April 18 – 25, 2019
National Exhibition and Convention Center (Shanghai)

AUTO
SHANGHAI
2019 共创·美好生活
CREATE A BETTER LIFE

第十八届上海国际汽车工业展览会
The 18th Shanghai International Automobile Industry Exhibition
Auto Shanghai 2019

Organizers
China Association of Automobile Manufacturers
China Council for the Promotion of International Trade, Shanghai Sub-Council
China Council for the Promotion of International Trade, Automotive Sub-Council

Co-organizer
Shanghai International Exhibition Co., Ltd.

European Co-organizer
Messe München / IMAG

Approved by
Shanghai Municipal Government

Specially Supported by
China Machinery Industry Federation

Supported by
The Society of Automotive Engineers of China (SAE China)

Date
April 18 – 25, 2019
Press Day: April 16 – 17, 2019

Venue
National Exhibition and Convention Center (Shanghai)
(168 East Yinggang Road, Shanghai)

Total Area
Over 360,000 square meters (Estimated)

Visitors
1,000,000 single entries (Estimated)

Media Coverage
Reported by 10,000 journalists from more than 2,000 Media (Estimated)

Official Website
http://www.autoshanghai.org
http://www.autochinashow.org
Since 1980s, China's automotive industry has entered the stage of all-round development. Emerged as the times require, Auto Shanghai has been embracing the rapid development of China's automotive industry.

Auto Shanghai, ranking among the world's top auto shows, has been transformed from "a follower" into "a leader" with continuous striving spirit during the past thirty years. The development of Auto Shanghai is an epitome of China's reform and opening-up, which provides a powerful stage for showcasing "Made in China". The continuous support from global automotive industry, media and enthusiastic visitors is indispensable for our success.

Attracting worldwide attention, automotive industry has been constantly evolving in terms of technology innovation and manufacturing capacity. With the trends of electrification, intelligence, connectivity and sharing, industry professionals are extending a grand vision to the future. By introducing innovative technologies such as artificial intelligence and autonomous driving, future automobiles tend to be more people-oriented. In the future, automobiles will not only be used as a means of transportation, but also become our assistants and friends. Sheer driving pleasure shall be realized by analyzing our preferences, managing our mobility and enriching our social lives. A brand-new lifestyle driven by automotive innovation is emerging.

With the theme of "Create A Better Life", the 18th Shanghai International Automobile Industry Exhibition (Auto Shanghai 2019) will focus on the future development target of automotive industry: creating a better life. We believe that innovative ideas, cutting-edge technology and products, artistic design, intelligent experience and glamorous lifestyle that highlights future automotive technology will once again light up the eyes of the world.

We warmly welcome your participation in April 2019 in Shanghai. To live up with the expectation of global automotive industry, let's make joint effort for a prospective industry development, for the win-win cooperation of all industry players, and for a better life together!
### Exhibitor Statistics:

- **18** Countries and Regions
- **1400** Exhibiting Vehicles
- **56** Concept Vehicles
- **113** World Premiere Vehicles
- **159** New Energy Vehicles
- **1000+** Exhibitors from Home and Abroad

### Previous 5 Sessions Exhibition Area (by 10 thousand square meters)

<table>
<thead>
<tr>
<th>Year</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>36</td>
</tr>
<tr>
<td>2015</td>
<td>35</td>
</tr>
<tr>
<td>2013</td>
<td>28</td>
</tr>
<tr>
<td>2011</td>
<td>23</td>
</tr>
<tr>
<td>2009</td>
<td>19</td>
</tr>
</tbody>
</table>

### Visitor Statistics:

**Previous 5 Sessions Number of Visitors**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>1010000</td>
</tr>
<tr>
<td>2015</td>
<td>928000</td>
</tr>
<tr>
<td>2013</td>
<td>813000</td>
</tr>
<tr>
<td>2011</td>
<td>715000</td>
</tr>
<tr>
<td>2009</td>
<td>600000</td>
</tr>
</tbody>
</table>

**Number of Trade Visitors:**

- **76 Counties and Regions**
- **102768**

**Composition of Visitors**

- **Asia 84.3%**
- **Europe 11.6%**
- **North & South America 2.7%**
- **Other Regions 1.4%**

**Looking for new agents and partners 21.1%**

**Collecting market and product information 19.4%**

**Looking for special solution concept 8.7%**

**Looking for product resource 21.6%**

**Preparing to join in Auto Shanghai 2019 5.8%**

**Visiting exhibitors and suppliers 28.8%**

**Others 2.6%**
Special Review of Auto Shanghai 2017 (2017.4.21-2017.4.28)

Media Data:

- 120 Press Conference
- 48 Countries and Regions
- 2035 Media from Home and Broad

Previous 5 Sessions Number of Journalists

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
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<tbody>
<tr>
<td>2017</td>
<td>11000</td>
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<tr>
<td>2015</td>
<td>10000</td>
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<td>2013</td>
<td>10493</td>
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<tr>
<td>2011</td>
<td>9872</td>
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<tr>
<td>2009</td>
<td>7200</td>
</tr>
</tbody>
</table>

Official Forum – Auto Shanghai Summit

With the theme “Innovation & Integration—Reconstruct the Future of Automotive Industry”, the 5th Auto Shanghai Summit took place on April 19th, 2017 at Intercontinental Hotel Shanghai. Management of over 50 world-renowned OEMs and more than 400 professional participants attended. Focusing on vision, technology and cooperation, participants discussed the revolution and future trend of automotive industry driven by electrification and intelligent connectivity, exchanged views on future trend regarding integration of digitization and automotive industry.
Exhibition booths and Exhibits Profile

- **Exhibition Booths (Type/Price)**
  - Indoor Raw Space: RMB 1,800.00 / sqm (min. of 36 sqm)
  - Indoor Package Stand: RMB 2,000.00 / sqm (min. of 9 sqm)

- **Notes**
  - **Indoor Raw Space (min. of 36 sqm)**
    Exhibitors shall install exhibition booths by themselves. In order to seek approval from fire prevention authorities and organizers, installation proposals including construction material, contractor’s credentials and other materials shall be submitted before the deadline mentioned in Exhibitor Manual. Exhibitors shall pay for electricity, booth management fee and other relevant fees mentioned in Exhibitor Manual. Indoor Raw Space price is exclusive of above-mentioned fees and other relevant charges.
  - The configuration of package stand (min. of 9 sqm) includes following:
    - Indoor exhibition space
    - Carpeted floor
    - Fascia board with company name in Chinese and English
    - Two spot lights
    - One 13 Amp/220V single phase socket
    - Two chairs
    - One information desk
    - One wastebasket

- **Related Services**
  - The participation cost covers the following complimentary services:
    1. Detailed listing in the Official Catalogue (max. of 100 words in English and Chinese)
    2. Listing in on-site Visitor Guide
    3. Exhibitor badges (number controlled)
    4. Visitor invitation (number controlled)
    5. On-site security and daily cleaning
    6. Complimentary services provided by Official Website

- **Optional services (please refer to Exhibitor’s Manual for details)**
  - Advertising in Official Catalogue
  - Advertisement on Tickets
  - Advertisement on Visitor Guide
  - On-site advertising
  - Conference and Translation Services
  - Facility rental
  - Seminars
  - Freight forwarding
  - Advertising in Official Website

- **Scope of Exhibits**
  - Passenger cars, commercial vehicles, new energy vehicles and special-purpose vehicles
  - Auto design and new concept product
  - New energy technology and product
  - Intelligent connectivity technology and product
  - Automotive parts and components, including: Engine and mechanical system, gearbox, exhaust, axle, steering, braking, suspension and body systems, standard part, interior trims, charging accessories
  - Electronics and systems, including: motors and electrics, lighting systems, electronic systems, comfort electronics
  - Safety and vehicle security system
  - Measuring, testing and control devices & systems
  - Maintenance and repair, garage, workshop and workstation equipment
  - Paints, lubricants, additives and other auto supplies
  - Related manufacturing technology, machinery, equipment and tools
  - Automotive financial service
  - Publications and other related service
The organizers reserve the right to reject applications by return of deposit.
Please fax or mail this form to Shanghai International Exhibition Co., Ltd. before Oct.30, 2018
Address: No. 10 Building, HONGQIAO ZHENRO Center, 666 Shenhong Road, Shanghai 201106, China
Tel: (86 - 21)6279 2828    Fax: (86 - 21)6545 5124
E-mail: autoshanghai@siec-ccpit.com

APPLICATION /RESERVATION FORM

<table>
<thead>
<tr>
<th>Company Name:</th>
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<table>
<thead>
<tr>
<th>Name:</th>
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<thead>
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<th>Fax:</th>
<th>Website:</th>
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Main Products for Display:

<table>
<thead>
<tr>
<th>Space Reservation</th>
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<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
<th>Area sqm (Frontage x Depth)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indoor Package Stand (min. 9 sqm, Multiple of 3 sqm)</td>
<td>RMB2,000.00/sqm (Every 3 sqm, add RMB6,000.00)</td>
<td></td>
</tr>
<tr>
<td>Indoor Raw Space (min. 30 sqm)</td>
<td>RMB1,800.00/sqm</td>
<td></td>
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</tbody>
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Application Deadline
2018.10.30

Responsible Person's Signature:  Company Stamp:  Date: