

Thailand 4x4 Toyota Hilux Vigo Toyota Fortuner dealer Soni celebrates 98 anniversary

Soni Motors Thailand celebrates its 98th anniversary and its nomination as Thailand's best 4x4 dealer Toyota Hilux Vigo, Mitsubishi L200 & Nissan Navara for the 6th consecutive year

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Soni Motors Thailand - Thailand's Oldest and Largest Auto Exporter - celebrates its 98th birthday and its status as world's best 4x4 dealer and best 4x4 exporter for the sixth consecutive year

Summary: World's top 4x4 Dealer Soni Motors Thailand celebrated its 98th anniversary with great fanfare.

Soni also celebrated being nominated as world's best dealership for diesel 4x4 pickups and SUVs as Toyota Hilux Vigo, Toyota Fortuner, Mitsubishi L200 Triton and Nissan Navara for the sixth consecutive year. Soni is Thailand's oldest and largest exporter and has dominated Asian automotive landscape since 1911. For details, contact Soni Motors Thailand at +66 (86) 677-5701 or browse through their websites at <http://www.sonirodban.com> and <http://www.sonimotors.net>.

Bangkok, Thailand - Soni Motors Thailand (<http://www.sonirodban.com/>) has emerged as world's top 4x4 dealer and 4x4 exporter sixth year in a row. Asia's oldest running dealership Soni exports all new and pre-owned Right Hand Drive and Left Hand Drive Thailand-assembled Japanese and American 4x4s Toyota Hilux Vigo, Toyota Fortuner, Mitsubishi L200 Triton, Mitsubishi Pajero Sport, 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, Roni and Yasir are all Thailand's top exporter of 4x4 spare parts, 4x4 accessories, 4x4 rims, 4x4 wheels, 4x4 lighting and 4x4 tires. Yasir is also known for world's first pickup based ambulances designed for terrains in Asia and Africa which are sold at cost basis as a way of paying back to the world community.

Jeff 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 98th years anniversary of

our presence in Asia it is also our 27th 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 98 years.”

Festivities started on April 15 with the start of Thai New Year. Soni employees, friends and select neighbors all left Bangkok in 25 Toyota Hilux Vigo for an eight hours journey to Chiangmai known for its Songkran New Year festivities. After four days of intense water games, the contingent returned to Bangkok in bumper to bumper traffic. The following day a 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>), Roni Bloomstar Thailand (<http://www.thailand4x4.com/>), Yasir Trading (<http://www.jimsoni.com/>) and Soni Manufacturing Division (<http://www.sonimotors.net/>) whose website lists Soni's current vehicle stock 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 Sam Motors Thailand (<http://www.sam4x4.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 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 and <http://www.sonimotors.net> for Current vehicle stock.

Tags: 4x4, 4x4 dealer, 4x4 exporter, 4x4 importer, 4x4 accessory, 4x4 accessories, 4x4 tyres, Toyota 4x4, Mitsubishi 4x4, Nissan 4x4, isuzu 4x4, mazda 4x4, jeep 4x4, 4x4 thailand, chevy 4x4, 4x4 equipment, 4x4 offroad, extreme 4x4, 4x4 sale truck new, 4x4 for sale new, 4x4 trader, auto 4x4, manual 4x4, hilux 4x4, hilux vigo 4x4, 4x4 review, 4x4 canopy, 4x4 auto sport, ford ranger, Toyota hilux vigo, Mitsubishi 1200 triton, Mitsubishi 1200 strada, Toyota hilux tiger, Toyota hilux 4x4, carryboy 4x4, arb 4x4, 4x4 hire, 4x4 tire truck, 4x4 wheels tyres, 4x4 rims, Toyota hilux 4x4 extra cab, Toyota hilux 4x4 single cab, 4x4 Toyota hilux double cab, navara Nissan, Nissan frontier, navara 4x4, 4x4 usato, accessorior 4x4, Octavia 4x4, pickup 4x4, pick up 4x4, performance wheel 4x4, 4x4 turbo, 4x4 intercooler, Toyota hilux 2009, Toyota hilux 2008, Toyota hilux vigo 2007, hilux 4wd double cabin, hilux 42d dubbelcabine, Toyota hilux accessoire, truck sport utility, sport utility vehicle SUV, hilux offroad, hilux 4WD, hilux surf, hilux Toyota pickup, Toyota hilux accessory, Toyota hilux accessories, hilux for sale, hilux on sale, buy Toyota hilux, hilux importer, hilux exporter, hilux dealer, hilux parts, hilux spare parts, Toyota hilux surf 4x4, Toyota hilux engine, hilux sales, cheapest hilux price Toyota, 2wd hilux pickup Toyota, accessory cab double hilux Toyota, ebay hilux import part Toyota, hilux Toyota, reimport hilux, hilux neu, vergleich hilux d-max, fan hilux, hardtop hilux, vente 4x4 toyota hilux, mitsubishi, 1200 warrior, mitsubishi 1200 double cab, mitsubishi 1200 warrior, 1200 accessory, mitsubishi 1200 animal, new mitsubishi 1200, mitsubishi 1200

contract hire, l200 canopy, mitsubishi l200 for sale, used mitsubishi l200, nissan navara, navara, d40 navara, navara styling, navara body kit, nissan navara pickup

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Soni Motors Thailand is proud to be the Thailand's top 4x4 dealer, importer and exporter of diesel 4x4 pickups and SUVs as Toyota Hilux Vigo, Toyota Fortuner, Mitsubishi L200 Triton, Mitsubishi Pajero Sport Nissan Navara, Chevrolet Colorado, Isuzu DMax, Isuzu MU7, Mazda BT-50, Honda CR-V, and Ford Ranger. Soni Motors Thailand (www.sonirodban.com) is a wholly owned division of the Soni Group of Companies (<http://www.sonimotorsthailand.com>). Some of its sister companies are Jim 4x4 (<http://www.jim4x4.com>) which is Thailand's top used car dealer exporter and Yasir (<http://www.jimsoni.com>) which makes world's only 4x2 and 4x4 based ambulance ideal for Asia and Africa and makes them available to NGOs at its cost. Soni Manufacturing website (<http://www.sonimotors.net>) lists available vehicle stock. Another sister company Roni (<http://www.thailand4x4.com>) engages in not only the export of new and used diesel 4x4 pickups and SUVs but also in export of betel nut (chalia, supari, paan masala).

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