

Thai Cars for Canada

A milestone in the Thai automobile industry was reached in January with the dispatching of the first shipment of fully Thai-assembled cars to Canada.

MMC Sittipol Co. Ltd. (MSC) — a joint venture with Mitsubishi Japan — shipped 420 Lancer Champ II cars as a result of an agreement signed with Chrysler Canada Ltd. (CCL), in April last year.

100,000 cars

Under the contract, 1,000 cars will be sent to Canada every two weeks for the duration of the six year agreement: A total of 100,000 automobiles.

"This agreement is the first of its kind for Thailand," said Vachara Pranchet, General Manager of MSC's International Business and Advertising and Public Relations Divisions. "With no regulation or law to guide us, we have all had to sit down together and work out details from scratch."

A spare parts agreement was also signed under which MSC will ship more than 500 types of parts to Canada on a regular basis.

Mr. Pranchet added that the deal has gone smoothly thanks in part to the fact that in Canada, CCL is linked with Mitsubishi, "resulting in a very close relationship between the three organizations".

Modified for cold climate

The Canadian export — to be sold by Chrysler under the names Dodge-Colt, Plymouth-Colt and Eagle-Colt — although similar to the Lancer Champ II on the Thai market, has been modified to meet cold country specifications. The car must be able to withstand snow and salt, be protected against rust and the engine must start well in sub-zero temperatures.

With guidance from Mitsubishi's production expertise and CCL's vast sales and marketing network, MSC aims to demonstrate to Canada that the Thai industry has reached world levels enabling the country to produce a car meeting international standards.

CCL expects the Lancer Champ to be highly competitive in the Canadian market and talks are already under way to extend the contract to 10 years.



All Aboard! — The first of 420, fully Thai-assembled cars being driven onto a ship bound for Canada.

Bangkok now a Canadian City



Clifton Shaw, (left) Canadian Embassy Charge, David Solloway (centre) CAI General Manager-Thailand, and Sid Fattedad, CAI Vice President for Asia.

October 29 marked the entry of Bangkok into the list of CANADIAN Airlines International's (CAI) flight services. The flight was packed with enthusiastic travellers experiencing the first direct service between Toronto and Bangkok with stops in Vancouver and Hong Kong en route.

3 million tourists

Initial passenger loads have proved higher than expected as Canadians and others joined in the celebrations surrounding the 60th birthday of Thailand's King and "Visit Thailand Year". Both events have boosted tourist arrivals over the 3 million mark for 1987. Annual Canadian arrivals are heading towards 40,000.

CAI flights arrive in Bangkok every Thursday, Friday and Sunday evenings and depart Friday, Saturday and Monday mornings. Thai Airways International plans to begin air service to Canada this year.