



## AAA Comprehensive Guide: Categories, Award Titles, Criteria, and Nomination Process



### Welcome to the 5th Asia Automotive Award: Thailand Chapter!

The **Asia Automotive Award (AAA)**, a prestigious accolade celebrating excellence and innovation across the Asian automotive industry, is thrilled to announce a landmark move for 2025. For the first time ever, the AAA will be hosted outside Malaysia, as **Bangkok, Thailand** proudly welcomes this esteemed event on **17 January 2026**. This momentous occasion is made possible through a strategic partnership with **Grand Prix International Public Company Limited (GPI)**, one of Thailand's most influential automotive media and event organizations.

This collaboration, formalized by a Memorandum of Understanding signed on 11 July 2025, signifies a significant leap in fostering cross-border cooperation and connectivity within Asia's dynamic automotive landscape. Supported by the **Thai Auto-Parts Manufacturers Association (TAPMA)** and other key Thai automotive associations, the AAA 2025 Bangkok Edition will offer **expanded networking opportunities, enhanced regional visibility for honorees, and deeper industry connections across borders.**

Since its inception, the AAA has served as a beacon of recognition for brands, OEMs, GLCs, workshops, service providers, and industry leaders who drive progress across Asia. Our rigorous selection process, judged by a panel of industry experts, ensures that only the most deserving are honored. In 2023, we celebrated 38 winners across 17 award categories, growing to 70 winners across 19 categories in 2024. Winning an AAA is a testament to your commitment to excellence and leadership.



Your time to shine is now. Don't miss this opportunity to be recognized among the Asia automotive industry's elite with **50 coveted awards across 11 pivotal categories**. Nominate now and join us in steering the future of the automotive industry!

## **11 AWARDS CATEGORIES WITH 50 AWARD TITLES**

### **1. PRODUCT AND SERVICE EXCELLENCE**

#### **Award Titles:**

- a) Automotive Aftermarket Product Excellence Award
- b) Automotive Service/Maintenance Excellence Award
- c) Automotive Insurance Provider Award
- d) Automotive Financing Excellence Award
- e) Automotive Ride-Hailing Service Award
- f) Automotive Fast Moving Chain Store Excellence Award
- g) Automotive Event Excellence Award

### **2. INDUSTRY LEADERSHIP INNOVATION**

#### **Award Titles:**

- a) Automotive Innovation Excellence Award
- b) Automotive R&D Excellence Award
- c) Automotive Operational Excellence Award
- d) Automotive Marketing Excellence Award
- e) Automotive Start-Up Excellence Award

### **3. EXCELLENCE IN AUTOMOTIVE SEGMENTS**

#### **Award Titles:**

- a) Automotive Manufacturing Excellence Award
- b) Automotive Fast Growing Two-Wheel Excellence Award
- c) Automotive Safety Excellence Award
- d) Automotive Exterior Excellence Award
- e) Automotive Interior Excellence Award
- f) Automotive Commercial Logistic Award
- g) Automotive Commercial Truck Excellence Award
- h) Automotive Commercial Fleet Management Excellence Award
- i) Automotive Heavy Vehicle Safety Excellence Award
- j) Automotive Truck Parts & Components Excellence Award
- k) Automotive Car Builder Excellence Award
- l) Automotive Car Audio System Excellence Award



#### **4. SUSTAINABILITY & ENVIRONMENTAL INITIATIVES**

**Award Titles:**

- a) Automotive Sustainability Excellence Award
- b) Automotive Electric Vehicle Charging Infrastructure Award
- c) Automotive EV Excellence Award
- d) Commercial Truck Sustainability Excellence Award

#### **5. TECHNOLOGY & DIGITAL INNOVATION**

**Award Titles:**

- a) Automotive Connected Car Excellence Award
- b) Automotive Artificial Intelligence (AI) Innovation Award
- c) Automotive Cybersecurity Excellence Award
- d) Automotive Performance Technology Integration Excellence Award
- e) Automotive Education Excellence Award
- f) Commercial Truck Telematics & Connectivity Excellence Award
- g) Commercial Truck Electrification Excellence Award

#### **6. CUSTOMER EXPERIENCE EXCELLENCE**

**Award Titles:**

- a) Automotive Customer Service Excellence Award
- b) Automotive After Sales Service Excellence Award
- c) Automotive Accessibility Excellence Award
- d) Automotive Retail Experience Award

#### **7. HUMAN CAPITAL & TALENT DEVELOPMENT**

**Award Titles:**

- a) Automotive Talent Development Excellence Award
- b) Automotive Employer of Choice Award
- c) Automotive Workforce Development Excellence Award

#### **8. MOTORSPORT & PERFORMANCE RECOGNITION**

**Award Titles:**

- a) Motorsport Team Excellence Award
- b) Motorsport Event Excellence Award
- c) Automotive Performance Vehicle Excellence Award

#### **9. MOBILITY & FUTURE MOBILITY SOLUTIONS**

**Award Titles:**

- a) Urban Mobility Solutions Excellence Award
- b) Mobility-as-a-Service (MaaS) Innovation



## **10. EXCELLENCE IN INDUSTRY COLLABORATION AND SUPPORT**

### **Award Titles:**

- a) Automotive Supplier Excellence Award
- b) Automotive Industry Collaboration Award

## **11. SPECIAL ACHIEVEMENT AWARD (By Invitation Only)**

### **Award Titles:**

- a) Automotive Personality of the Year Award



## 1. PRODUCT AND SERVICE EXCELLENCE

Award Title	Definition	Judging Criteria	Targeted Nominees
<b>a) Automotive Aftermarket Product Excellence Award</b>	Honours exceptional products designed for vehicle enhancement, maintenance, or repair post-manufacturing. This includes parts, accessories, chemicals, and tools that offer superior quality, innovation, and performance.	Product quality and durability, innovation in design or function, market impact and consumer adoption, ease of use or installation, value for money, and safety standards compliance.	Manufacturers, distributors, and brands of automotive parts, accessories, lubricants, detailing products, diagnostic tools, and performance upgrades.
<b>b) Automotive Service/Maintenance Excellence Award</b>	Recognizes service centers and workshops that provide exceptional vehicle maintenance and repair services, demonstrating high standards of quality, efficiency, and customer satisfaction.	Service quality and efficiency, customer satisfaction metrics (e.g., reviews, repeat business), technical expertise of staff, use of advanced diagnostic tools and equipment, transparency in pricing and procedures, and facility cleanliness/organization.	Independent workshops, authorized service centers, quick-lube services, tire shops, and auto detailing services.
<b>c) Automotive Insurance Provider Award</b>	Celebrates insurance companies that offer outstanding automotive insurance products, excellent claims processing, and superior customer service.	Product innovation (e.g., telematics-based insurance), ease of policy acquisition and management, efficiency and fairness of claims processing, customer support quality, competitive pricing, and financial stability.	General insurance companies providing automotive coverage.

<b>d) Automotive Financing Excellence Award</b>	Honours financial institutions and providers that offer innovative, flexible, and customer-centric financing solutions for vehicle purchases or leases.	Range and flexibility of financing options, competitive interest rates and terms, ease and speed of application process, clarity of financial terms, customer service quality, and responsible lending practices.	Banks, captive finance companies, and independent financial service providers specializing in automotive loans and leases.
<b>e) Automotive Ride-Hailing Service Award</b>	Recognizes ride-hailing platforms that provide exceptional service, convenience, safety, and reliability to passengers and drivers.	User experience (app interface, booking ease), driver quality and professionalism, safety measures and protocols, availability and efficiency of service, customer support responsiveness, and impact on urban mobility.	Ride-hailing companies and mobility service providers.
<b>f) Automotive Fast Moving Chain Store Excellence Award</b>	Celebrates retail chains specializing in automotive products that demonstrate excellence in store operations, product availability, customer experience, and market reach.	Retail footprint and accessibility, product range and availability, store layout and merchandising, customer service quality, pricing competitiveness, and overall operational efficiency.	Automotive parts and accessory chain stores, quick-service car care chains.
<b>g) Automotive Event Excellence Award</b>	Honours outstanding automotive events that provide significant value, engagement, and memorable experiences for attendees and participants.	Event concept and execution, attendee engagement and satisfaction, quality of exhibits/participants, marketing and promotion effectiveness, logistical planning, and overall impact on the automotive community.	Organizers of motor shows, car expos, automotive lifestyle events, track days, and industry conferences.



## 2. INDUSTRY LEADERSHIP & INNOVATION

Award Title	Definition	Judging Criteria	Targeted Nominees
<b>a) Automotive Innovation Excellence Award</b>	Recognizes groundbreaking innovations in automotive technology, processes, or business models that significantly advance the industry.	Novelty and originality of the innovation, potential for industry impact, technical feasibility, market readiness, and demonstrated problem-solving capability.	Automotive manufacturers, technology companies, startups, and R&D departments.
<b>b) Automotive R&amp;D Excellence Award</b>	Honours outstanding research and development efforts that lead to significant advancements in automotive engineering, materials science, or manufacturing processes.	Scientific rigor and methodology, demonstrable breakthroughs or advancements, potential for practical application, collaboration with academic or research institutions, and investment in R&D.	OEM R&D departments, specialized research firms, and technology development companies.
<b>c) Automotive Operational Excellence Award</b>	Celebrates companies that demonstrate exceptional efficiency, quality control, and continuous improvement in their manufacturing, supply chain, or service operations.	Lean manufacturing practices, supply chain optimization, quality management systems, waste reduction initiatives, operational cost efficiency, and proven improvements in productivity.	Automotive manufacturers, parts suppliers, logistics companies, and large service center chains.
<b>d) Automotive Marketing Excellence Award</b>	Recognizes highly effective and innovative marketing campaigns or strategies that significantly enhance brand awareness, drive sales, or engage target audiences within the automotive sector.	Creativity and originality of the campaign, strategic alignment with business objectives, measurable impact (e.g., sales, brand recall), reach and audience engagement, and use of diverse marketing channels.	Automotive brands, marketing agencies specializing in automotive, and media companies.



<b>e) Automotive Start-Up Excellence Award</b>	Honours promising new automotive businesses (under five years old) that demonstrate significant potential for disruption, innovation, and growth within the industry.	Uniqueness of product/service, market potential, business model viability, technological innovation, team strength, funding secured, and early traction/growth metrics.	New companies developing innovative automotive technologies, services, or business models.
<b>3. EXCELLENCE IN AUTOMOTIVE SEGMENTS</b>			
<b>Award Title</b>	<b>Definition</b>	<b>Judging Criteria</b>	<b>Targeted Nominees</b>
<b>a) Automotive Manufacturing Excellence Award</b>	Recognizes automotive manufacturers that demonstrate superior quality, efficiency, innovation, and sustainability in their production processes.	Manufacturing process innovation, quality control standards, production efficiency, adoption of advanced manufacturing technologies (e.g., Industry 4.0), employee training and safety, and environmental impact of manufacturing.	Vehicle manufacturers (OEMs) and major component manufacturers.
<b>b) Automotive Fast Growing Two-Wheel Excellence Award</b>	Honours manufacturers or brands in the two-wheel vehicle segment (motorcycles, scooters, electric bikes) that have demonstrated significant market growth, innovation, and customer acceptance.	Sales growth rate, market share expansion, product innovation (e.g., new models, features), customer satisfaction, brand reputation, and strategic market penetration.	Manufacturers of motorcycles, scooters, and electric two-wheelers.
<b>c) Automotive Safety Excellence Award</b>	Recognizes significant advancements and outstanding performance in vehicle safety, including active and passive safety systems, and crashworthiness.	Innovation in safety features, proven crash test performance (e.g., ASEAN NCAP ratings), adoption of advanced driver-assistance systems (ADAS), impact on accident reduction, and occupant protection.	Vehicle manufacturers, safety system developers, and component suppliers specializing in safety technology.





<b>d) Automotive Exterior Excellence Award</b>	Celebrates exceptional design, aesthetics, and functionality in vehicle exteriors, recognizing innovative styling, aerodynamics, and material use.	Design originality and appeal, aerodynamic efficiency, quality of exterior finishes and materials, integration of lighting and other features, and brand identity representation.	Vehicle design teams, automotive manufacturers, and external design studios.
<b>e) Automotive Interior Excellence Award</b>	Honours outstanding design, ergonomics, comfort, and technological integration within vehicle interiors.	Ergonomics and comfort, quality of materials and craftsmanship, intuitive user interface design, integration of infotainment and connectivity features, storage solutions, and overall aesthetic appeal.	Vehicle design teams, automotive manufacturers, and interior component suppliers.
<b>f) Automotive Commercial Logistic Award</b>	Recognizes companies that demonstrate excellence in providing efficient, innovative, and reliable logistics and supply chain solutions for the automotive industry.	Supply chain efficiency, inventory management, cost-effectiveness, reliability of delivery, adoption of logistics technology (e.g., tracking, automation), and ability to handle complex automotive components/vehicles.	Logistics service providers, freight forwarders, and automotive companies with highly optimized internal logistics.
<b>g) Automotive Commercial Truck Excellence Award</b>	Honours commercial truck manufacturers that produce vehicles demonstrating exceptional performance, reliability, efficiency, and suitability for various commercial applications.	Vehicle performance (power, payload, fuel efficiency), durability and reliability, driver comfort and ergonomics, safety features, maintenance ease, and suitability for specific industry needs.	Manufacturers of light, medium, and heavy-duty commercial trucks.



<b>h) Automotive Commercial Fleet Management Excellence Award</b>	Recognizes organizations that excel in managing commercial vehicle fleets, demonstrating efficiency, cost-effectiveness, safety, and operational optimization.	Fleet utilization and efficiency, cost management (fuel, maintenance), driver safety programs, telematics integration for performance monitoring, regulatory compliance, and environmental initiatives.	Fleet management companies, logistics companies, and businesses with large commercial vehicle fleets.
<b>i) Automotive Heavy Vehicle Safety Excellence Award</b>	Specifically focuses on advancements and achievements in safety for heavy vehicles (e.g., large trucks, buses), including active and passive safety systems, and driver assistance technologies.	Innovation in heavy vehicle safety features (e.g., blind-spot monitoring, collision avoidance for large vehicles), proven impact on accident reduction, driver training initiatives, and compliance with heavy vehicle safety regulations.	Heavy vehicle manufacturers, safety system developers for commercial vehicles, and fleet operators with strong safety records.
<b>j) Automotive Truck Parts &amp; Components Excellence Award</b>	Honours manufacturers and suppliers of parts and components specifically designed for commercial trucks, recognizing quality, innovation, and reliability.	Quality and durability of components, innovation in design or materials, impact on vehicle performance or safety, cost-effectiveness, and reliability in demanding commercial environments.	Manufacturers of truck engines, transmissions, axles, braking systems, suspension components, and other heavy-duty parts.
<b>k) Automotive Car Builder Excellence Award</b>	Recognizes the exceptional craftsmanship, design, and engineering of individual car builders or niche manufacturers specializing in custom, classic, or limited-production vehicles.	Quality of build and finish, design originality and execution, engineering prowess, performance characteristics (if applicable), attention to detail, and overall impact/legacy of the vehicle.	Custom car builders, restoration specialists, and small-volume boutique automotive manufacturers.



<b>l) Automotive Car Audio System Excellence Award</b>	Honours manufacturers and integrators of car audio systems that deliver superior sound quality, innovative features, and seamless user experience.	Sound fidelity and clarity, power and performance, integration with vehicle infotainment systems, innovative features (e.g., noise cancellation, spatial audio), ease of use, and overall user satisfaction.	Car audio system manufacturers, aftermarket audio specialists, and vehicle manufacturers with premium integrated audio systems.
<b>4. SUSTAINABILITY &amp; ENVIRONMENTAL INITIATIVES</b>			
<b>Award Title</b>	<b>Definition</b>	<b>Judging Criteria</b>	<b>Targeted Nominees</b>
<b>a) Automotive Sustainability Excellence Award</b>	Recognizes organizations demonstrating outstanding commitment and achievements in environmental sustainability across their operations, products, or services.	Reduction in carbon footprint, sustainable manufacturing processes, use of eco-friendly materials, waste reduction and recycling initiatives, renewable energy adoption, and overall environmental impact.	Automotive manufacturers, suppliers, service providers, and technology companies with strong sustainability programs.
<b>b) Automotive Electric Vehicle Charging Infrastructure Award</b>	Honours companies and initiatives that have made significant contributions to the development, deployment, and accessibility of electric vehicle (EV) charging infrastructure.	Network coverage and reliability, charging speed and technology, user experience (app, payment), innovation in charging solutions (e.g., smart charging, V2G), and impact on EV adoption.	EV charging network operators, technology providers for charging solutions, and organizations deploying significant charging infrastructure.



<b>c) Automotive EV Excellence Award</b>	Celebrates outstanding electric vehicles (EVs) that excel in performance, range, design, technology, and market impact.	Battery range and efficiency, charging capabilities, driving performance, design aesthetics, technological features (infotainment, ADAS), market acceptance, and overall value proposition.	Electric vehicle manufacturers and specific EV models.
<b>d) Commercial Truck Sustainability Excellence Award</b>	Specifically recognizes achievements in sustainability within the commercial truck sector, focusing on environmental impact reduction and green initiatives.	Development and deployment of electric or alternative fuel commercial trucks, improvements in fuel efficiency, logistics optimization for reduced emissions, sustainable manufacturing of trucks, and fleet greening initiatives.	Commercial truck manufacturers, fleet operators, and technology providers for sustainable trucking solutions.
<b>5. TECHNOLOGY &amp; DIGITAL INNOVATION</b>			
<b>Award Title</b>	<b>Definition</b>	<b>Judging Criteria</b>	<b>Targeted Nominees</b>
<b>a) Automotive Connected Car Excellence Award</b>	Honours vehicles or technologies that demonstrate exceptional innovation and utility in connectivity, infotainment, and seamless integration of digital services.	Range and reliability of connectivity features, user interface and experience, integration of third-party applications, over-the-air (OTA) update capabilities, data security, and value of connected services.	Vehicle manufacturers, telematics providers, and technology companies developing connected car solutions.



<b>b) Automotive Artificial Intelligence (AI) Innovation Award</b>	Recognizes significant applications of Artificial Intelligence (AI) and Machine Learning (ML) that enhance vehicle performance, safety, user experience, or operational efficiency within the automotive domain.	Novelty and sophistication of AI/ML application, demonstrable impact on vehicle capabilities or business processes, ethical considerations, scalability, and technical robustness.	Automotive manufacturers, AI development companies, software providers, and research institutions.
<b>c) Automotive Cybersecurity Excellence Award</b>	Honours organizations and solutions that provide exemplary protection against cyber threats for automotive systems, data, and connected infrastructure.	Robustness of cybersecurity measures (e.g., threat detection, prevention), proven ability to mitigate risks, adherence to industry standards, innovation in security protocols, and incident response capabilities.	Cybersecurity solution providers, vehicle manufacturers with strong in-house security, and automotive software developers.
<b>d) Automotive Performance Technology Integration Excellence Award</b>	Recognizes outstanding integration of advanced technologies that significantly enhance vehicle performance, handling, or driving dynamics.	Innovation in powertrain, chassis, suspension, or aerodynamic technologies, demonstrable improvements in performance metrics, seamless integration of complex systems, and overall driving experience enhancement.	Vehicle manufacturers, performance tuning companies, and technology providers specializing in automotive performance systems.
<b>e) Automotive Education Excellence Award</b>	Celebrates educational institutions, training programs, or initiatives that provide exceptional learning opportunities and talent development for the automotive industry's future workforce.	Quality and relevance of curriculum, practical training facilities, industry partnerships, graduate employment rates, innovation in teaching methodologies (e.g., simulation, VR), and impact on industry skill gaps.	Universities, vocational schools, technical training centers, and corporate training programs focused on automotive skills.

<b>f) Commercial Truck Telematics &amp; Connectivity Excellence Award</b>	Specifically recognizes outstanding telematics and connectivity solutions for commercial trucks that improve fleet management, safety, and operational efficiency.	Data accuracy and reliability, user interface and analytics capabilities, impact on fuel efficiency and maintenance, driver monitoring and safety features, ease of integration with existing fleet systems, and scalability.	Telematics providers, software developers for fleet management, and commercial truck manufacturers with advanced integrated systems.
<b>g) Commercial Truck Electrification Excellence Award</b>	Honours significant advancements and achievements in the electrification of commercial trucks, including electric powertrains, battery technology, and charging solutions for heavy-duty applications.	Innovation in electric truck design and performance, range and payload capabilities, charging infrastructure solutions for commercial use, demonstrable emissions reductions, and market adoption potential.	Commercial electric truck manufacturers, battery technology developers, and companies providing electrification solutions for commercial fleets.
<b>6. CUSTOMER EXPERIENCE EXCELLENCE</b>			
<b>Award Title</b>	<b>Definition</b>	<b>Judging Criteria</b>	<b>Targeted Nominees</b>
<b>a) Automotive Customer Service Excellence Award</b>	Recognizes companies that consistently provide outstanding customer service across all touchpoints, ensuring high levels of satisfaction and loyalty.	Customer feedback and satisfaction scores, responsiveness and resolution rates, personalized service, staff professionalism and training, multi-channel support availability, and overall commitment to customer delight.	Vehicle dealerships, service centers, insurance providers, financing companies, and aftermarket retailers.



<b>b) Automotive After Sales Service Excellence Award</b>	Honours automotive businesses that excel in providing high-quality, efficient, and customer-focused after-sales support, including maintenance, repairs, and spare parts.	Quality of repair and maintenance work, speed and efficiency of service, availability of genuine parts, transparency in pricing, warranty support, customer communication, and post-service follow-up.	Authorized service centers, independent workshops, and parts distributors.
<b>c) Automotive Accessibility Excellence Award</b>	Recognizes organizations that demonstrate outstanding efforts in making automotive products, services, or environments accessible to individuals with disabilities or diverse needs.	Design and availability of accessible vehicles or modifications, accessible retail/service facilities, inclusive digital platforms, training for staff on assisting diverse customers, and commitment to universal design principles.	Vehicle manufacturers with accessible models, modification specialists, dealerships with accessible facilities, and mobility solution providers.
<b>d) Automotive Retail Experience Award</b>	Celebrates dealerships or retail outlets that offer an exemplary and innovative customer experience during the vehicle purchasing or Browse process.	Showroom design and ambiance, knowledgeable and professional sales staff, seamless sales process (online and offline), test drive experience, personalization options, and post-sale engagement.	Automotive dealerships, premium brand showrooms, and innovative retail concepts.

## 7. HUMAN CAPITAL & TALENT DEVELOPMENT

Award Title	Definition	Judging Criteria	Targeted Nominees
<b>a) Automotive Talent Development Excellence Award</b>	Honours companies that demonstrate exceptional commitment to developing, nurturing, and retaining talent within the automotive sector through robust training, mentorship, and career progression programs.	Effectiveness of training programs, mentorship initiatives, career pathing and growth opportunities, employee upskilling/reskilling initiatives, and impact on employee retention and performance.	Automotive manufacturers, large dealerships, engineering firms, and R&D centers.
<b>b) Automotive Employer of Choice Award</b>	Recognizes automotive companies that are highly regarded as desirable workplaces, characterized by positive company culture, employee satisfaction, and attractive benefits.	Employee satisfaction and engagement scores, competitive compensation and benefits, work-life balance initiatives, diversity and inclusion programs, professional development opportunities, and positive corporate reputation.	Any automotive company demonstrating outstanding employee welfare and workplace environment.
<b>c) Automotive Workforce Development Excellence Award</b>	Celebrates initiatives and organizations that significantly contribute to building a skilled and competent workforce for the evolving needs of the automotive industry.	Impact on addressing skill gaps, partnerships with educational institutions, development of new industry-relevant training modules, success in attracting new talent to the industry, and adaptability to technological changes.	Industry associations, government agencies, educational institutions, and large automotive companies with significant workforce development programs.



## 8. MOTORSPORT & PERFORMANCE RECOGNITION

Award Title	Definition	Judging Criteria	Targeted Nominees
<b>a) Motorsport Team Excellence Award</b>	Honours motorsport teams (racing, rallying, etc.) that demonstrate exceptional performance, teamwork, strategic execution, and technical prowess in their respective disciplines.	Race results and championships won, technical innovation in car development, team management and strategy, driver performance, pit crew efficiency, and professionalism.	Professional racing teams across various motorsport categories (e.g., Formula, Touring Car, GT, Rally).
<b>b) Motorsport Event Excellence Award</b>	Recognizes outstanding motorsport events that deliver thrilling competition, exceptional organization, high spectator engagement, and significant commercial impact.	Event organization and logistics, spectator experience, quality of competition, safety measures, media coverage and public interest, and economic impact.	Organizers of major motorsport races, championships, and related festivals.
<b>c) Automotive Performance Vehicle Excellence Award</b>	Celebrates high-performance vehicles that excel in engineering, driving dynamics, speed, and overall exhilarating driving experience.	Engine performance and power delivery, handling and cornering capabilities, braking performance, advanced driver-focused technologies, design aesthetics, and overall driving thrill.	Manufacturers of sports cars, supercars, hypercars, and high-performance variants of production vehicles.

## 9. MOBILITY & FUTURE MOBILITY SOLUTIONS

Award Title	Definition	Judging Criteria	Targeted Nominees
<b>a) Urban Mobility Solutions Excellence Award</b>	Honours initiatives, technologies, or services that significantly improve urban transportation efficiency, accessibility, and sustainability for city dwellers.	Impact on traffic congestion and pollution, integration of various transport modes, user convenience and accessibility, scalability, innovation in public or shared transport, and data-driven optimization.	Smart city developers, public transport authorities, mobility service providers, and technology companies focused on urban solutions.



<b>b)</b> <b>Mobility-as-a-Service (MaaS) Innovation</b>	<p>Recognizes groundbreaking MaaS platforms or solutions that seamlessly integrate multiple modes of transportation into a single, user-friendly service, enhancing convenience and efficiency.</p>	<p>Breadth of integrated transport options, ease of use and user interface, payment integration, personalization features, impact on individual mobility choices, and scalability across different urban environments.</p>	<p>MaaS platform developers, public transport operators integrating MaaS, and technology companies providing MaaS solutions.</p>
<b>10. EXCELLENCE IN INDUSTRY COLLABORATION AND SUPPORT</b>			
Award Title	Definition	Judging Criteria	Targeted Nominees
<b>a) Automotive Supplier Excellence Award</b>	<p>Honours automotive suppliers (Tier 1, 2, 3) that consistently provide outstanding quality, innovation, reliability, and service to their manufacturing partners.</p>	<p>Product/component quality and reliability, innovation in materials or technology, on-time delivery performance, cost-effectiveness, responsiveness to customer needs, and supply chain management.</p>	<p>Manufacturers of automotive components, systems, and raw materials.</p>
<b>b) Automotive Industry Collaboration Award</b>	<p>Recognizes successful collaborations, partnerships, or joint ventures between different entities within the automotive ecosystem that drive significant progress or solve industry challenges.</p>	<p>Impact and outcomes of the collaboration, effectiveness of partnership dynamics, shared innovation and knowledge transfer, contribution to industry standards or new technologies, and mutual benefits achieved.</p>	<p>Joint ventures, industry consortia, strategic alliances between OEMs and suppliers, tech companies, or academic institutions.</p>



11. SPECIAL ACHIEVEMENT AWARD (By Invitation Only)			
Award Title	Definition	Judging Criteria	Targeted Nominees
a) Automotive Personality of the Year Award	This prestigious award recognizes an individual who has made exceptional, transformative, and lasting contributions to the automotive industry through their leadership, innovation, vision, or philanthropy.	Significant impact on the industry, demonstrable leadership and influence, pioneering achievements, commitment to innovation or sustainability, ethical conduct, and overall legacy.	Automotive executives, engineers, designers, entrepreneurs, and thought leaders who have demonstrably shaped the industry.

#### IMPORTANT NOTES:

The **Automotive Personality of the Year Award** is a prestigious recognition within the automotive industry, but they focus on different aspects of an individual's contributions and impact:

#### **Automotive Personality of the Year Award**

- **Focus:** This award is intended to recognise an individual who has made a significant impact on the automotive industry over the past year. It highlights recent achievements, leadership, and influence within the industry.
- **Criteria:** The award looks at short-term contributions such as recent innovations, leadership in driving industry change, and the individual's influence on current trends and public opinion. It celebrates the dynamic and immediate impact the recipient has had within the most recent timeframe.
- **Nominees:** Typically, nominees are active industry leaders, innovators, or influencers who have made notable contributions within the past year.

## **SELECTION & JUDGING PROCESS**

### **NOMINATION PROCESS**



The selection and judging process for the Awards involves a comprehensive and thorough approach, carried out by AAA's dedicated research division. This process includes primary, secondary, and tertiary research to identify the most deserving nominees.

Each year, AAA conducts an extensive analysis to identify best practices, growth trends, business excellence, and ethical leadership within the automotive industry across Asia. AAA is committed to upholding transparency and accountability in all its activities, including the judging process. While AAA aims to provide as much insight as possible into how the judging is conducted, certain aspects must remain confidential to ensure a fair, independent, and effective evaluation.



### **Is your company shaping the future of automotive?**

It's time to be recognised! We're now accepting nominations for the 5th Asia Automotive Award: Thailand Chapter, celebrating the best in automotive excellence across Asia.



#### **Why Nominate?**

Showcase your achievements and become a recognised industry leader. Gain recognition for your commitment to innovation, sustainability, and customer satisfaction.

**Nominate now** and join us in steering the future of the automotive industry!

We thank you again for your support and cooperation and look forward to seeing you at the **5th ASIA AUTOMOTIVE AWARD: THAILAND CHAPTER**

Yours sincerely,

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#### **IMPORTANT NOTES:**

1. The closing date for submitting nomination forms is **30th September 2025, Tuesday**.
2. To avoid any disappointment, please submit the nomination form before the closing date.