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## **Auto Shanghai advances to become the No. 1 auto show in Asia**

- **The rise and rise of China's motor vehicle market**
- **Strong demand from motor vehicle manufacturers and suppliers increases the exhibition space to 13 halls**
- **Pininfarina takes part for the first time**

The motto of the fourteenth Auto Shanghai 2011, which takes place from 21 to 28 April at the Shanghai New International Expo Centre, is 'Innovation for Tomorrow'. For the international media the doors open already on 19 and 20 April 2011.

Auto Shanghai's rise to becoming the most important motor vehicle trade fair for the whole of Asia is unbroken. This picture reflects the rapid growth in the Chinese auto market – vehicle registrations between January and September 2010 were 36 percent higher than the same period in 2009. All the major Chinese and international motor vehicle manufacturers will therefore be taking more space at Auto Shanghai; in some cases their stands will be significantly larger at the coming event. The number of new vehicles rolling off the production lines is continuing to rise.

At the same time Auto Shanghai is also becoming ever more important for the suppliers to the motor vehicle industry. Already all the leading international suppliers, among them Bosch, Denso and Continental, have confirmed their participation. Smaller, more specialised components manufacturers are also exhibiting in Shanghai. They are aiming to win new contracts with the Chinese motor vehicle manufacturers who are wanting to improve their product quality so that they can strengthen their export business. China's manufacturers are shifting their focus clearly towards modern engineering and sophisticated design. To help them in this they need more international expertise. One of the companies that is responding to this need is Pininfarina, a design specialist who will be taking part in Auto Shanghai for the first time, presenting their services on a large stand.

Auto Shanghai is now one of the largest motor vehicle fairs in the world, and it is the leading international trade fair for the sector in Asia. By increasing the exhibition space available by two whole exhibition halls, the exhibitors will have the use of 200,000 square metres of presentation space.

By choosing the motto of 'Innovation for Tomorrow', the organisers are focusing firmly on the future. In 2011 therefore Auto Shanghai will continue to consolidate its reputation as a showcase not only for new motor vehicles, but also for new developments in the field of reducing CO<sup>2</sup> emissions, for environmental protection and electromobility.

Auto Shanghai 2011 is being organised by – among others – the China Association of Automobile Manufacturers (CAAM), the Shanghai International Exhibition Company (SIEC) and IMAG – Internationaler Messe- und Ausstellungsdienst GmbH, the international arm of the Messe München Group.

**About IMAG – Internationaler Messe- und Ausstellungsdienst GmbH**

IMAG Internationaler Messe- und Ausstellungsdienst GmbH is the international trade fair and exhibition service company of the Messe München Group. Throughout the world, it organises trade fairs as well as trade fair participations. Since its foundation in 1946, IMAG provides services for exhibitors in the global markets. Its annual programme includes around 40 events in over 15 countries.

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