool



Mechanic Sheet



Apron



Brochure & Leaflet



Wallchart & Poster



Drawing Catalogue



Pricelist



Sales Presenter & Product presentation



Newsletter



Mechanic Book



Sales Manual



Buyer's Guide



Counter Matt



Sticker



Merchandise

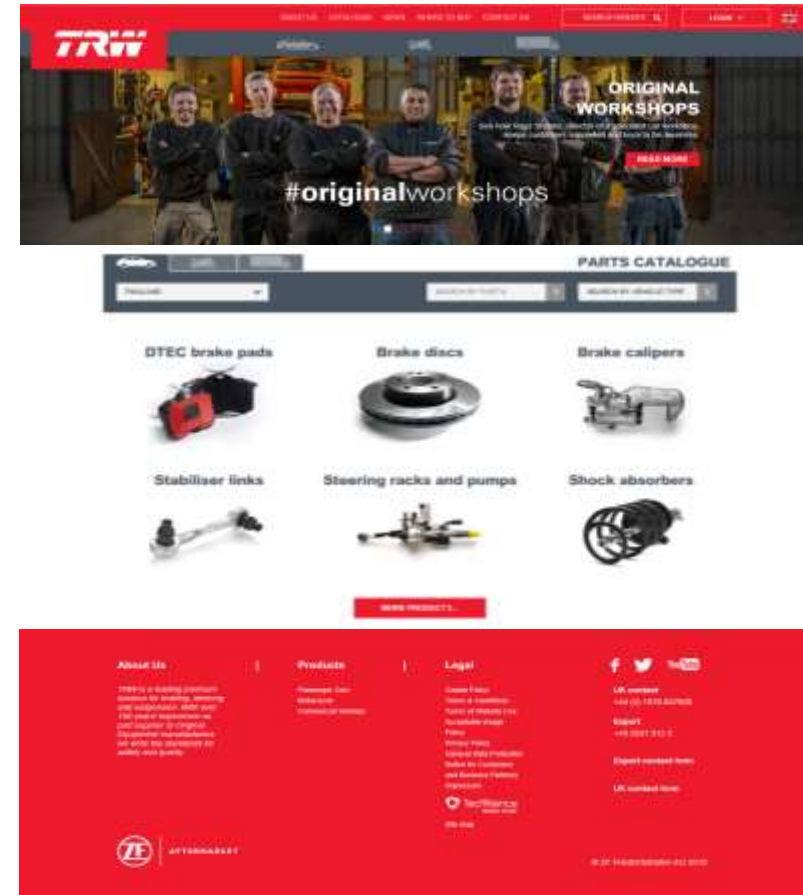
Reference picture

Company Websites

www.trw.co.th / www.aac.co.th



www.trwaftermarket.com/th/





www.facebook.com/TRW.Thailand

Fan page

2013	: 15,697 Likes
2014	: 16,404 Likes
2015	: 16,539 Likes
2016	: 17,469 Likes
2017	: 18,624 Likes
2018	: 30,810 Likes
2019	: 70,019 Likes
2020	: 96,265 Likes
Present	: 113,385 Likes

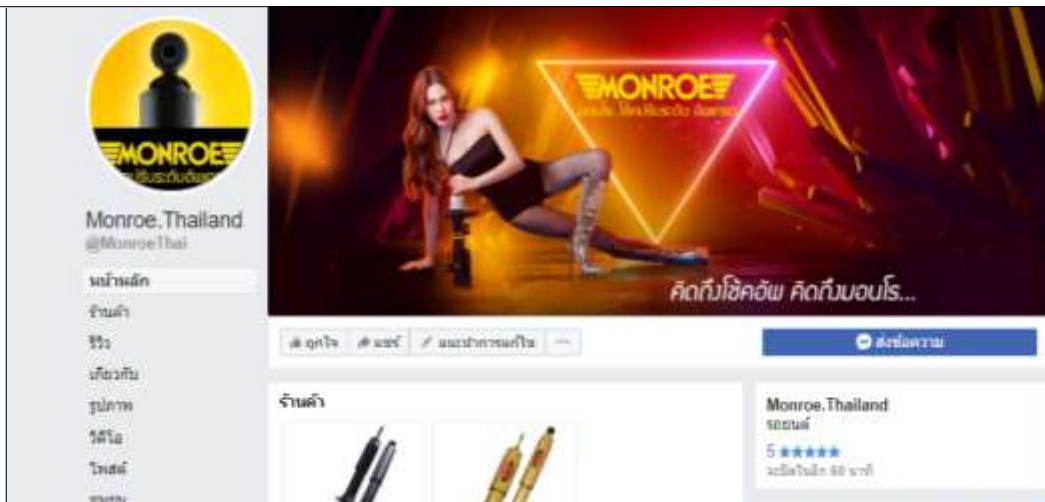
facebook
Followers

114,351



<https://www.facebook.com/STPThailand.fanpage/>

Fan page	
2013	: 10,402 Likes
2014	: 12,293 Likes
2015	: 12,316 Likes
2016	: 12,042 Likes
2017	: 14,313 Likes
2018	: 30,030 Likes
2019	: 64,646 Likes
2020	: 90,276 Likes
Present	: 106,326 Likes



www.facebook.com/monroe.thailand

Fan page	
2018	: 13,174 Likes
2019	: 51,574 Likes
2020	: 77,213 Likes
Present	: 94,895 Likes



Live and Activities on facebook





trw_thai

trw_thai

132 โฟสต์ 275 ผู้ติดตาม 1 กำลังติดตาม

TRW.Thailand
 TRW ผู้ผลิตอะไหล่ที่ขึ้นชื่าน่าระดับโลก ผู้เชี่ยวชาญระบบเบรก ช่วงล่าง และระบบไฮดรอลิก เพื่อการขับขี่ที่ปลอดภัย สนใจสอบถามรายละเอียดได้ที่link ด้านล่างครับ 📌
m.me/TRW.Thailand
 46 Rungrojthanakul Building 14 th Floor, Ratchadapisek Road, Huaykwang, Bangkok, Thailand
 ติดตามโดย momay_na_songkhla, down_reang_ และ chalemreudee_oat

กำลังติดตาม ▼ ส่งข้อความ ติดต่อ ▼

stp.thailand

stp.thailand

78 โฟสต์ 118 ผู้ติดตาม 5 กำลังติดตาม

STP
 ผู้นำเข้า และจัดจำหน่ายสินค้าแบรนด์ STP / ARMOR ALL / TUFF STUFF แบรินต์จากอเมริกาอย่างเป็นทางการ สนใจสอบถามรายละเอียดเพิ่มเติมได้ที่link ด้านล่างครับ 📌
m.me/STPThailand.fanpage
 46 RUNGROJTHANAKUL BUILDING 14th Floor, RATCHADAPISEK ROAD, HUAYKWANG, Bangkok, Thailand
 ติดตามโดย momay_na_songkhla และ trw_thai

ติดตาม ส่งข้อความ ติดต่อ ▼

www.autoshop-online.net

Autoshop-Online

153 สินค้า 31 ผู้ติดตาม

ผลิตภัณฑ์ STP และ ARMOR ALL เป็นสินค้าที่ได้รับความนิยมเป็นอันดับต้นๆของประเทศอเมริกา ด้วยคุณภาพที่ดี ส

18004/1 น้ยาทำความสะอาด	18035/1 สเปรย์ทำความสะอาด	18003/1 ฟ้า 75 สเปรย์น้ำมัน	18001/1 CARE SPRAY
฿ 100	฿ 250	฿ 100	฿ 150

www.lazada.co.th

หมวดหมู่ที่เกี่ยวข้อง 3626 ค้นพบสินค้าสำหรับ "stp"

ประเภทของการรับประกัน

- No Warranty
- ไม่มีการรับประกัน

บริการ

- Taobao คอลเล...
- จัดส่งแบบเร่งด่วน...
- ชำระเงินปลายทาง
- จำนวนขายโดยสาขา...

สถานที่

- สถานที่
- จีน
- เกาหลีใต้
- แองโกลา
- นิวซีแลนด์
- ซิลิ
- ญี่ปุ่น

ราคา

ต่ำสุด - สูงสุด

ให้คะแนน

STP 66079/1 หัว...	STP Power Steering Fluid +...	STP 78574/1 น้ยา...	STP 00350/1 น้ยา...	STP 00204/1 น้ยา...
฿189.00	฿289.00	฿259.00	฿269.00	฿149.00

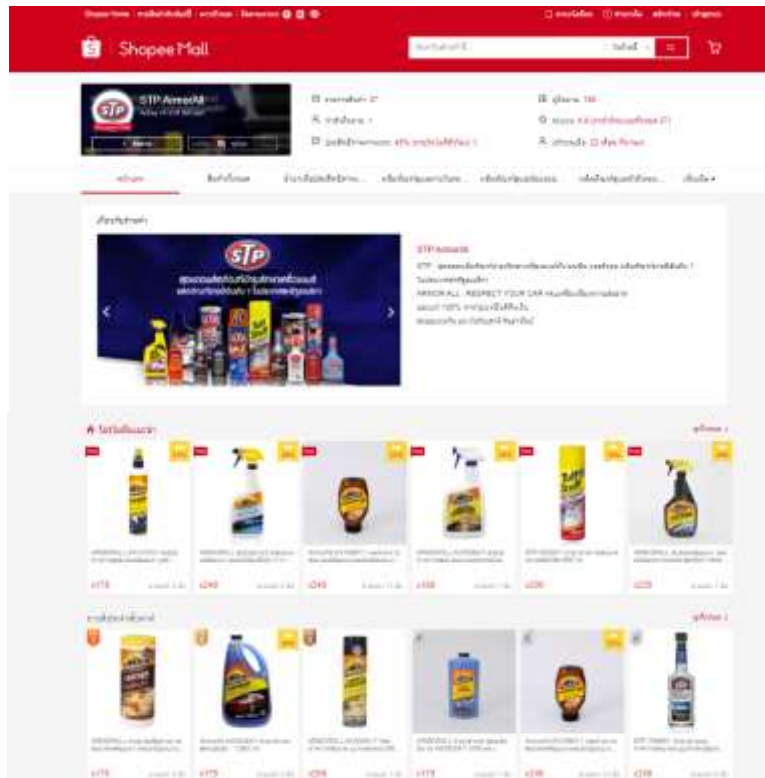
STP Power Steering Fluid +...	STP สเปรย์เคลือบ...	STP 65934/1 หัว...	STP สเปรย์ทำความสะอาด...	STP 78571/1 น้ยา...
฿435.00	฿230.00	฿189.00	฿310.00	฿159.00

STP น้ยาล้างและ...	STP น้ยาล้างและ...	STP น้ยาทำความสะอาด...	STP Super Concentrated Fue...	STP น้ยาทำความสะอาด...
฿319.00	฿229.00	฿199.00	฿300.00	฿229.00



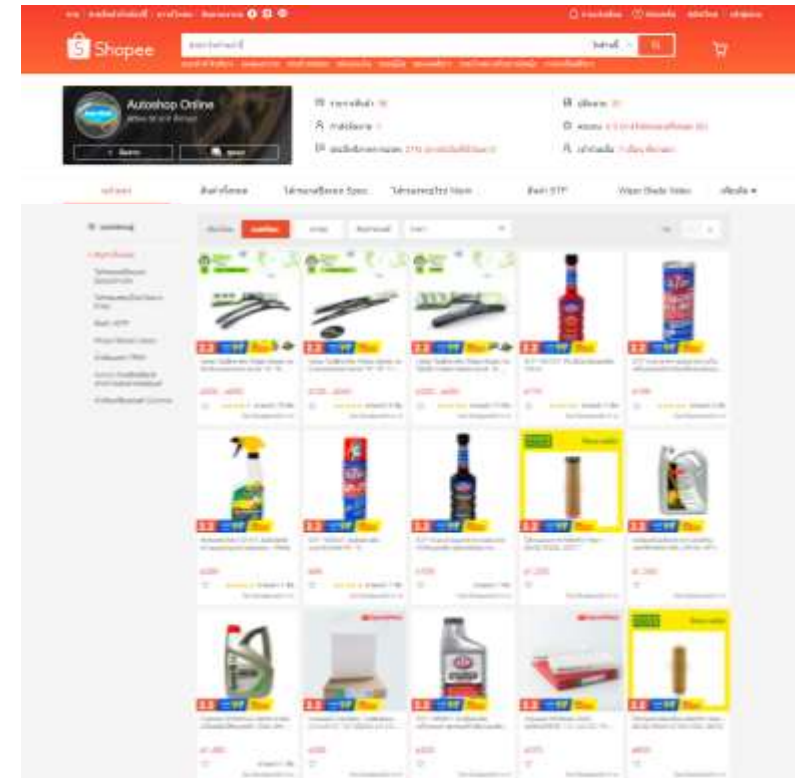
STP and ArmorAll

Shopee Shop: <https://shopee.co.th/shop/143312099/>



Valeo, Speedmate, Mann Filters, Comma, Phillips, STP, ArmorAll

Shopee Shop: [Autoshop Online, ร้านค้าออนไลน์ | Shopee Thailand](#)













TRW Asiatic channel

SCAN ME



Communication Channel

 <p>TRW Club (Group chat)</p>	 <p>TAC&AAC จำนวนเพื่อน 1,910</p> <p>LINE Official Account</p>	 <p>TAS Loyalty club จำนวนเพื่อน 89</p> <p>LINE Official Account</p>	 <p>แก๊งค์ซ่าTRW จำนวนเพื่อน 836</p> <p>LINE Official Account</p>
 <p>TRW Training Class (Group chat)</p>	 <p>Facebook Groups</p>  <p>TRW Training Class > จำนวนผู้ติดตาม 096 คน</p>		 <p>New P/N Newsletter</p>

ISO Certification

AAC and TAC was accredited with **ISO 9001:2008** Since : 23 FEB 2014 – 22 FEB 2017



AAC was accredited with **ISO 9001:2015** Since : 24 Feb 2018 – 23 Feb 2021



TAC was accredited with **ISO 9001:2015** Since : 12 Nov 2018 – 12 Nov 2021



Contact us



Salesman



Telesales



Customer service



E-mail
info@aac.co.th



Website
www.aac.co.th
www.trw.co.th
www.trwaftermarket.com/th/



facebook
www.facebook.com/TRW.Thailand
www.facebook.com/STPThailand.fanpage/
www.facebook.com/monroe.thailand



Automotive Asiatic (Thailand) Co.,Ltd.

46 Rungrojthanakul Building, 14th Fl.,
 Ratchadapisek Rd., HuaykwangSub-District
 Huai Khwang, Bangkok 10310

Tel : 0-2494 3800

Fax: 0-2494 3831, 2494 3832