



Mr. Chris Wailes

Managing Director

Volvo Car (Thailand) Limited.

Mr. Chris Wailes has three decades of experience in automotive business management roles, including product retail operations, management of domestic commercial offers, and leading operations for new and developed markets.

He became Managing Director of Volvo Car (Thailand) Limited, since 2017. For 7 years, he has been leading the Volvo Car Thailand team from strength to strength in various business areas.

His finely honed expertise is in product management, and it is here he has consistently excelled being at the helm from launch to full product lifecycle commercial operations at both national and regional levels, including the control of sales, marketing, finance, business management plans, income management planning, and new commercial operations.

He graduated with a postgraduate degree from Loughborough University, majoring in Automotive Retail Management, 2004 - 2008. His Volvo career life from 2001 to 2007 saw him in the role of Northeast England Performance Manager where he oversaw the overall performance and representation of the business. Following that, from 2007 to 2009, he was named Product Manager for Volvo Car UK Limited,

From 2009 to 2015, he took on a new challenge at Volvo Car Corporation, starting in the role of Europe Product and Pricing Manager where he was responsible for the overview of the Russian, United Kingdom, Ireland, and Iceland markets. From there, he took on the Marketing Manager position, managing global product offerings for both developed and emerging markets. Shifting gears once again saw He take on the position of Global Product & Carline Performance Director in Sweden and next, from 2015 to 2017, he moved halfway across the globe to become Market Area Director, Asia Pacific with Volvo Car Group China.

When taking the position of Managing Director of Volvo Car (Thailand) Limited, he analyzed the market and planned the development of the Volvo Car Thailand team by accelerating the goal of acquiring distributors and Volvo Service Centers to increase the brand's presence as it is they are the main channels to elevate sales. This plan entails having 60% located in Bangkok and the remaining 40% to be spread across the country. All locations will offer a Volvo Retail Experience and Volvo Personal Service to provide superior service and a superb retail center experience for all customers. Currently, there are distributors and service centres for Volvo cars covering up to 18 locations in Thailand.

His vision for success is for Volvo Car Thailand and all Volvo dealers to work together as a team, One Team. Looking ahead, by 2025, Volvo Car Thailand plans for import electric vehicles to mark up 80% of all Volvo models sold, and by 2030, all Volvo vehicles sold will be 100% electric vehicles. But to achieve this will require a team effort, a One Team effort. The combined energy and dedication of all employees that drive Volvo cars to be ranked in the top 3 of premium cars in Thailand and will maintain this ranking forever and be widely accepted in the Thai market until today.