

## **Top 4x4 Dealer of Thailand Toyota Vigo Soni Motors Thailand celebrates its 97th Anniversary**

*World's top 4x4 Dealer Soni Motors Thailand celebrated its 97th anniversary and its nomination as world's top dealership for diesel 4x4 vehicles as Toyota Hilux Vigo, Mitsubishi L200 Triton and Nissan Navara for the 5th consecutive year*

**March 8, 2008** - [PRLog](#) -- **Contact:** Sam Quraishi

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### **Soni Motors Thailand - Thailand's Oldest and Largest Auto Exporter - celebrates its 97th birthday and its nomination as world's top 4x4 dealer and top 4x4 exporter for the fifth consecutive year**

**Summary:** World's top 4x4 Dealer Soni Motors Thailand celebrated its 97th anniversary with great fanfare. Soni also celebrated being nominated as world's top dealership for diesel 4x4 vehicles as Toyota Hilux Vigo, Mitsubishi L200 Triton and Nissan Navara for the fifth consecutive year. Soni is Thailand's oldest and largest exporter and has dominated Asian automotive landscape for the past 97 years. For details, contact Soni Motors Thailand at +66 (86) 677-5701 or browse through their website at <http://www.sonirodban.com>

**Bangkok, Thailand** - Soni Motors Thailand (<http://www.sonirodban.com/>) has emerged as world's top 4x4 dealer and 4x4 exporter third year in a row. Asia's oldest dealership exports all new and pre-owned Thailand-assembled Japanese and American 4x4s **Toyota Hilux Vigo**, Toyota Fortuner, Mitsubishi L200 Triton, Nissan Navara, Isuzu DMax, Isuzu MU-7, Chevy Colorado and Ford Ranger among others to 100 countries in the world. Soni and its sister companies Jim 4x4, Bloomstar and Yasir are all Thailand's top exporter of 4x4 spare parts, 4x4 accessories, 4x4 rims, 4x4 wheels, 4x4 lighting and 4x4 tires.

Sam Quraishi commented, "1911 was a phenomenal year in automotive history. Three Japanese entrepreneurs Den, Aoyama, and Takeuchi established Asia's first automotive company that would make first Asian car DAT - the precursor to Datsun and Nissan, Monaco organized world's first auto race in Monte Carlo, Chevrolet officially entered the automobile market to challenge Ford's legendary Model-T and most importantly our great grandfather M. A. Quraishi established Asia's first auto dealership. Of these events, two events - establishment of Quraishi Motors which was to be renamed Soni Motors in 1981 and the creation of first Asian automobile - had the greatest impact on auto history in Asia. M. A. Quraishi or Quraishi Senior as we like to call him was a true automobile legend. He loved automobiles and was the first Asian to import a car but more than that he was a visionary and he single-handedly shaped the automobile retailing and exporting in Asia."

Soni Quraishi added, "Soni Motors may have changed its name but it is built on the same principles Quraishi Sr. espoused, honesty, integrity, professionalism, customer service, low price and top quality. We are just as committed to these principles as Quraishi Sr. and Amin Quraishi were. As we celebrate our 10 decades in automotive industry, we must remember that Soni is the uncontested King of the 4x4 thanks to the vision and untiring dedication of our founders."

Jim Quraishi commented, "I should like to point out that not only is this year the 97th years anniversary of our presence in Asia it is also our 26th anniversary in Bangkok. This milestone makes Soni Motors the longest standing dealership and largest auto exporter in Thailand. These milestones would not have been possible without our customers and employees. If it were not for the integrity and superior customer service of our team members we would not have achieved this phenomenal year by year growth. Principles our forefathers handed us have allowed us to earn the trust of our customers and our 80% repeat and referral business is a testament to the abiding value of these golden principles. I look forward to another 97 years."

The festive party was held at Soni Motors spacious headquarters in Prawet district of Bangkok which includes South East Asia's largest showroom of diesel 4x4 vehicles and was attended by employees of all Soni divisions, its suppliers, dignitaries and auto industry leaders. Executives of other divisions of the Soni Group of Companies (<http://www.sonimotorsthailand.com/>) namely Jim 4x4 Thailand (<http://www.jim4x4.com>), Bloomstar Thailand (<http://www.thailand4x4.com/>), Yasir Trading (<http://www.jimsoni.com/>) and Soni Manufacturing Division (<http://www.sonimotors.net/>) also applauded Quraishi Sr.'s contributions to the auto industry and re-dedicated themselves to his ideals of honesty, integrity, professionalism, customer service, low price and high quality. Some of our competitors also showed up to congratulate us including executives of Mark Motors Thailand (<http://www.markmotorsthailand.com>).

### **About Soni**

The Soni Group of Companies (<http://www.sonimotorsthailand.com>) is Thailand's largest and oldest auto exporting group and commands a whopping 80-90% share of the automotive exporting market. Soni is owned and operated by the Quraishi Family which is considered Asia's First Family of automotive Retailing and has been in automotive business since 1911. Soni has an enviable track record of leading the industry thanks to its century-old commitment to customer service, honesty, integrity, professionalism, quality and low price. For more information please email Soni at [sonivigo@gmail.com](mailto:sonivigo@gmail.com) or visit <http://www.sonirodban.com/> for new 4x4 vehicles, accessories, spare parts and rims and <http://www.jim4x4.com> for nearly new and second-hand vehicles.

### **Top Tagwords**

4x4 pickups, Thailand 4x4, 4x4 trucks, 4x4, 4x4 tires, used 4x4 pickup trucks, extreme 4x4, toyota 4x4, 4x4 parts, chevy 4x4, 4x4 custom trucks, 4x4 accessory, 4x4 used, 4x4 ford, 4x4 toyota, 4x4 sale, 4x4 jeep, 4x4 australia, 4x4 car sales, 4x4 dealer, 4x4 alloy wheel, 4x4 wheel, 4x4 pickup truck used, 4x4 used vehicle, 4x4 equipment off road, 4x4 plus, 4x4 extreme, 4x4 sale truck used, 4x4 trader, 4x4 isuzu, 4x4 auto, 4x4 2008 ford ranger, 4x4 hilux used, vigo used, hilux tiger used, toyota fortuner used, 4x4 nissan, 4x4 tire truck, 4x4 ford van, 4x4 hilux toyota, 4x4 Toyota Hilux Vigo, 4x4 L200 Mitsubishi Triton, 4x4 Toyota Fortuner, 4x4 Chevy Colorado, 4x4 Ford Ranger, 4x4 Mazda BT-50, 4x4 accessory, 4x4 suspension, 4x4 off road, 4x4 mag wheel, 4x4 tyres wheel, 4x4 cab extra hilux toyota, 4x4 accessory part, 4x4 rim tire, 4x4 part spare, 4x4 equipment, 4x4 export, 4x4 pickup, nissan 4x4, pick up 4x4, toyota 4x4, export 4x4, 4x4 trinidad, 4x4 west indies, 4x4 zimbabwe, 4x4 thailand, 4x4 namibia, pickup truck, pickup, pickup van, nissan pickup, ford pickup, mazda pickup, 4x4 pickup truck used, pickup used van, pickup used, accessory pickup truck, cab double pickup, chevy pickup, chevrolet pickup, mitsubishi pickup, ford pickup ranger, accessory pickup, pickup sale, american pickup truck, isuzu pickup, thailand second hand, thailand second hand dealer, thailand second hand pickup sale truck, pickup tokyo, pickup thailand, hilux pickup toyota, hi lux vigo pickup toyota, navara nissan pickup, pickup sale toyota, 4x4 pickup used, 1200 mitsubishi pickup, chevrolet pickup truck, nissan pickup truck, toyota hilux, hilux, hilux surf, hilux 4x4 hilux used, toyota hilux 4x4, turbo kit for hilux, bullbar hilux, hilux for sale, 2007 hilux toyota, toyota hilux 4x4 extra cab, toyota hilux engine conversion, hilux accessory, toyota hilux ute, turbo hilux, toyota hilux 2008, hilux spare part, toyota hilux for sale, used toyota hilux, hilux 2008, hilux sw4, toyotas hilux, toyota hilux 2006, hilux vigo, toyota hilux 4x4, new hilux, hilux ute, toyota corolla, toyota parts, toyota prius, toyota trucks, mitsubishi 1200, warrior, mitsubishi 1200 double cab, mitsubishi 1200 accessory, new mitsubishi 1200, 1200 canopy, mitsubishi 1200 part, dealer 1200 used, mitsubishi 1200 for sale, mitsubishi 1200 roll bar, mitsubishi 1200 single cab, mitsubishi 1200 4x4, 1200 double cab, mitsubishi 1200 accessory, mitsubishi 1200 spare part, 1200 pickup used, 1200 engine, mitsubishi 1200 exhaust, mitsubishi 1200 import, 1200 4x4, ford ranger, ford ranger part,

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Website: [www.sonirodban.com/](http://www.sonirodban.com/)

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