



The 21<sup>st</sup> Shanghai International Automobile Industry Exhibition

April 25-May 2, 2025  
National Exhibition and  
Convention Center (Shanghai)

# SHOW REPORT



**Approved by**

Shanghai Municipal Government

**Organizers**

Council for the Promotion of International Trade Shanghai  
China Association of Automobile Manufacturers

**Co-Organizers**

Shanghai International Exhibition (Group) Co., Ltd.  
Auto Shanghai Management Co., Ltd.

**Specially Supported by**

China Machinery Industry Federation

**Supported by**

China Society of Automotive Engineers  
(China-SAE)

**German Co-Organizer**

Messe Muenchen GmbH



# C ONTENTS

01 General Information

02 Leadership Visit

03 Automotive Executives

04 Exhibition Highlights

05 Popular Car

06 News Media

07 Visitor Statistics

08 Concurrent Events

# 01 General Information

Auto Shanghai 2025, with the theme of "**Embracing Innovation, Empowering the Future**", is an international Class A auto show covering automobiles, automotive supply chain and automotive technology enterprises, and is highly valued by the global automotive industry. The total exhibition area exceeds 360,000 square meters. 1,366 vehicles are on display in the car maker area, among which new energy vehicles account for more than 70%. 163 global premieres are released at Auto Shanghai 2025.

## Number of Exhibitors

around **1,000**  
exhibitors from  
**26**  
countries and regions

## Number of Journalists

**14,000**  
Chinese and foreign  
journalists

## Number of Vehicles on Display

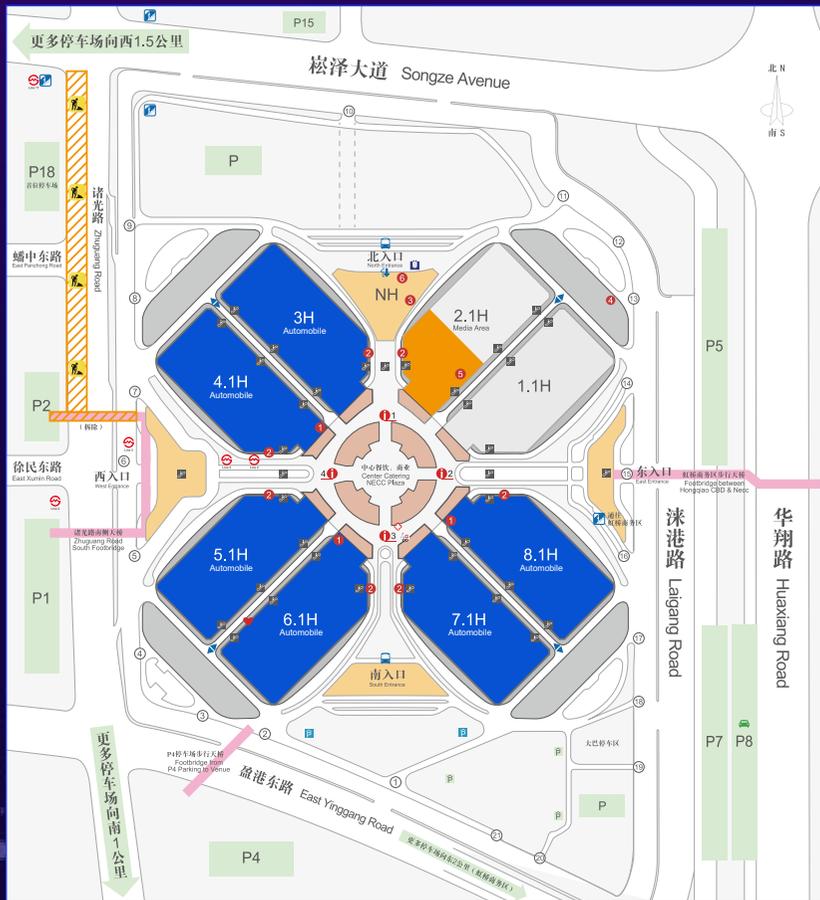
**1,366**



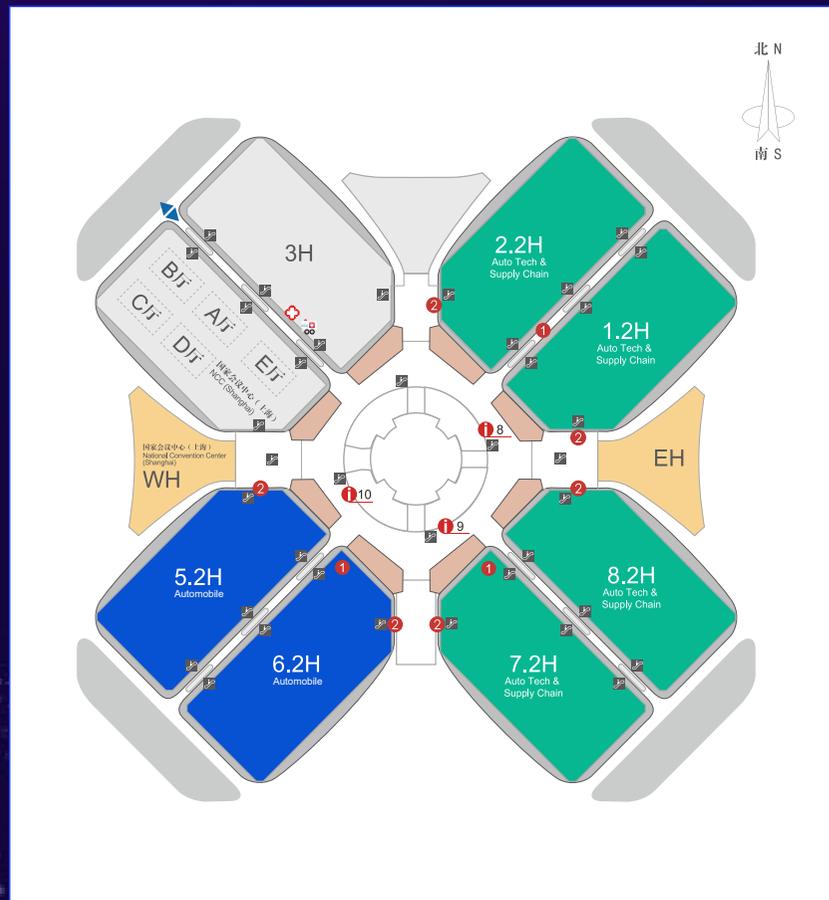
# 01 General Information



## 0M FLOOR



## 16M FLOOR



 Automobile

3H, 4.1H, 5.1H, 6.1H, 7.1H, 8.1H

 Media Area

2.1H

 Automobile

5.2H, 6.2H

 Auto Tech & Supply Chain

2.2H, 1.2H, 8.2H, 7.2H

# 02 Leadership Visit



On April 30, **Li Qiang**, member of the Standing Committee of the CPC Central Committee Political Bureau and premier of the State Council, inspected Auto Shanghai 2025.



On the afternoon of April 23, **Chen Jining**, member of the CPC Central Committee Political Bureau, and secretary of the CPC Shanghai Municipal Committee, visited Auto Shanghai 2025. Chen examined newly launched products and cutting-edge technologies from both domestic and international automakers, holding in-depth discussions with exhibitors on the development of the automobile industry.



On April 23, **Gong Zheng**, deputy secretary of the CPC Shanghai Municipal Committee and mayor of Shanghai, met with global executives of international enterprises attending Auto Shanghai 2025.

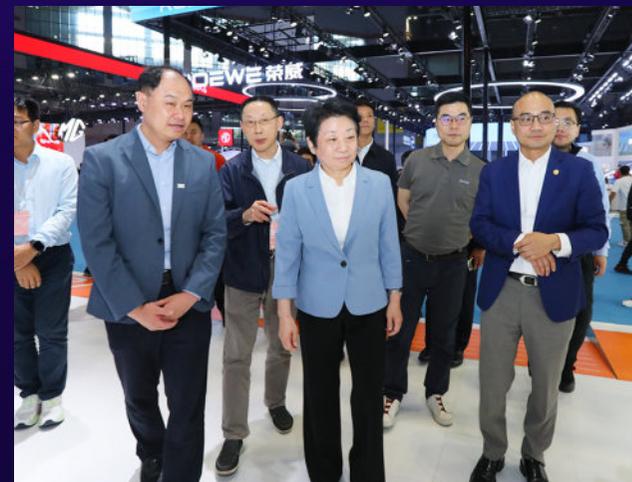
# 02 Leadership Visit



**Wan Gang** President of the China Association for Science and Technology



**Xin Guobin** Member of the Party Leadership Group and vice-minister of Ministry of Industry and Information Technology



**Huang Lixin** Chairwoman of the Standing Committee of the Shanghai Municipal People's Congress

Auto Shanghai 2025 also received visits from officials including: **Wan Gang**, president of the China Association for Science and Technology; **Xin Guobin**, member of the Party Leadership Group and vice-minister of Ministry of Industry and Information Technology; **Xiong Jijun**, vice-minister of Ministry of Industry and Information Technology and standing committee member of the Central Committee of the China Association for Promoting Democracy; **Huang Lixin**, chairwoman of the Standing Committee of the Shanghai Municipal People's Congress; **Zhu Zhongming**, deputy secretary of the CPC Shanghai Municipal Committee; **Wu Wei**, member of the Standing Committee of the CPC Shanghai Municipal Committee, executive Vice Mayor of Shanghai, and director of the Municipal Bureau of Financial Work; **Zhao Jiaming**, member of the Standing Committee of the CPC Shanghai Municipal Committee, and head of the municipal Publicity Department; **Li Zheng**, member of the Standing Committee of the CPC Shanghai Municipal Committee, and Party Secretary of Pudong New Area; **Hua Yuan**, member of the Standing Committee of the CPC Shanghai Municipal Committee, and Secretary-General of the CPC Shanghai Municipal Committee etc.

# 03 Automotive Executives



**Dr. Oliver Blume** Chairman of the Board of Management of Volkswagen AG



**Ola Källenius** Chairman of the Board of Management of Mercedes-Benz Group AG



**Oliver Zipse** Chairman of the Board of Management of BMW AG



**Gernot Döllner** Chairman of the Board of Management at AUDI AG



**Masayuki Igarashi** Managing Executive Officer of Honda



**Dr. Holger Klein** Chairman of the Board of Management and CEO of ZF

**Dr. Oliver Blume**, Chairman of the Board of Management of Volkswagen AG, **Ola Källenius**, Chairman of the Board of Management of Mercedes-Benz Group AG, **Oliver Zipse**, Chairman of the Board of Management of BMW AG, **Gernot Döllner**, Chairman of the Board of Management at AUDI AG, **Masayuki Igarashi**, Managing Executive Officer of Honda, and **Dr. Holger Klein**, Chairman of the Board of Management and CEO of ZF Friedrichshafen AG and other senior executives from world-renowned automotive companies attended the press releases on the media days.

# 03 Automotive Executives



**Qiu Xiandong** Chairman of FAW Group



**Yang Qing** Chairman of Dongfeng Motor Group



**Wang Xiaoqiu** Chairman of SAIC MOTOR



**Zhu Huarong** Chairman of China Changan Automobile Group



**Zhang Jianyong**, Chairman of BAIC Group



**Feng Xingya**, Chairman of GAC Group



**Li Shufu** Chairman of Geely Holding Group



**Wei Jianjun** Chairman of Great Wall Motor



**Wang Chuanfu** Chairman of BYD



**Yin Tongyue** Chairman of Chery Holding Group



**Li Bin** Founder, Chairman and CEO of NIO



**He Xiaopeng**, Chairman and CEO of XPENG



**Li Xiang** CEO of Li Auto



**Zhu Jiangming** Founder, Chairman and CEO of Leapmotor

Auto Shanghai 2025 has received great attention from the headquarters of domestic and foreign automobile companies since its preparation. Senior executives from the automotive industry such as **Qiu Xiandong**, Chairman of FAW Group, **Yang Qing**, Chairman of Dongfeng Motor Group, **Wang Xiaoqiu**, Chairman of SAIC MOTOR, **Zhu Huarong**, Chairman of China Changan Automobile Group, **Zhang Jianyong**, Chairman of BAIC Group, **Feng Xingya**, Chairman of GAC Group, **Xiang Xingchu**, Chairman and General Manager of JAC Group, **Li Shufu**, Chairman of Geely Holding Group, **Wei Jianjun**, Chairman of Great Wall Motor, **Wang Chuanfu**, Chairman of BYD, **Yin Tongyue**, Chairman of Chery Holding Group, **Li Bin**, Founder, Chairman and CEO of NIO, **He Xiaopeng**, Chairman and CEO of XPENG, **Li Xiang**, CEO of Li Auto, **Zhu Jiangming**, Founder, Chairman and CEO of Leapmotor, and **Zeng Yuqun**, Chairman of CATL visited the exhibition site.

# 04 Exhibition Highlights

Mainstream automotive enterprises at home and abroad participate in the exhibition with high standards



(Ranking in no particular order)

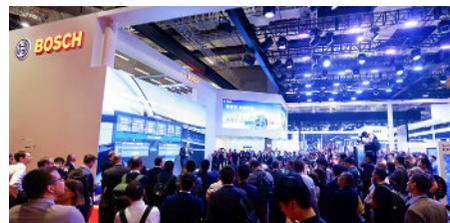


# 04 Exhibition Highlights

A gathering of automotive technology and supply chain enterprises



(Ranking in no particular order)



# 04 Exhibition Highlights

**1** Auto Shanghai's global influence continues to rise, with leading automotive enterprises from home and abroad participating at the highest level. The event features a constant stream of premiere models and cutting-edge technologies, alongside a significantly expanded auto supply chain exhibition area.

**2** Backed by the full support of the Shanghai Municipal Government and related departments, Auto Shanghai 2025 adheres to a "people-oriented" service philosophy. Leveraging technology to enhance the visitor experience, it has successfully established itself as a safe, orderly global automotive spectacle.

**3** This year's Auto Shanghai has extended its run to coincide with the "May Day" holiday, marking its first collaboration with cultural, tourism, commercial, and sports exhibitions. With 80,000 visitors receiving consumption vouchers and secondary spending exceeding one million, the event effectively drives consumption upgrading.

**4** Proactive integration: Interconnectivity has emerged as a key driver of industrial transformation.

"Made in China, for the world" has become a buzzword at the show. Auto Shanghai optimizes its layout to foster industrial collaboration and integration, spearheading advancements in automotive intelligence and reshaping the global industry ecosystem.



# 04 Exhibition Highlights

## 5 Innovation as the driving force: "Practicality and safety" form the cornerstone of technological leadership.

The innovative dynamism of the Chinese market is expanding opportunities for the global automotive sector. At Auto Shanghai 2025, Chinese brands, technological innovations, and supply chains take center stage, underscoring the event's strong focus on technology.

## 6 Win-win cooperation: The role of the Chinese market is undergoing a redefinition.

In recent years, Chinese and foreign automakers have demonstrated comparable performance at exhibitions. At Auto Shanghai 2025, foreign-invested and domestic brands engage in healthy competition, showcasing a strong international flair and the industry's robust capabilities.

## 7 Envisioning the future: With open collaboration and cross-industry integration, Auto Shanghai offers more than just cars.

Auto Shanghai 2025 bears witness to the globalization of China's automotive industry. The convergence of "automotive +" and "AI +" is creating new opportunities, as the industry moves toward smarter solutions and vehicles evolve into multi-functional mobile hubs.

Auto Shanghai places great emphasis on the principles of "promoting technological innovation, facilitating industry collaboration, and expanding market reach." Organizers are committed to directing attention toward technology and market dynamics through equitable access to visibility and voice, staying true to the essence of a Class A automotive exhibition. Auto Shanghai 2025 will take on a leadership role, showcasing the latest technological advancements and innovations in the global automotive industry.



# 05 Popular Car

## Popular SUV

Zeekr 9X  
Deepal S09  
ONVO L90  
Mazda EZ-60  
Yangwang U8L  
AITO M8  
SAIC VOLKSWAGEN ID.ERA  
Audi Q5L  
LYNK & CO 900  
SAIC VOLKSWAGEN ID.EVO  
MG Cyber X  
Geely Galaxy Cruiser

Cadillac VISTIQ  
SAIC VOLKSWAGEN ID.UNYX 06  
CHERY NEW QQ  
Hongqi Tiangong 06  
Xiaopeng G7  
VOLVO XC90  
All-new 2025 Lincoln Navigator  
INFINITI QX80  
Roewe Pearl  
Li Auto L6  
Toyota BZ5  
Jetour Traveller Plus



## Popular Passenger Car

Audi E5 Sportback  
Leapmotor B01  
DongFeng Nissan N7  
Lexus ES350e  
Audi A5L  
Toyota bZ3X7  
AVATR 06  
Zunjie S800  
Immotors L6  
Mercedes-Benz CLAL  
BESTUNE Yueyi 08  
Geely Galaxy Starshine 8  
Roewe D6  
Stelato S9  
Baojun Xiangjing  
Xiaomi SU7 Ultra  
Dongfeng FORTHING Xinghai S7  
ARCFOX αS5



## Popular MPV

Li Auto MEGA Home  
Denza D9  
Buick GL8 LS  
Voyah Dream  
SAIC MAXUS G50 PHEV  
Hongqi HQ9  
Xiaopeng X9 2025  
Wey Mountain

## Popular Racing Car

Denza Z  
Porsche 911  
Mercedes-Benz AMG GT 63 4MATIC+  
Rolls-Royce Cullinan Blue  
BMW M4  
Lotus EVIJIA  
Lamborghini Temerario



# 06 News Media

**Strategic Cooperation Video Platform**      **In-depth Partner**

bilibili      懂车帝      抖音

**Cooperative Media**


(Ranking in no particular order)

**Cooperative Media**


中国充电桩网      E心科技      中国会展      中外会

(Ranking in no particular order)

During the "Press Days" from April 23 to 24, major automakers held 193 press conferences and received over **14,000** journalists and media workers from home and abroad, who competed to report on the auto show. Both figures hit a **new high** in previous editions.



# 06 News Media

## Associated Press

China is part of a "technological paradigm shift". For Chinese automakers, developing electric vehicles is not just about green transition, but also a route to "technological and industrial dominance". Unburdened by traditional manufacturing legacies, Chinese EV companies boast greater flexibility in the transformation process, enabling them to respond swiftly to market and customer demands with exceptionally fast delivery speeds.

## Reuters

While Western automakers have almost come to a standstill, Chinese automakers are seizing the opportunity to promote the electric vehicle revolution, and it will be difficult to shake Chinese local automakers. What is most shocking at this exhibition is that so many technologies and configurations can actually be offered to consumers at such low prices.

## Nikkei Shimbun

According to the organizers, over 190 press conferences will be held during the first two press days, making the entire auto show highly information-rich and full of highlights. Auto Shanghai is more than just a product display platform; it serves as a strategic signal tower for Chinese automakers to accelerate their globalization drive. Faced with intense internal competition and ongoing price declines in the Chinese market, a growing number of Chinese automakers are turning their focus to overseas markets, with China having become the world's largest automobile exporter.

## Agence France-Presse

The Shanghai International Automobile Industry Exhibition, the world's largest auto expo, officially opened on Wednesday. Despite increasingly stringent trade barriers that might impede Chinese cars from entering global markets, the event fully showcases the advent of the new era of electrification and the central role of Chinese automakers in the new global automotive industry order. At this grand event, Chinese brands compete head-to-head with international giants, aiming to lead the global market.

## German "Die Welt"

Anyone visiting Auto Shanghai is deeply impressed by the feeling that "China is living in the future". From "introducing technology" to "feeding back technology", from "attracting investment" to "making foreign investments", and from "adapting to standards" to "setting standards", mastering core technologies firmly in one's own hands brings new competitive edges and opens up new horizons for cooperation.



# 06 News Media

## Xinhua News Agency: *What makes Auto Shanghai attract global attention?*

Over the past 40 years, Auto Shanghai has witnessed China's automotive industry make a leap from "exchanging market for technology" to "exporting technology globally", and from "China looking at the world" to "the world looking at China". Through the lens of Auto Shanghai, we can see Chinese cars "driving" into the world and global cars "integrating" into China, jointly propelling China's automotive industry to lead the trend and secure a bright future.

## People's Daily: *Understanding Three Sets of Codes Through Auto Shanghai*

At the auto show, there are numerous collaborative cases of "foreign-funded automakers + Chinese technology". Making good use of the global market and resources to develop oneself while promoting common development of the world is the development logic of China's automobile industry and China's economy. The story of the Shanghai Auto Show is a portrayal of China maintaining strategic independence and achieving self-reliance, as well as a footnote to China's deepening of opening up and adherence to a global vision. Seeing the whole picture through a single detail, one can understand the two-way journey between China and the world from Auto Shanghai.

## China Media Group: *Chinese Automobiles "Going Global" to Leverage the Global Market 'Global + Local'*

It was noted at Auto Shanghai 2025 that while Chinese automobile enterprises are leading industrial development with innovation, their pace of going international has not stopped at all, and they are moving forward more steadily with a more positive attitude and strategies.

## Jiefang Daily: *The "global significance" of Auto Shanghai*

Auto Shanghai reveals that China is not only one of the world's largest consumer markets but also a steady source of cutting-edge technological R&D results and a provider of diverse intelligent application scenarios. It can be said that China plays a pivotal role in industrial ecosystems and innovation chains, including the automotive industry, providing an inexhaustible driving force for global technological progress and continuous innovation.

## Global Times: *" We adhere to a long-term development strategy in the Chinese market "*

While voicing concerns that the US practice of imposing excessive tariffs has introduced uncertainty to the industry, many multinational automakers at Auto Shanghai firmly believe that amid global market volatility, it is a wise move to further integrate into the local industrial chain and deepen R&D cooperation in China.



# 07 Visitor Statistics

## Basic Information Statistics:

To create a safe, civilized, orderly and wonderful Auto Shanghai 2025, the Shanghai Municipal Government and relevant departments attached great importance to it and gave strong support and guidance to ensure that the on-site audience can visit the show safely and orderly. According to statistics, during the exhibition, about 1,010,000 visitors from 98 countries and regions, and over 150,000 visitors came to the show during the first weekend's peak flow.

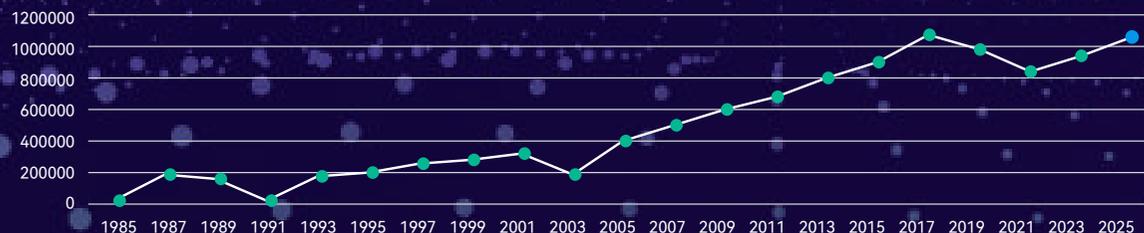
## Visitor Statistics:

Sources of overseas visitors: Overseas visitors to Auto Shanghai are from 97 countries and regions including Hong Kong China, Taiwan China, the United States, Canada, Russia, the Netherlands, France, Spain, the United Kingdom, Denmark, Sweden, Poland, Germany, Australia, Malaysia, Singapore, Thailand, Japan, South Korea, Vietnam, Turkey, Myanmar, Iran, India, Nigeria, Portugal, Panama, Cambodia, Jordan, Israel, etc.

## Sources of domestic visitors (sorted by province/city):

Shanghai, Jiangsu Province, Anhui Province, Zhejiang Province, Henan Province, Shandong Province, Hubei Province, Jiangxi Province, Hebei Province, Heilongjiang Province, Liaoning Province, Sichuan Province, Hunan Province, Shanxi Province, Jilin Province, Fujian Province, Shaanxi Province, Guangdong Province, Gansu Province, Inner Mongolia Autonomous Region etc.

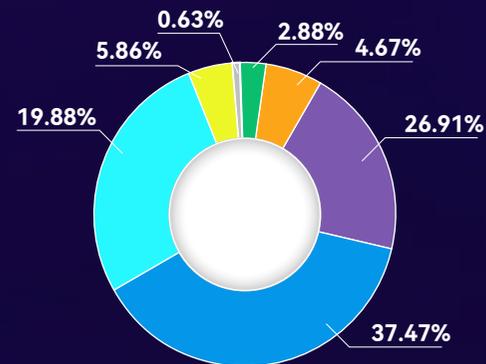
## Number of visitors:



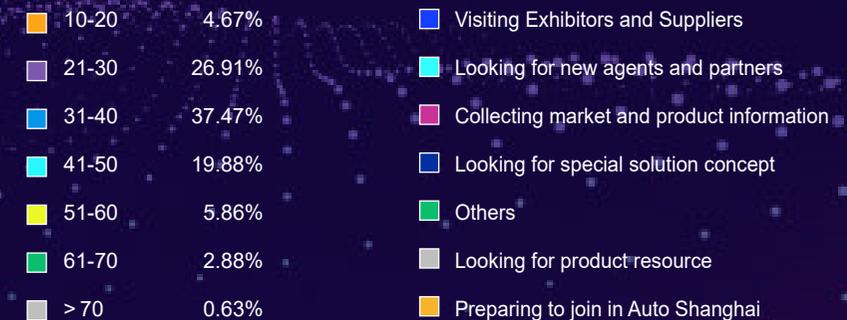
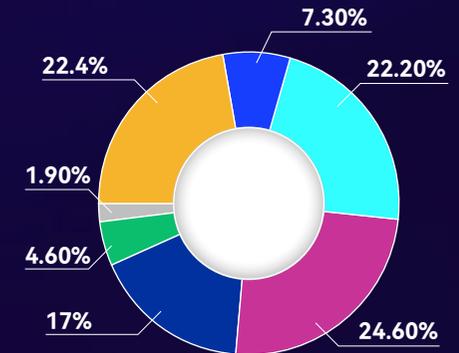
## Gender ratio of visitors:



## Age group statistics:



## Visitor structure:



# 08 Concurrent Events



As the official technical forum of Auto Shanghai 2025, the 8th International Key Automotive Technology Forum (KEY TECH 2025) was held on April 24-25 at the National Exhibition and Convention Center (Shanghai). Spanning two days, the forum featured one opening ceremony and seven specialized technical sessions. It has gathered technical leaders from OEMs and component suppliers, industry experts, and scholars, creating a valuable platform for exhibitors and automotive engineers. Through an international lens, the forum provided in-depth analysis of the current state of automotive technology development, fostering industry-wide technological advancement. The event hosted over 70 presentations and attracted more than 800 participants, including technical decision-makers, manufacturing engineers, product engineers, end-users, and media representatives.

The Opening Ceremony and Keynote Speeches delved into critical technological fields such as intelligent architecture, automotive-grade chips, and AI strategy. Discussions centered on the interplay of Chinese and global automotive technology roadmaps and global supply chain collaboration, clearly outlining China's upgrade path from technological breakthroughs to ecosystem synergy. The Specialized Sessions focused on three major technical themes: "Intelligent & Connected Vehicle (ICV) Technology", "New Energy Vehicle (NEV) Technology", "Digitalization & Smart Manufacturing Technology". These sessions showcased the latest technologies and solutions for automotive products. Speakers from renowned domestic and international car makers and suppliers – including Changan, Great Wall, FAW, Geely, Dongfeng, BYD, XPeng, Huawei, Black Sesame Technologies, SenseTime, Intel, Desay SV, Schaeffler, Faurecia, Aptiv, HRC, Motovis, and 3M – delivered specialized technical reports.

# 08 Concurrent Events



Seven specialized technical sessions provided in-depth exploration on specific topics: “High-Performance Automotive Chips: Application and Trends”, “Accelerate the Large-scale Application of Advanced Intelligent Driving in the Software Defined Car 2.0 Era”, “Fusion and regeneration: Key Challenges in Next-Generation Intelligent Cockpits Powered by AI Large Models”, “Intelligent Chassis-Autonomous Driving Convergence”, “Definition of Next-Generation Electrification Platforms”, “Key Technological Innovations in All-Solid-State Batteries”, “Automotive Lightweighting and Material Innovation Applications”. These sessions offered the industry systematic solutions spanning technological breakthroughs to commercial implementation.

Additionally, nearly 20 trade matchmaking and technical exchange events were held concurrently with Auto Shanghai 2025 at venues including the National Exhibition and Convention Center (Shanghai) and the InterContinental NECC Shanghai. These included: 2025 Automotive Semiconductor Ecosystem Summit, New Automotive Technology Transformation and Industry Innovation Forum, “New Technology · New Scenarios · New Momentum” Automotive Consumer Trends Insight Forum, The 3rd China Automotive and Parts Venture Overseas Summit Forum 2025, 2025 Shanghai International Legal Forum on High Quality Development of Auto Industry, Chapter of AI Unfolds: Opportunities and Challenges for the Automotive Industry in the Wave of AI Technology, 2025 Global Technology Innovation Conference on Automotive Intelligence, 2025 International Automotive New Trend Summit - International Automotive Quality Standardization Forum, 2025 Yangtze River Delta NEV Industry Innovation Cooperation Conference, 2025 Yangtze River Delta New Energy Vehicle Industry “Belt and Road” High-Quality Development Forum, “2025 ICVS Cyber Security and Data Security Forum and Special Action Promotion, China Automotive-Grade Chip Technology Roadshow, SmartEV New Supply Chain Match-making Event. Covering critical areas such as automotive semiconductors, chips, AI, large models, end-to-end systems, quality standards, vehicle data security, consumer trends, and overseas market expansion, these concurrent events have gained significant industry attention.

# Exciting Moments



# Exciting Moments



◆ *For more information, please contact* ◆



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