**Press Release   
22 August 2025**

**German Auto Unveils State-of-the-Art Body & Paint Service Center in Pattaya, Featuring Facilities Focused on Battery Electric Vehicles (BEVs), Thereby Reinforcing Commitment to Premium Service Excellence**

**BMW Thailand, led by Khun Chanin Thiticharupaisal, Director Customer Support, BMW Thailand, with German Auto, Khun Jittipong Khemarangsan, Chairman, and Khun Piyavit Khemarangsan, President, introduce the German Auto's new Body & Paint Service Centre in Pattaya**

**Pattaya.** German Auto, a leading authorised dealer of BMW Group Thailand, offering all three brands of BMW, MINI, and BMW Motorrad, and partner with BMW Group Thailand since 2008 with showroom locations in Bangkok – Bangna and Chaeng Wattana as well as in Pattaya. In addition, the BMW Group Thailand authorized Body& Paint and Service Outlet in Suvarnabhumi covers more than 9,000 sq.m. of customer support facility. German Auto now extended their investment in Pattaya with its cutting-edge Body & Paint Service Centre. This significant investment, totalling 125 million Thai Baht, underscores German Auto's unwavering commitment to delivering unparalleled service excellence and reinforcing its position as a leader in the premium automotive sector.

Committed to providing exceptional sales and after-sales services, German Auto focuses on customer satisfaction and adherence to global brand standards. The new facility in Pattaya will showcase the latest BMW, MINI, and BMW Motorrad models, alongside a comprehensive aftersales service center designed to meet the highest BMW and MINI standards. With this strategic expansion, German Auto continues to provide exceptional service and accessibility to customers across Eastern Thailand.striving to deliver a superior driving experience for its customers. The new 3-storey facility boasts an expansive service area of 12,000 square metres, with a total built-up area of 22,400 square metres, designed to accommodate on-going expansion of BMW and MINI whilst ensuring meticulous attention to detail. This comprehensive centre is equipped to handle all aspects of body and paint repair for BMW and MINI vehicles, backed by certified technicians.

**Mr. Chanin Thiticharupaisal, Director of Customer Support, BMW Group Thailand** said, "The launch of German Auto's new Body & Paint Service Centre in Pattaya is a testament to our shared vision of delivering the ultimate premium experience to our customers worldwide. This state-of-the-art facility, with its advanced technology and highly skilled technicians, perfectly embodies BMW Group's commitment to quality, innovation, and sustainable growth in key markets like Thailand. We are proud to see our partners like German Auto continually raise the bar for customer service and aftersales excellence."

**Khun Piyavit Khemarangsan, President of German Auto,** added, "Our vision is to bring world-class BMW and MINI experiences closer to our customers. With the opening of German Auto Pattaya, we reaffirm our dedication to offering unparalleled service quality, advanced facilities, and sustainable mobility solutions that align with BMW Group’s global strategy.”

The new centre features:

* **Advanced Repair Capabilities:** The workshop is equipped with 10 service bays, capable of servicing up to 700 vehicles per month, supported by a team of 17 dedicated technicians.
* **Specialised Body & Paint Bays:** A dedicated Body & Paint section offers 16 bays, with   
  a capacity to handle 220 vehicles per month, staffed by 23 expert technicians.
* **High Voltage Vehicle Expertise:** German Auto continues to strengthen its capabilities in servicing electrified vehicles, with specially trained technicians and cutting-edge equipment. The company plans to expand the team in Bangkok Suvarnabhumi and Pattaya Body & Paint to 36 technicians by 2025, ensuring readiness for the rapid growth of electric and plug-in hybrid vehicles in Thailand.
* **Carbon Fibre Repair Specialists:**  Certified Carbon Fibre Body Repair technicians, are part of the highly skilled experts at German Auto, possess the unique expertise required for advanced structural repairs on high-performance BMW models.

This strategic expansion in Pattaya reinforces German Auto's dedication to providing a seamless and premium ownership experience for its discerning clientele. The new Body & Paint Service Centre is poised to become a benchmark for automotive repair and maintenance in the region, further solidifying German Auto's reputation for excellence.

**Additional photos:**

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group   
production network comprises over 30 production sites worldwide; the company has a global sales network in   
more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of  
31 December 2023, the BMW Group had a workforce of 154,950 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group’s corporate strategy and covers all products from the supply chain and production to the end of their useful life.

[www.bmwgroup.com](http://www.bmwgroup.com)

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**BMW Group Thailand**

BMW Group Thailand, a subsidiary of BMW AG, Germany, was established on the 3rd October 1998. The four entities of BMW Group Thailand are BMW (Thailand) Co., Ltd. with responsibility for wholesales & marketing of BMW Group products, BMW Manufacturing (Thailand) Co., Ltd. with responsibility for BMW, MINI and BMW Motorrad  local production, BMW Leasing (Thailand) Co., Ltd. with responsibility for financial services offerings to both wholesale and retail customers, and BMW Parts Manufacturing (Thailand) Co., Ltd. with responsibility for supplying components for the assembly of BMW Motorrad vehicles at BMW Group Manufacturing Thailand’s plant in Rayong.

In 2024, BMW Group Thailand recorded a stable performance with 13,659 BMW and MINI registrations. A total of 12,208 BMW vehicles and 1,451 MINI vehicles were registered last year. BMW Motorrad Thailand maintained its performance in 2024 with 1,011 motorcycle registrations.

On the production side, the BMW Group Manufacturing Thailand plant was founded on BMW Group’s strong belief in the growth potential of Asian markets and Thailand in particular with its unique location, strong manufacturing base, and ready supply of skilled automotive labour, being an automotive hub for ASEAN. On-going investment has been put into the expansion of plant Rayong in terms of assembling processes, aiming to meet growing customer demand. In addition, with approximately 4 billion Thai Baht representing the amount of annual purchasing in Thailand, the BMW Global Purchasing office has been established in Thailand. This is to source various components from local suppliers in Thailand and the broader ASEAN region, in order to supply the entire BMW production network over   
30 production sites worldwide.

BMW Group Manufacturing Thailand produces the following19 models: BMW 2 Series, BMW 3 Series, BMW 5 Series, BMW 7 Series, BMW X1, BMW X3, BMW X5, BMW X6 and BMW X7, along with MINI Countryman and BMW Motorrad including BMW R 1300 GS, BMW R 1300 GS Adventure, BMW F 900 GS, BMW F 900 GS Adventure, BMW F 900 R, BMW F 900 XR, BMW S 1000 RR, BMW R18, BMW R18 Bagger and BMW R 12 S. In addition, BMW Group Manufacturing Thailand now assembles four BMW plug-in hybrid models; BMW 330e, BMW 530e, BMW 750e xDrive, and BMW M760e xDrive.

**For further information, please contact:**

**BMW Group Thailand**

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[www.bmw.co.th](http://www.bmw.co.th/)

[www.mini.co.th](http://www.mini.co.th/)

[www.bmw-motorrad.co.th](http://www.bmw-motorrad.co.th)

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