

# iCar Asia Launches All-New People Choice Awards - Car of The Year Awards 2017



Thai car-fans can vote until October 13th, 2017, with THB 100,000 prize draw

Bangkok, Oct 6th 2017: iCar Asia, ASEAN's No 1 network of automotive portals and largest and most trusted online source for new and used cars, is launching a brand new People Choice Awards - Car of The Year 2017 Award in Thailand and across ASEAN with 100% consumer voting for the first time. Voting in Thailand, in 18 award categories, is open from today until October 13th, 2017 only, with each voter being automatically entered into a lucky draw, with THB 100,000 in prizes to win, from top-of-the-range smartphones, smartwatches and vouchers.

Previously, the iCar Asia awards were voted for by automobile experts. Country Manager in Thailand, Pornladda Dathratwibul explains why People Choice Awards are being voted for by consumers this year. "As digital automotive leaders, our success in the new and used car markets are based on listening to and responding to our customers. The People Choice Awards gives consumers a voice and reflects to the automobile industry what the retail perspective is and what consumer tastes are, whether based on experience, the price of a car, the style or even what they perceive about a brand and model from the marketplace."

Consumers in Thailand will vote for the One2Car.com People Choice Awards - Car of The Year 2017 online at [one2car.com/caroftheyear](http://one2car.com/caroftheyear) until the end of October 13th, 2017, with 18 categories to choose from in the budget, mid-range and premium range; voting on their favorite sedan, eco-car, hatchback, SUV, pick-up and more. iCar Asia are expecting ten thousands votes from each territory with the prize draw promising to be a real incentive to log on and vote.

At the same time as Thai car-lovers are voting for the One2Car.com People Choice Awards - Car of The Year 2017 categories, consumers in Indonesia and Malaysia will be casting their first round of votes online, with each country gathering their local winner in each of the categories. Once these results are in, a regional shortlist will be voted on in early November at a regional base website. This round of voting will be by all consumers in ASEAN, including Thailand, Malaysia, Indonesia, Singapore, the Philippines and Vietnam. All the ASEAN winners of People Choice Awards - Car of the Year 2017 will be announced at glamorous gala dinners in November 2017.

The award ceremonies will be hosted in all three countries, Thailand, Indonesia and Malaysia, on November 24th, 2017, at exactly the same time. All the results are to be processed at iCar Asia headquarters in Malaysia by third-party audit firm. This will be followed by a live broadcast from Malaysia to each of the three gala events to announce the award winners and overall ASEAN car champion. In Thailand, the People Choice Awards - Car of the Year 2017 awards evening, which will see VIP guests and invited distributors attend, will be held at the upscale W Hotel on Bangkok's Sathorn Road.

People Choice Awards - Car of the Year 2017 is sponsored by Thanachart Bank, Toyota Sure and Idemitsu.

The People Choice Awards - Car of the Year 2017 are being independently voted for and not judged by iCar Asia and industry experts as in previous years; putting consumers in the driving seat of

which cars are really accelerating interest in the market.

####

About iCar Asia Limited ([www.icarasia.com](http://www.icarasia.com))

Listed on the Australian Securities Exchange, iCar Asia (ASX:ICQ) owns and operates ASEAN's No. 1 network of automotive portals. Headquartered in Kuala Lumpur, Malaysia, the company is focused on developing and operating leading automotive

portals in Malaysia, Indonesia and Thailand. iCar Asia is continuously working to capitalize on its market-leading positions, with its online properties currently reaching over 4.8 million car buyers and sellers in the region every month.

For media enquiries and other information please contact:

Napaporn Sartjumroen (Jan) 099-2584428 at [pr@brandnow.asia](mailto:pr@brandnow.asia)

Kachain Saengsuk (Chain) 091-8589912 at [event@brandnow.asia](mailto:event@brandnow.asia)

Kittima Sethi (Tinny) 081-8262399 at [kittima@brandnow.asia](mailto:kittima@brandnow.asia)

Brand Now Co., Limited [www.brandnow.asia](http://www.brandnow.asia) T: +66 2 105 4217