

INVESTMENT GUIDE



**The 38th China International Auto Service,
Products & Equipment Exhibition**

**From Design to Manufacturing,
Usage to Service—A Full Automotive Industry Chain Expo**

March 13–16, 2026

New China International Exhibition Center

(Shunyi . Beijing . China)



Choose the
Right Expo



20 Years of leading China's automotive industry

- Member of the Global Association of the Exhibition Industry (UFI)
- Key exhibition supported by the Ministry of Commerce of China



Over 100,000 Participating Enterprises

- **189** Fortune Global 500 companies
- **405** China Top 500 companies
- Top **10** automotive supply chain enterprises exhibit annually
- **1,003** enterprises with 10+ consecutive participations
- **332** enterprises with 20+ consecutive participations

Attend the Right Expo

Full Industry Chain Expo Driving
Automotive Innovation



DESIGN



MANUFACTURE



USE



SERVICE

Design

with a large
design area

Vehicle design

Component design

Packaging design

Auto service process

Quality improvement design

Manufacture

NEV manufacturing
supply chain

Batteries

Motors

ECS

Lightweight materials

Chassis

Smart cockpits

Autonomous driving

Usage

Upgrading and
optimizing car
experience

Interior accessories, Premium car
care, Films, Customization

Automobile Premium Series

Automobile film series

Automobile Modification series

Service

Auto service
full value chain

Auto paint surface care products

Maintenance equipment series

Detailing products

Auto wear-resistant parts series

Automobile maintenance equipment

Service chains

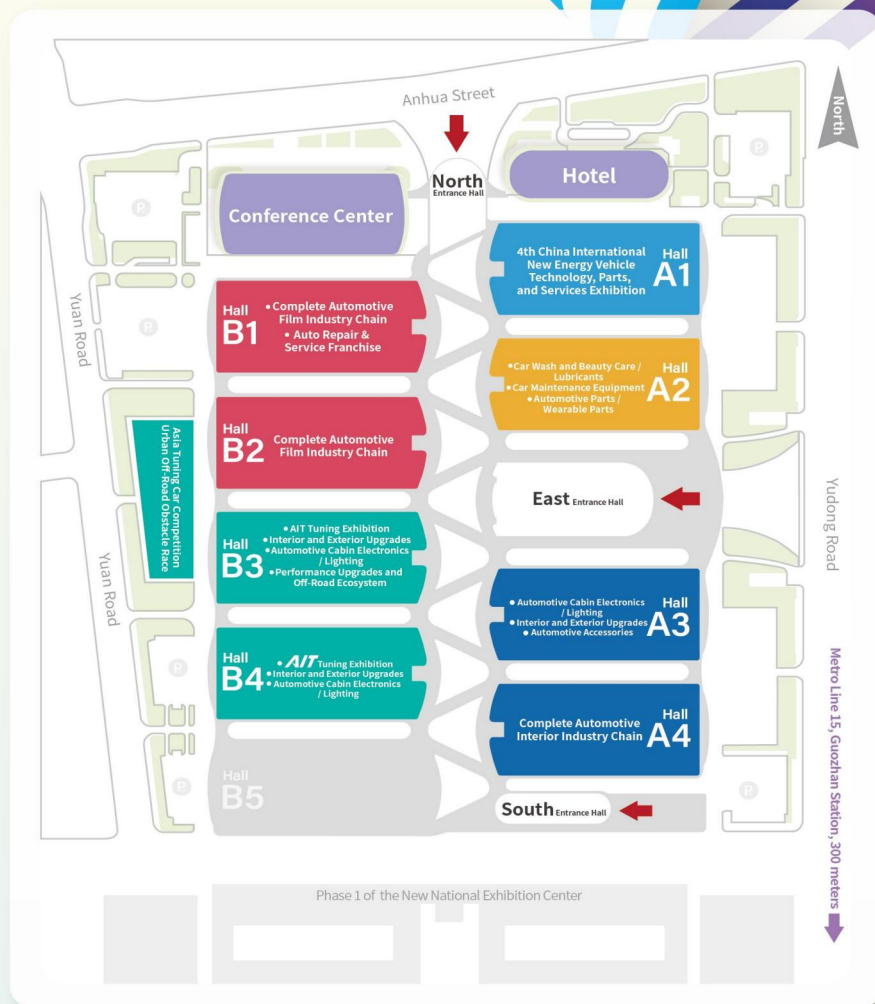
The 38th China International Auto Service, Products & Equipment Exhibition

Co-located Events

The 4th China International New Energy Vehicle Technology, Parts & Services Exhibition
The 13th China International Auto Tuning Exhibition (AIT Tuning Expo)

March 13–16, 2026 New China International Exhibition Center (Shunyi · Beijing · China)

Exhibition Floor Plan



Booth Pricing

Booth Type	Unit	Price (RMB)	Full-Payment Discount
Raw Space	m2	1,490/m2	5% off
Double-Opening Booth	9m2/unit	14,100//unit	5% off
Single-Opening Booth	9m2/unit	12,800//unit	5% off



Hall AI: New Energy Vehicle (NEV) Supply Chain

Showcasing the full NEV ecosystem from "disassembly-repair-maintenance-usage-modification-recreation" to drive aftermarket transformation

- Power batteries & components
- Electric drive & control systems
- Smart cockpits & autonomous driving technologies
- NEV modification, repair, and maintenance solutions

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4th NEV Development Summit & Global Expansion Forum
2nd Official NEV Disassembly Demo
3rd NEV & Trendsetting Mobility Summit
NEV Maintenance Masterclass (2026 Edition)
1st International NEV Tire Innovation Conference
Product Launches by 100 Leading NEV Brands

- 4th NEV Development Summit & Global Expansion Forum
- 2nd Official NEV Disassembly Demo
- 3rd NEV & Trendsetting Mobility Summit
- NEV Maintenance Masterclass (2026 Edition)
- 1st International NEV Tire Innovation Conference
- Product Launches by 100 Leading NEV Brands



Hall A2: Beauty Care, Auto Repair & Fast-Moving Parts

Bridging international brands and domestic demand to elevate industry quality

Car wash, beauty, and repair equipment/tools/consumables
Tires, lubricants, wearable parts
Dedicated Zone: NEV Maintenance & Repair

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Tires, lubricants, wearable parts
Dedicated Zone: NEV Maintenance & Repair

2026 Aftermarket Service Providers Masterclass
2nd "Lao Zhang" 's Auto Parts Open Course"
8th China Automotive Maintenance Conference
NEV Beauty Care Innovations Launch
2026 Domestic Market Shift Summit for Auto Parts
300+ Exhibitor Product Launches

2026 Aftermarket Service Providers Masterclass
2nd "Lao Zhang" s Auto Parts Open Course"
8th China Automotive Maintenance Conference
NEV Beauty Care Innovations Launch
2026 Domestic Market Shift Summit for Auto Parts
300+ Exhibitor Product Launches

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Hall A3: Cabin Electronics & Premium Accessories

Where online meets offline innovation

Key Exhibits

Cabin electronics, charging systems, safety tech
Ambient lighting, fragrances, air purifiers
Custom headrests, traditional Chinese fabrics, artisanal crafts

Featured Events

2nd Cabin Electronics Live E-Commerce Festival
2026 Cabin Culture Design Competition
Global Expansion Forum for Cabin Products
Onsite Recruitment by 10+ E-Commerce Giants

Strategic Partners



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Hall A4: Automotive Interior Industry Chain

The hub for brand upgrades and channel revitalization

Key Exhibits

Floor mats, seat covers, functional interiors
Interior modification materials, machinery, molds
CAD data, display racks, catalogs

Featured Events

2nd Interior Manufacturing Upgrade Conference
2026 Interior Innovation Summit
2025 "Two Regions, One Film" Cloud Chain Summit
300+ Exhibitor Product Launches

Strategic Partners



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Halls B1 & B2: Complete Automotive Film Industry Chain

Asia's largest film expo, covering materials-equipment-products-maintenance.



Key Exhibits

Color-changing films, UV-protection films, PPF
Custom wraps, screen protectors, raw materials
Film-cutting tools, maintenance products

Featured Events

Global Automotive Film Innovation Summit
2nd Custom Wrap Trend Release
2026 Color Film Photography Contest
8th Brand Installer Championship
2026 Global Film Expansion Forum
200+ Exhibitor Product Launches

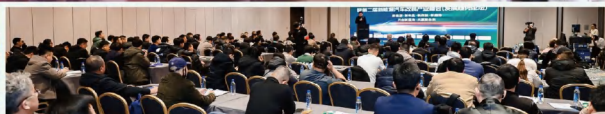
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Halls B3 & B4: Auto Tuning Ecosystem

Co-located with the 13th AIT Exhibition



Key Exhibits

OEM/aftermarket tuning, off-road/performance upgrades
Smart tech integration, interior/exterior modifications
NEV retrofitting, luxury conversions

Featured Events

5th Asia Tuning Car Competition (North China)
D1 Tuning Masters & Champion Meetup
2nd China Tuning Car Challenge (Beijing)
2nd NEV Tuning Enthusiast Summit
1st T2 Speed Customization Contest
100+ Exhibitor Product Launches

Strategic Partners



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2025 Event Highlights

PREVIOUS REVIEW

• New Venue, National Acclaim

Praised by CCTV News (CCTV-13) and Xinhua News Agency



• Transformation and Upgrading, Full-chain Coverage

A Complete Automotive Expo from Design to Manufacturing, Usage to Service



• Nationwide Coverage

Significant Buyer Growth from East, South, and Northwest China Reinforces Expo Influence



■ Northeast China
■ Northwest China
■ North China
■ East China
■ Central China
■ South China
■ Southwest China

Region	Percentage	2025 (Persons)	YoY Growth
Northeast China	11.30%	21471	8%
Northwest China	13.11%	24910	32%
North China	25.41%	48281	25%
East China	14.23%	27038	28%
Central China	17.49%	33232	18%
South China	9.62%	18279	46%
Southwest China	5.43%	10317	14%

6900+
Product
Categories

89000+
Exhibits

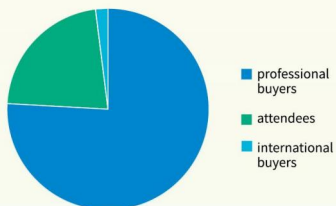
6000+
Annual New
Product Launches

29亿+
Transaction
Value

250000+
Attendees

• Global Audience Growth

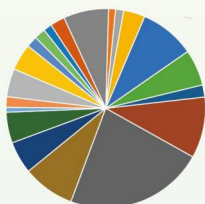
Expo Goes Global: International Buyers to Double Again in 2026



Type	Percentage	2025	YoY Growth
professional buyers	76%	195000 (Persons)	31%
attendees	22%	58000 (Persons)	330%
international buyers	2%	5000 (Persons)	100%

• Diverse Buyer Structure

NEV Sector Buyers Surge as Traditional Buyers Shift to New Energy



■ OEMs
■ City-Level Distributors
■ Beauty & Maintenance Shops
■ Automated Car Washes
■ Tire Replacement & Repair Shops
■ Other Professional Attendees
■ Provincial Distributors
■ General Repair Shops
■ Professional Tuning Shops
■ 24-Hour Car Wash Centers
■ E-Commerce Buyers
■ 4S Stores & Service Providers
■ County Service Providers
■ One-Stop Quick Service Centers
■ Fuel & Charging Stations
■ Oil Change Centers
■ Chains (10+ Stores)
■ Brand-Authorized Repair Centers
■ Professional Film Installers
■ Community Membership Stores
■ Premium Detailing Shops

Audience Type	Percentage	2025	YoY Growth
OEMs	0.28%	695	38%
4S Stores &A Service Providers	0.96%	2406	9%
Chains (10+ Stores)	1.00%	2512	21%
Provincial Distributors	2.64%	6615	14%
City-Level Distributors	6.73%	16890	25%
County Service Providers	4.46%	11198	27%
Brand-Authorized Repair Centers	1.42%	3551	17%
General Repair Shops	7.54%	18919	28%
Beauty & Maintenance Shops	17.06%	44787	21%
One-Stop Quick Service Centers	6.51%	17332	23%
Professional Film Installers	3.94%	9989	15%
Professional Tuning Shops	3.90%	9778	64%
Automated Car Washes	0.45%	1123	-7%
Fuel & Charging Stations	1.32%	3507	90%
Community Membership Stores	3.49%	8760	29%
24-Hour Car Wash Centers	3.34%	8389	49%
Tire Replacement & Repair Shops	1.33%	3329	142%
Oil Change Centers	1.42%	3554	77%
Premium Detailing Shops	1.00%	2510	14%
E-Commerce Buyers	1.82%	4568	32%
Other Professional Attendees	5.14%	12901	35%

CIAACE



From Design to Service— The Complete Automotive Expo

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**Co-
located
Events**

The 4th China International New Energy Vehicle Technology, Parts & Services Exhibition
The 13th China International Auto Tuning Exhibition (AIT Tuning Expo)

Organizer: Beijing Yasn International Exhibition Co., Ltd.

Co-organizers: China Auto Industry Association (Customization Branch)
NEV Industry Development Center, China Equipment Management Association

Address: 11F, Vanke Times Center, No.186 Beiyuan Road, Chaoyang District, Beijing