



The 20th Shanghai international Automobile industry Exhibition

AUTO 拥抱 SHANGHAI 汽车行业 2023 新时代



SHOW REPORT

Organizer

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

Co-Organizer

Shanghai International Exhibition (Group) Co., Ltd.

German Co-Organizer

Messe Muenchen GmbH

Approved by

Shanghai Municipal Government

Specially Supported by

China Machinery Industry Federation

Supported by

The Society of Automotive Engineers of
China (SAE China)

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1 General Information



Number of Exhibitors: over **1,000** exhibitors from **20** countries and regions



Exhibition Scale
360,000 m²



Number of Visitors
906,000 entries

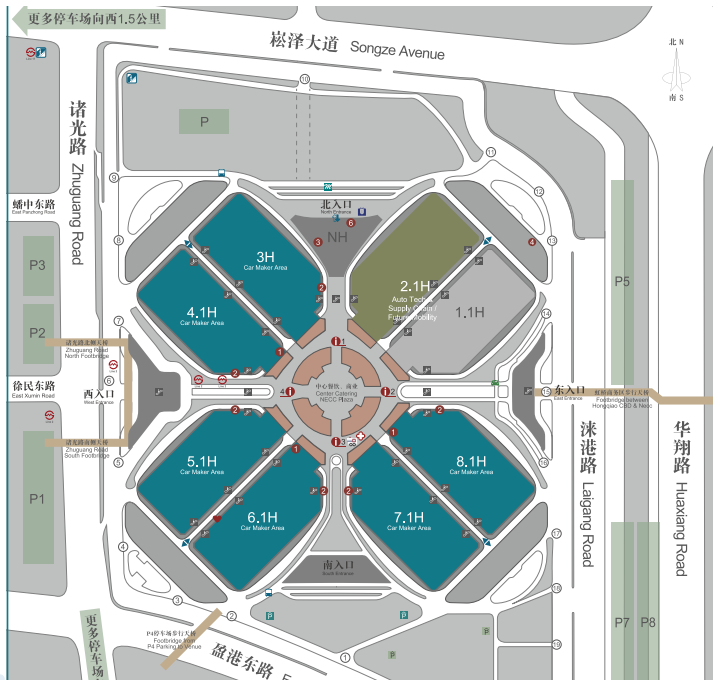


Number of Vehicles
on Display
1,431



General Information

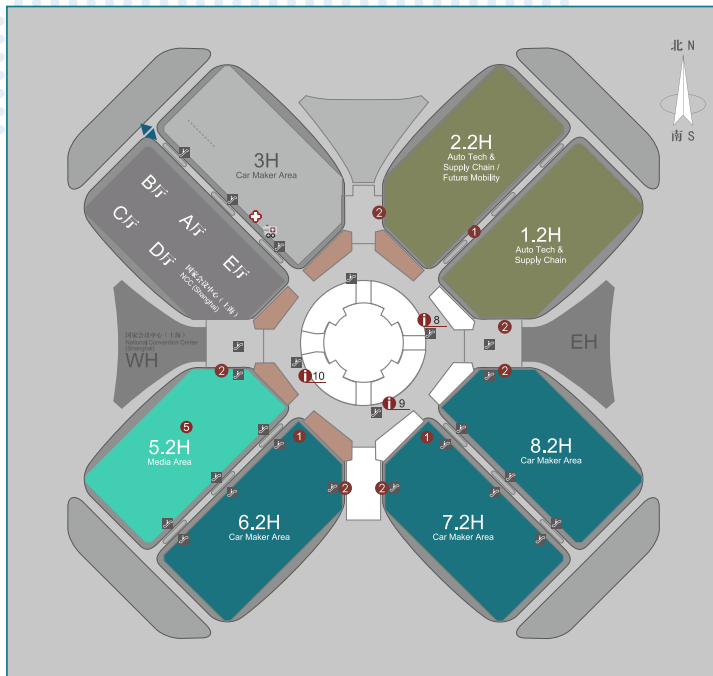
FIRST FLOOR



Car Maker Area
(3H, 4.1H, 5.1H, 6.1H, 7.1H, 8.1H)

Auto Tech & Supply Chain
(2.1H)

SECOND FLOOR



Car Maker Area
(6.2H, 7.2H, 8.2H)

Auto Tech & Supply Chain
(1.2H, 2.2H)

Media Area
(5.2H)

Top Exhibition Halls

According to the visitor statistics, the ranking of exhibition halls of Auto Shanghai 2023 by popularity is: 6.1H, 7.1H, 8.1H, 6.2H, 3H, 5.1H, 4.1H, 8.2H, 7.2H, 2.2H, 1.2H, 2.1H

2 Leadership Visit



Deputy Secretary of the CPC Shanghai Municipal Committee
Wu Qing



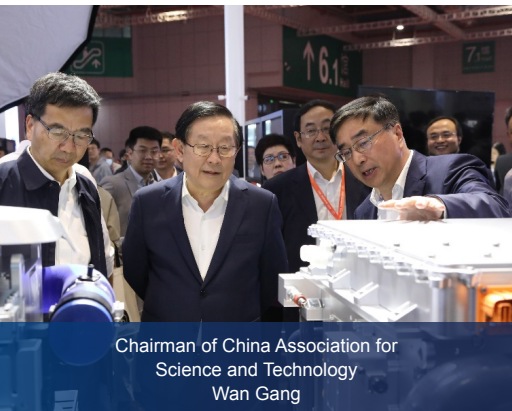
Deputy Director of the Shanghai Municipal People's Congress
Zheng Gangmiao



Deputy Director of the Shanghai Municipal People's Congress
Zhou Huilin



Deputy Director of the Shanghai Municipal People's Congress
Zong Ming



Chairman of China Association for Science and Technology
Wan Gang



Member of the CPC Central Committee Political Bureau
Secretary of the CPC Shanghai Municipal Committee
Chen Jining



Deputy Secretary of the CPC Shanghai Municipal Committee
Mayor of Shanghai
Gong Zheng



Deputy Director of the Shanghai Municipal People's Congress
Chen Jing



Vice Mayor of Shanghai
Liu Duo



Member of the Standing Committee of the Shanghai Municipal People's Congress, General Secretary of Shanghai Municipal Government
Li Zheng



Vice Chairman of the CPPCC Shanghai Committee
Xiao Guiyu

During Auto Shanghai 2023, **Chen Jining**, Member of the CPC Central Committee Political Bureau, Secretary of the CPC Shanghai Municipal Committee, **Zhou Qiang**, Vice Chairman of the National Committee of the CPPCC, **Wan Gang**, Chairman of China Association for Science and Technology, **Gong Zheng**, Deputy Secretary of the CPC Shanghai Municipal Committee and Mayor of Shanghai, **Wu Qing**, Deputy Secretary of the CPC Shanghai Municipal Committee, **Zheng Gangmiao**, Deputy Director of the Shanghai Municipal People's Congress, **Zhou Huilin**, Deputy Director of the Shanghai Municipal People's Congress, **Zong Ming**, Deputy Director of the Shanghai Municipal People's Congress, **Chen Jing**, Deputy Director of the Shanghai Municipal People's Congress, **Liu Duo**, Vice Mayor of Shanghai, **Hua Yuan**, Vice Mayor of Shanghai, **Li Zheng**, Member of the Standing Committee of the Shanghai Municipal People's Congress, General Secretary of Shanghai Municipal Government, **Shu Qing**, Member of Leading Party Group, **Peng Chenlei**, Member of Leading Party Group, **Xiao Guiyu**, Vice Chairman of the CPPCC Shanghai Committee and other leaders visited the show and provided guidance.

In addition, **Fu Bingfeng**, Executive Vice President and Secretary-General of China Association of Automobile Manufacturers, **Zhou Minhao**, Chairman of Council for the Promotion of International Trade Shanghai, **Gu Chunting**, Vice Chairman of Council for the Promotion of International Trade Shanghai, **Wang Xia**, Chairman of China Council for the Promotion of International Trade, Automotive Sub-Council, **Zhang Jinhua**, Executive Vice President and Secretary-General of China Society of Automotive Engineers came to visit the show.

Industry Leader Attendance



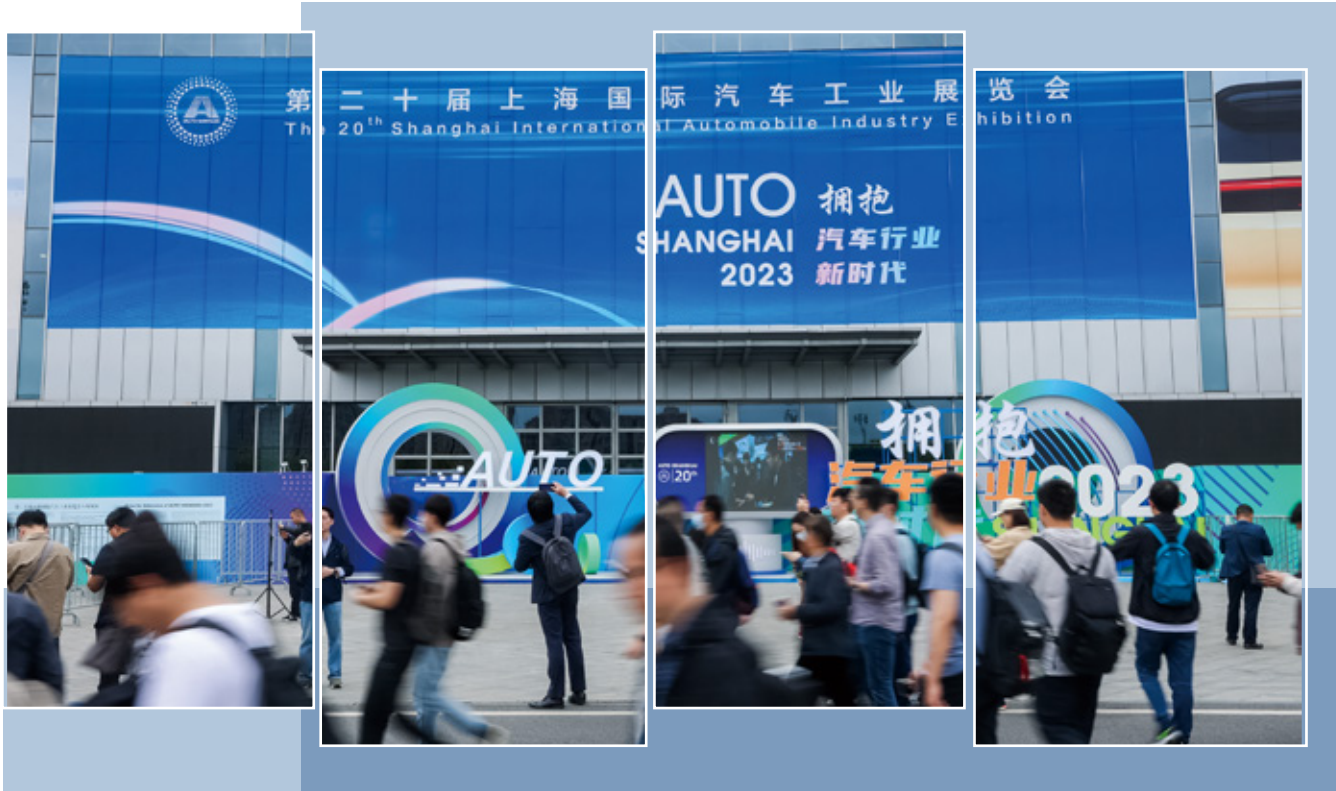
Since its preparation, Auto Shanghai has been highly valued by the headquarters of auto-makers from home and abroad. **Qiu Xiandong**, Deputy Party Secretary, Member of the Board and General Manager of FAW Group, **Yang Qing**, General Manager and Deputy Party Secretary of Dongfeng Motor, **Chen Hong**, Party Secretary and Chairman of SAIC Group, **Zhu Huarong**, Chairman and Party Secretary of Changan Automobile, **Zeng Qinghong**, Chairman of GAC Group, **Chen Wei**, Assistant General Manager of BAIC Group, Party Secretary and Chairman of BAIC Motor, **Xiang Xingchu**, Party Secretary, Chairman and General Manager of JAC Group, **Wang Chuanfu**, Chairman of BYD, **Wei Jianjun**, Chairman of Great Wall Motor, **An Conghui**, President of Geely Holding Group, Chairman of Geely Auto, CEO of ZEEKR Intelligent Technology, **Yin Tongyue**, Party Secretary and 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, **Zhang Yong**, CEO of HOZON Auto, **Zhu Jiangming**, Founder, Chairman and CEO of Leap Motor, **Ding Lei**, CEO of HiPhi, **Tan Benhong**, Chairman and CEO of AVATR, **Zeng Yuqun**, Chairman of CATL and other automobile industry leaders visited the show on-site.

2 Industry Leader Attendance



Dr. Oliver Blume, Chairman of the Board of Management of the Volkswagen AG, **Markus Duesmann**, Chairman of the Board of Management at AUDI AG, **Ola Källenius**, Chairman of the Board of Management of Mercedes-Benz Group AG, **OLIVER ZIPSE**, Chairman of the Board of Management of BMW Group, **Linda Jackson**, CEO of the PEUGEOT Brand, **Ashwani Gupta**, COO of Nissan Motor Co., **Dr. Holger Klein**, Chief Executive Officer of the ZF Group, **Dr. Holger Engelmann**, CEO of Webasto Group and other leaders attend the show and participate in the press release activities. Through the platform of this year's Auto Shanghai, the CEOs of major auto-makers have re-evaluated the development of China's auto market and re-understood the preferences of Chinese consumers, so as to make better adjustment for the direction of strategic development and research.

3 Exhibition Highlights



Auto Shanghai 2023 has once again attracted main-stream international and domestic automakers to display with high-level standard, and become the eye-catcher of the global automobile industry.

As an international Class A auto show covering automakers, auto tech and supply chain, Auto Shanghai 2023, themed with "Embracing the New Era of Automobile Industry", is highly valued by the global automobile industry. The total exhibition area of the auto show is over 360,000 square meters, showcasing 1,413 vehicles in auto-maker area; 93 global debut cars (including 28 debut cars from international automakers) and 64 concept vehicles were released on-site; 271 new energy vehicle models (including 186 new energy vehicle models from Chinese car makers) and 513 new energy vehicles were on display.

3

Exhibition Highlights



BMW&MINI, Audi Brand (FAW-Audi, SAIC-Audi), Mercedes-Benz, Volkswagen Brand (FAW-Volkswagen, Volkswagen Import, SAIC-Volkswagen), FAW-Volkswagen JETTA, smart, DENZA, Ford, SGM (Buick, Chevrolet, Cadillac), Lincoln, VOLVO, Jaguar Land Rover, Dongfeng Peugeot, Dongfeng CITROËN, TOYOTA, LEXUS, Honda, Nissan, Changan MAZDA, SUBARU, Hyundai & Beijing Hyundai, GENESIS, KIA, Polestar etc. all participated at Auto Shanghai 2023.



Domestic six main automobile groups FAW Hongqi, FAW BESTUNE, Dongfeng Motor, SAIC Group (ROEWE, MG, MAXUS), Changan Automobile, BAIC Motor and GAC Group (GAC TRUMPCHI, GAC AION) exhibited all the lineups with their group image. Geely, LYNK&CO, HAVAL, POER, TANK, WEY, BYD, Chery, EXEED, JETOUR, iCAR, JAC, JMC etc. participated the show in the full force.



3 Exhibition Highlights



Luxury brands including Porsche, Lamborghini, Maserati, Bentley, Rolls-Royce, LOTUS NYO, Yangwang etc. actively joined the show. Luxurious modified cars including Fujian Benz, Lorinser, VULCANUS, AM, KEDE, MANSORY, Jun-Tian, CARLSSON, ARMADILLO, AUXUN & LUMMA, KARLMANN, BUFITE, CARVERAUTO, JINGHANG AUTO, CYBERSPACE, Brabus, Shenzer etc. were also presented at the show.



Among the new energy brands, NIO, XPENG, Li Auto, Hozon Auto, Dongfeng VOYAH, ARCFOX, Leap Motor, HiPhi, AVATR, ZEEKR, IM, RISING, HYCAN, ORA, AITO, Yuanhang, DAYUN, LIVAN, DEEPAL, MHERO, SKYWORTH etc. actively took part in the Auto Shanghai 2023.

Moreover, Motorcycle brands including Honda, DUCATI, Harley-Davidson HONWIN also joined Auto Shanghai 2023.

3 Exhibition Highlights

The world's automobile industry is accelerating new energy transformation, opening a new era dominated by new energy vehicles.

The electrification and intelligent transformation of new energy vehicle has almost become the main theme of all debut car release conferences at Auto Shanghai 2023. The number of new energy vehicles released has exceeded that of traditional vehicles for the first time, meanwhile the new energy models have firmly occupied the absolute central position of most show stands. The mainstream international automakers have released all-electric lineups during the press conference, indicating that the "Fully Electric" strategy has been widely accepted in the industry. A number of domestic auto-maker stands have gained high popularity at Auto Shanghai, showing the overall increase of recognition of Chinese new energy vehicle brands. Another highlight is the frequent presence of the technical management teams of leading international brands at the stands of Chinese brands who are studying carefully "Chinese Proprietary R&D Technology", demonstrating that Chinese brands are capable to dialogue with the world in the field of new energy and smart technologies, and thus have achieved a qualitative leap.



“Two-way Journey” - the localization of foreign enterprises and internationalization of Chinese enterprises, opens an era driven by Chinese automobile consumption market.

China's electrification and intelligent transformation is standing at the forefront of the industry, leading the development of the global automobile market. The increasing number of China-specific products and technologies unveiled at the show is regarded as a sign of the maturity of China's automobile market and the growing sophistication of its consumers. Foreign brands have reached the consensus that satisfactory products can only be developed in the market where the decisions are made. On the other hand, Chinese automakers are speeding up their global layout, and the ways of "go overseas" are becoming more and more diversified. They have acquired certain brand competitiveness in terms of products, technologies and even value chain. Such two-way journey also indicates that the internationalization of China's automobile industry has entered a new stage. China is confidently stepping to the center of the world stage and toward the future of automotive power.



A new round of technological upgrading and iteration is coming, ushering in a new era of digitization, intelligent transformation and green innovation.

As one of the most important platforms for communication in the world's automobile industry, Auto Shanghai always forges ahead with "leading by technology" and has become the "weathervane" of the global automobile market. The mainstream car makers are paying more attention to human-vehicle interactive experience, which shows that the development direction of the world's automobile industry will be led by digitization, intelligent transformation and green innovation in future, thus accelerating the development and iteration of the automobile industry. China's automobile industry is developing from electrification to intelligent transformation, which indicates that in the second half of industrial development, the speed and dimension of automobile innovation will continue to exceed imagination. At the same time, Auto Shanghai 2023 has shown more extensive and rich contents of pure electric, hybrid, hydrogen fuel power, range extended and other vehicle power technologies, providing consumers with more personalized and diversified car purchase choices.

The 20th Auto Shanghai has witnessed the growth and leap of China's automobile industry.

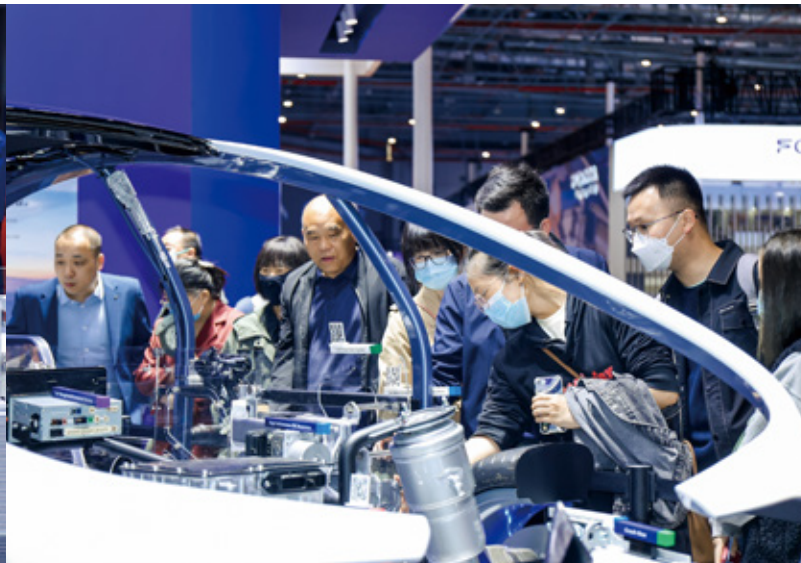
Founded in 1985, Auto Shanghai is celebrating its 20th edition this year. At the beginning, Auto Shanghai was a window for China to see the world. Now it has grown into a window for the world to see China. The growth of Auto Shanghai reflects the growth of China's automobile industry. It has promoted the popularization of automobile culture, stimulated automobile consumption, meanwhile playing an important role in promoting the development of China's automobile industry.

3 Exhibition Highlights

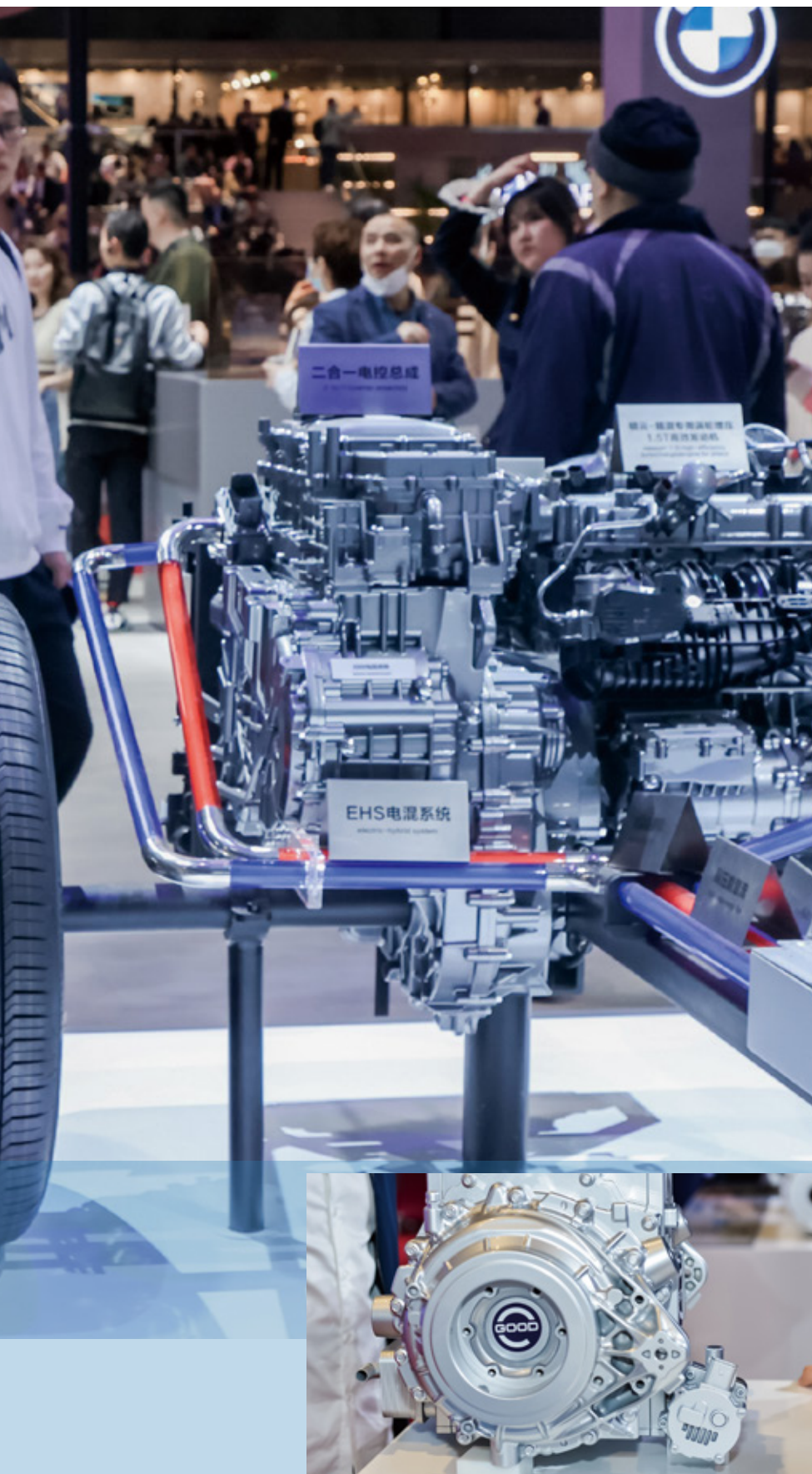
Auto Tech and Supply Chain: The Auto Tech and Supply Chain area of Auto Shanghai 2023 covers a net exhibition area of over 30,000 square meters, ushering in the new era of auto industry with technological revolutions.

More than half of the World Top 100 Tier-1 auto parts suppliers including Bosch, Denso, ZF, Aisin, Mobis, FORVIA, Continental, Valeo, BorgWarner, Aptiv, Webasto, Schaeffler, Hitachi, Autoliv, Brose, Plastic Omnium, Marelli, Gestamp, Eaton, Antolin, Visteon, Nexteer, Mubea, Toyota Gosei, Toyota Boshoku, NSK, NTN, Garrett, Novelis, SKF, Johnson Electric have participated in the show, displaying latest key automotive technologies and development;

Famous domestic auto parts manufacturers such as HUAWEI Digital Power, DESAY SV, BAOSTEEL, FAST, DYNAUDIO, CRRC, Wuling Motors, Lingyun Industries, C&U Group, SAGW, Mingxin, ADAYO, VIE, WLY, BTL, APG, NBHX, TIANCHENG Controls, CAIP, INOVANCE offered a comprehensive display of the newest technology and products of the automobile industry.



3 Exhibition Highlights



Future mobility industry players such as Baidu, HUAWEI, Horizon Robotics, BLACK SESAME, China Mobile, Unity China, WESTWELL, NAVINFO, DIDI, Zongmu, VANJEE Technology, Neusoft, MINIEYE, BENEWAKE, LiangDiao, WHST, MXNAVI, ThunderSoft, SenseAuto, Innovusion, ECARX, MEIZU, SEMIDRIVE and other nearly one hundred leading companies in auto chips, radar, ADAS, autonomous driving solution, IOV and high precision map leading companies fully interpreted the future development direction of automobile electrification, intelligence, networking and information technology, and promoted the deep integration of automobile, electronics, software, communication, transportation and other industries. At the same time, in the new energy sector, CATL, Samsung SDI, SVOLT, EVE, SUNWONDA, CALB, REPT, FinDreams and other representative new energy suppliers showcased the latest technologies and products of batteries, electric motor, electric control and so on.

During the exhibition period, the "Auto Tech & Supply Chain Livestream Room" was set up to make live interview with the leadership and experts of exhibitors face to face, with an aim to share the latest technologies, ideas, and strategies with the visitors on-site timely and thoroughly.

5 Hottest Models

Hottest SUVs

- Yangwang U8
- Mercedes-Benz GLC
- XPENG G6
- BMW New X1
- NIO New ES6
- Li Auto L8
- CyberP!ckup
- Buick E5
- VOLVO EX90
- Geely Galaxy L7
- IM LS7
- Ford Bronco
- HiPhi Y



Hottest Cars

- Hongqi H6
- Volkswagen ID.7
- SAIC-Audi A7L
- The 11th-gen Honda Accord
- BYD Seagull
- Hozon GT
- GENESIS G90
- DEEPAL SL03
- JAC Yiwei 3
- AION Hyper GT



Hottest MPVs

- DENZA D9 PREMIER
- LEXUS LM
- FAW BESTUNE M9
- VOYAH Dreamer
- ARCFOX Koala
- ROEWE IMAX8
- HYCAN V09



Hottest Sports Cars

- LOTUS EVIJA
- Rolls-Royce SPECTRE
- Lamborghini REVUELTO
- Jaguar F-TYPE
- Porsche New TAYCAN

Concluded from: Autohome, Yiche, Dongchedi and other mainstream auto info nets. The rank is in no particular order.

Press Days:

April 18-19, 2023

During April 18-19, 151 press conferences were held by domestic and international auto-makers during the press days. Over 13,000 journalists have made whole journey report of the show.



151

Press Conference

13,000+

Jounarlists

Xinhua News Agency, CCTV, People's Daily Online, China Daily, SMG, SUMG, Beijing Communication Radio, Shanghai Communication Radio, Shanghai Release, Sina, Tencent, Baidu, Tiktok, kwai, Youtube, Xiaohongshu, 36Kr, CN Auto News, Yiche, Autohome etc. have made comprehensive reports of this auto show. SMG News Channel has also made whole journey live broadcast of Auto Shanghai 2023.

Reuters, The Associated Press, AFP, DPA, EFE, ITAR-TASS, CNN, BBC, CNBC, NHK, DW, France TV, Wall Street Journal, New York Times, Financial Times, Bloomberg News, NOS, De Volkskrant, Nikkei net, Yomiuri Shimbun and other international mainstream media have been on-site and have given high comments on the success of Auto Shanghai, highlighting the global strategic attribute of the Auto Shanghai as the "weather-vane" that leads the developing direction of the global auto industry. In addition, 100 mainstream industry media were stationed in the media area, with a net area of nearly 5,700 square meters.



Xinhua News Agency:

China's auto industry stands at the forefront of innovation

China's automobile industry's pursuit and efforts for high-quality development have increasingly shown a leading attitude under the electric and intelligent transformation of the global automobile industry. The leading power of China's automobile industry is not only reflected in the production capacity, more global enterprises choose to invest in China to establish research and development centers, design centers, while many Chinese enterprises choose to go overseas.

CCTV:

"In China, for China" foreign companies have deepened their investment in China's market

At this auto show, global CEOs from more than 10 international automakers and 20 auto parts companies attended the show on-site, according to the interviews, it is the consensus of each company to increase investment and further explore China's market.

People's Daily:

Auto Shanghai shows that the automotive industry is accelerating the intelligent and electric transformation

Over 1,000 automakers and auto parts companies around the world participated in the exhibition, more than 150 world debut cars released, over 800 new energy models on display, multinational brands are deeply engaged in China's market with all-electric models, Chinese intelligent electric vehicles accelerate the pace of exporting overseas... Auto Shanghai, which ended on April 27, shows that the global automotive industry is accelerating the transformation of intelligent electrification.

Global Times:

A closer look at "Made in China" through Auto Shanghai

As China's auto industry chain is pushed to the forefront of the world with the new energy revolution, Auto Shanghai is becoming a showcase for "Made in China" in the automotive field. Compared with previous domestic auto shows, the self-owned brands participating in Auto Shanghai are becoming more and more attractive with even "bolder" price tactics, and almost every one of them has launched luxurious models, catching the eye of visitors.



Reuters:

For years, China's passenger car market has been dominated by fuel-powered vehicles produced by global carmakers in partnership with Chinese ones. It is obvious that the acceleration of electrification has allowed these fuel vehicles that have led the Chinese market in the past to enter the "slow lane". Today, in China's market, the stratification of winners and losers is becoming more and more clear, and there will be more losers than gainers.

AFP:

Chinese brands account for 81% of the electric vehicle market in China, and European auto industry giants are painstakingly fighting for market share. "What moves Chinese customers today will move the world tomorrow." OLIVER ZIPSE, CEO of BMW Group, told the audience as he introduced the color-changing electric concept car i Vision Dee. Nearly 70% of BMW's latest applications now involve features specific to China's market, and the company has tripled its R&D spending over the past three years.

Associated Press:

Consumers are losing interest in gas-powered vehicles. This is a big challenge for foreign car brands in China's market. They have to come up with their best EV products. In China, the largest and most crowded electric vehicle market, automakers are racing to produce faster, more luxurious electric vehicles with more selling points. Today, technological developments and policy support have made China a hub for the development of electric vehicles, autonomous driving and other related technologies.

NIKKEI net:

This year's Auto Shanghai shows that China has used a lot of revolutionary technologies in automobiles, and electric vehicles with emerging technologies are the biggest focus of the show. In any future EV strategy, securing a supply of batteries is critical. Chinese battery makers account for 70% of the global market, making Chinese electric carmakers stronger competitors. Chinese automakers now have a superior advantage in batteries, components, and other hardware and software, so it will be crucial for Japanese automakers to build as many partnerships as possible in China's electric vehicle industry.

AUTOCAR:

Walk through the stands of Chinese carmakers such as BYD, Geely or start-up company NIO, and you are bound to be impressed by the number, scale and variety of cars they now produce. For now, you can forget your previous stereotypes about Chinese cars. In terms of design, powertrain and build quality, Chinese cars today are absolutely comparable to those produced by European automakers. Moreover, when it comes to digital technology, Chinese carmakers are usually more advanced.



5 Visitor Statistics

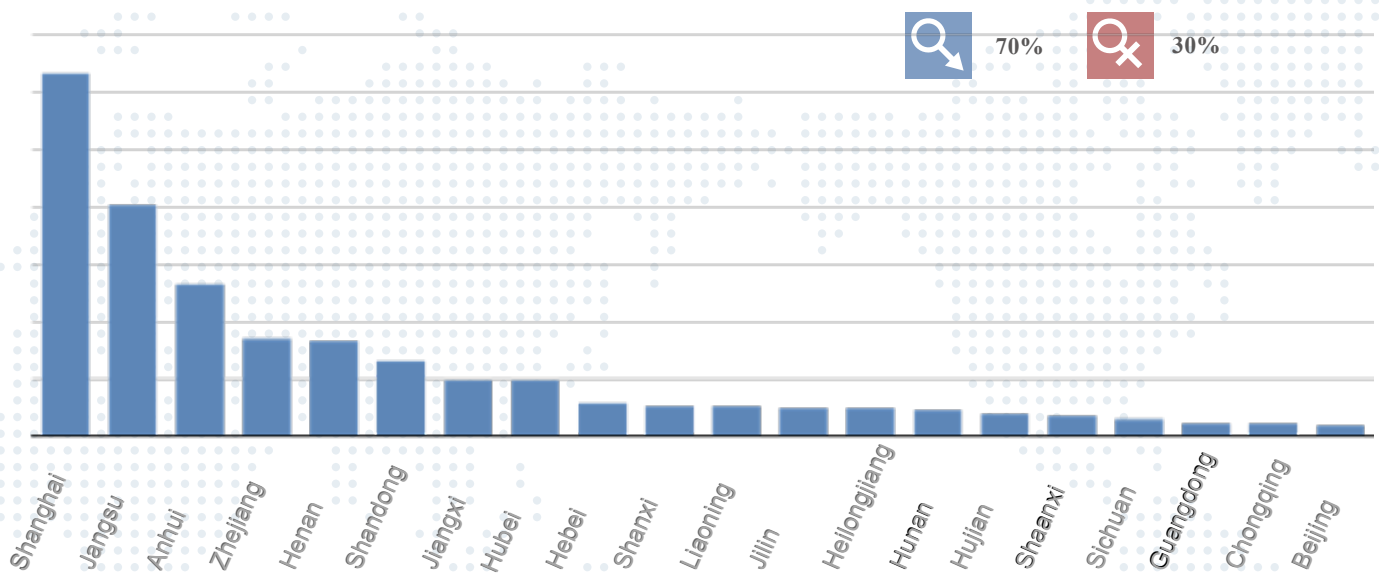
Basic Statistics:

To create a safe, civilized, orderly and brilliant Auto Shanghai 2023, the Shanghai Municipal government and relevant departments have attached high importance to and given strong support and guidance. Statistics shows that Auto Shanghai 2023 has attracted visitors of about 906,000 entries.

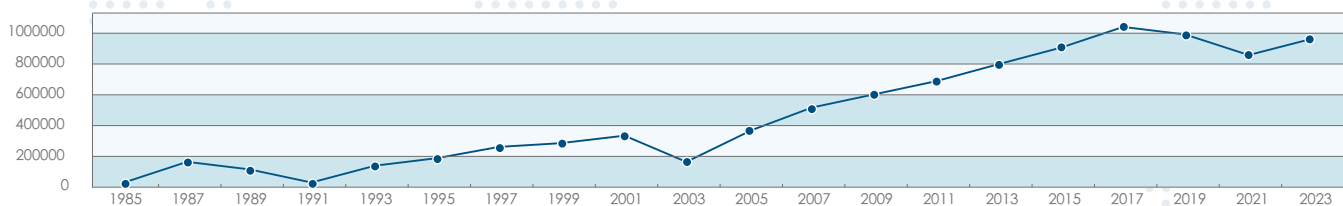
The visitors of Auto Shanghai 2023 are mainly from 73 countries and regions, including China (including Taiwan, Hong Kong and Macao), the United States, Canada, Russia, the Netherlands, France, Spain, the United Kingdom, Denmark, Sweden, Poland, Germany, Australia, Malaysia, Singapore, Thailand, Japan, Korea, Vietnam, Turkey, Myanmar, Iran, India, Nigeria, Portugal, Panama, Cambodia, Jordan, Israel etc. Among them, overseas visitors mainly come from Japan, Germany, the United States, South Korea, France, Russia, Australia, the United Kingdom, Spain, Italy, Sweden and other 20 countries and regions.

Origin (Main Provinces):

Gender:

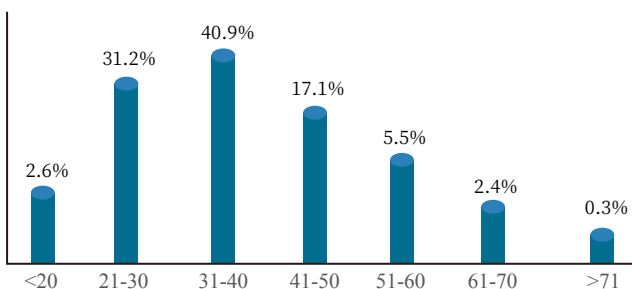


Visitor Entry:



Age of Visitors:

Structure of Visitors:



6 Concurrent Events

As the official technology forum of Auto Shanghai 2023, the 7th International Auto Key Tech Forum (KEY TECH 2023) was held at the National Exhibition and Convention Center (Shanghai) on April 19-20. The forum lasted for 2 days, invited technology leaders from automakers and auto parts companies, industry experts and scholars, and built an effective communication platform for exhibitors and automotive engineers. Through the international perspective, it has made in-depth analysis of the automotive industry technology development status, promoting the upgrading of industrial technology. With a total of more than 70 speeches, it has attracted in total 800 technical decision makers, manufacturing engineers, product engineers, users and media to attend.

The forum focused on the four major technical sectors: "Digital Transformation and Upgrading of Auto Parts", "Intelligent and Connected Vehicle Technology", "Energy Saving and New Energy Vehicle Technology" and "Hydrogen Energy and Fuel Cell Technology", involving the latest technologies and solutions of automotive products. BYD, SAIC Group, Li Auto, HUAWEI, SenseAuto, Horizon Robotics, Fusionride, AMD, CCAG, Unity China, Tsingshan Industrial, Bosch, JJE, Garrett, Webasto, FORVIA, Brose, DESAY SV, Autoliv, Antolin, Aptiv, ZF, Schaeffler, WESTWELL Technology, Plastic Omnium and other well-known automakers and auto parts enterprises have released professional technical reports.

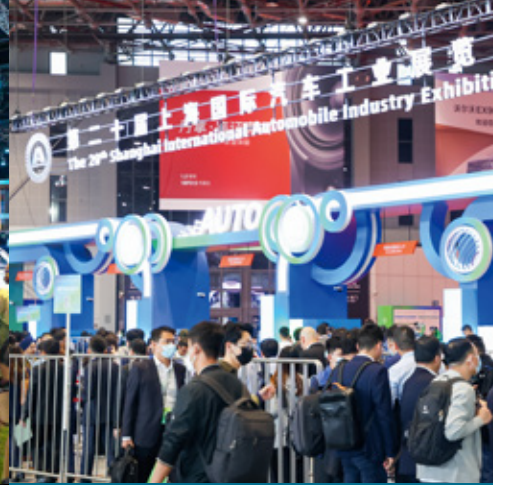
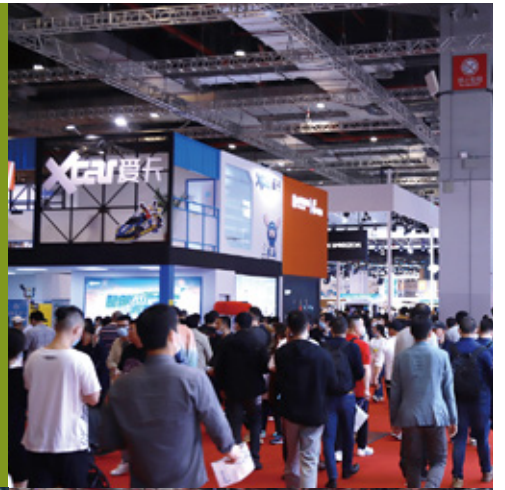


6 Concurrent Events

In addition, 8 special forums were organized to have in-depth discussions on the digital transformation and upgrading of auto parts, intelligent perception and efficient execution, intelligent cockpit innovation applications, intelligent connected vehicle safety technology and scenario applications, efficient motor and power battery innovation technology, all-solid-state battery technology, fuel cell vehicle and power system, and key components and test technology of fuel cell system.

In addition, concurrently with Auto Shanghai 2023, nearly 20 trade meetings and technical exchange activities were held at 4.2H National Convention Center and InterContinental NECC, including "Sailing - The New Journey of Chinese Automobile Brands to Overseas under Digital Transformation" Forum, 2023 the 3rd China Car Body and Interior & Exterior System Conference, the 2nd China Automotive Information Security and Data Security Conference 2023, GTIC 2023 China Intelligent and Connected Vehicle Summit, 2023 Automotive Industry High-quality Innovation and Development Forum, Automotive "New Trend" Summit, Automotive Technology Review (5th) - Advanced Motor Key Materials and Distributed Drive Technology Seminar, 2023 Shanghai International Automotive High-quality Development Legal Forum, Smart electric vehicles new supply chain matching meeting, etc. The theme of forums covers automobile intelligent manufacturing, future travel methods, autonomous driving technology, vehicle data security, new materials for interior and exterior design, overseas market development, etc., which has received high attention in the industry.





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