



Thailand's New Regulations on Vehicle Pre-Orders

The Committee on Contracts under the Thailand's Office of the Consumer Protection Board ("OCPB") has issued a Notification of the Contract Committee on Designating the Business of Selling Automobiles and Motorcycles (New Vehicles) with Reservations as a Controlled Contract Business B.E. 2567 (2024) (the "Notification") governing vehicle pre-orders and online reservations. The new rules, effective from **February 19, 2025**, aim to enhance **consumer rights, contractual clarity, and business accountability** in the automotive sales sector.

Key Takeaways from the Notification

1. Mandatory Written Contracts for Pre-Orders

- Businesses involved in the sale of new cars and motorcycles requiring pre-orders must operate within a regulated framework.
- Contracts must be **clear, legible, and compliant with minimum font size requirements** (no less than 2mm and no more than 11 characters per line).
- This provision ensures transparency and readability, preventing unfair terms hidden in fine print.

2. Prohibited Unfair Contractual Terms

- The regulation strictly forbids businesses from imposing clauses that:
 - **Waive liability** for damages or errors.
 - **Allow unilateral contract modifications** that could impose additional burdens on consumers.
 - Require customers to **pay extra fees arbitrarily**.
 - Limit consumer rights to **seek refunds or terminate contracts** in bad faith.
 - Compel consumers to **make payments in advance without due cause**.

3. Obligatory Contract Copies & Digital Transactions

- Sellers must **provide at least two copies of the contract** to customers.
- Online transactions are explicitly covered under the **Electronic Transactions Act**, ensuring that digital contracts are **legally binding** and must adhere to consumer protection standards.
- Businesses relying on **digital platforms** for sales must integrate **secure and transparent contracting mechanisms**.

4. Potential Legal Implications for Non-Compliance

- Companies failing to comply could face regulatory action, **contract nullification**, or legal disputes from consumers.
- The OCPB's emphasis on **fair bargaining power** aligns with global best practices in **consumer contract regulation**, reinforcing Thailand's commitment to fair trade.

Should you have any question, please do not hesitate to contact us via info@bgloballaw.com

