

# Siam Motors Industries officially launched rebranding of ‘ Nissan Forklift’ to “ UniCarriers”



Siam Motors Industries and UniCarriers Asia, the world ‘s leading forklifts and warehouse equipments distributor , officially announced rebranding of the former “Nissan Forklift” to “UniCarriers”, focusing on quality products, innovation, and continuous development base on technology and knowhow from Nissan Forklift. Siam Motors Industries, local authorized distributor of UniCarriers, is targeting sales of 2015s at THB 1,500 million and emphasize on fleet management, direct services, and forklift training courses that certified by National Skill Standard Testing Center. The company is planning to invest more on HR development, software and IT infrastructure in order to better drive the business and improving efficiency.

Mr.Pratonwong Phornprapha, President of Siam Motors Industries Co., Ltd., said “Through our 20 years of operation, Siam Motor Industries Co.,Ltd. has achieved reliance and confidence from various businesses and industries nationwide and has been a part of their and the country ‘s economy development, Our growth comes from efficient management which perfectly responding to warehouses, logistics and industrial needs. Our group of companies comprises of three subsidiaries 1.) PPN Marketing Co.,Ltd. for forklift rental and after-sale-services, 2.) PPN Rental and Service Co.,Ltd. for forklift rental and forklift drivers or fleet management services. 3.) PPN Professional Operator Service Co., Ltd. for technical and driving training courses certified by The National Skill Standard Testing Center Siam Motor Industries Co.,Ltd.’s vision is to achieve the world-class integrated innovation for success of businesses and industries as well as providing customers satisfaction from quality products , technologies, efficiency and ensuring direct services with standard quality nationwide. We have comprehensive product lines such as engine powered diesel truck, LPG engine, electric powered trucks or electrical forklift and complete line of warehouse equipments like Pallet Transporters, Pallet Stackers, Reach Trucks and VNA. As the company has reached its 21th year of operation, it is the great occasion to officially announce the rebranding of Nissan Forklift to UniCarriers which the new brand was born from the vision and strong cooperation between the Japanese government and Nissan Forklift aiming to develop the best forklift that could best compete on the global market and better serve demand in Thai market. The truck was further developed base on 50 years of experiences of Nissan Forklift those are R&D, knowhow, strengths, design, technologies and production expertise.”

Mr.Masashi Takamatsu, Head of UniCarriers Asia Co.,Ltd. said, “Nissan was born in 1957 almost 57 years ago and has been a successful global forklift business. To expand the forklift even further, Nissan Motors and Innovation Network Corporation of Japan (INCJ) joined hands in promoting innovation and enhancing the value of businesses. From the joint venture, Nissan Forklifts has renewed its corporate name to UniCarriers Corporation since April 2013.The special word of UniCarriers has reflected Uniqueness, Unity and Universality in its powerful strengths and corporate identity for the world and unlimited sky-changing impossibilities to possibilities and to achieve the sustainable goal along with our business alliances. Our well-rounded capabilities and strengths will support UniCarriers forklift to expand marketing base in Thailand and worldwide. Presently our R&D and production bases are in Japan , U.S.A.,German, Sweden, Spain and China. We, UniCarriers Asia Co.,Ltd.is a regional headquarters covering nine countries in the Asian region.

Locating our office in Bangkok is strategically decided as we see that Thailand has been one of the most important markets both with the Asian regions as well as on a global scale.”

Mr.Siam Kongpukdeesuk, Managing Director of Siam Motors Industries Co.,Ltd. said “UniCarriers distribution channels comprise of 4 branches and 3 dealers such as 1. Head office on Srinakarin Rd. 2. Patumtani/Klonglung branch 3. Nakhonratchasima branch 4. Rayong branch 5.Hat Yai branch 6. Sakornsrithamarat branch 7.SuratThani branch. UniCarriers forklift are designed and produced for all-in-one benefits : for driver, business owners and production lines 1.Ergonomic Design 2.Safety Design and Production 3. Good Value to Money 4. High ROI 5.Environmental Friendly 6. High Efficacy 7. Modern Technologies”

Mr.Pratarawong Phornprapha mentioned about Thailand Market’s perspective “Thailand total market size in 2015 is about 5,500 units (new trucks) of which Japan brands is about 4,700 units or 90% of the total market. We expect the market growth in Thailand is about 4 - 5%. For the total sale of Siam Motors Industries Co.,Ltd. in 2014 was 1,300 million baht of which forklift sale 639 million baht, from 634 units. The company ‘s 2015 sale target is set for 1,500 million bath of which forklift sale is about 800 million baht. We have confidence to hit the sale target UniCarriers with the word-class quality, our service center equipped with technical experts who are well trained in japan and ready for light maintenance, overhaul maintenance and re- furbish service together with standby team, genuine spare parts and speedy delivery. Siam Motors Industries Co.,Ltd. ‘s marketing plan will be implemented integrated marketing communication (IMC) in forms of advertising, public relations and events to promote brand awareness and marketing supports to our clients.

For the company’s investment plan, we have invested on IT system both for software and infrastructure to increase efficiency of operation and customer services, develop human resource by more training for, training technicians, service and engineering experts under UC step standard from Japan. The heart of business is after-sale service which must maintain service standard and repair quality of service staff as same standard in Thailand. For market competition in 2015, the market should grow up, but even if there is a risk in investment of public utility, but not effect to forklift market , it still growth.”

During the press conference, there was special talk “Put the Wings on Logistic Businesses and Industries in the Digital Economy Era”, by 3 gurus — Mr. Pratanwong Phornprapa, president of Siam Motors Industries Co.Ltd. , Mr. Siam Kongpukdeesuk, Managing Director of Siam Motors Industries Co., Ltd. and Miss Janya Tanathiporn, Vice President of LF Logistics (Thailand) Co.,Ltd. They discussed core viewpoints on how to mobilize businesses to success among the changing economy where ICT technology has been playing an important role towards marketing, consumers’ behaviours, production, logistic and supply chain. Among the economic growth of Asia and the global market, to be the country’s economic or trade leaders would compete with time and speed of supply chain management as well as logistic efficiency. Currently, economic communities are forming for trade and cooperation in many regions around the world such as BRICS, APEC, AFRICAN Community, ASEAN ; it has built up the highly- potential new market leading to new opportunities for businesses and industries in Thailand.

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