

messe frankfurt



Driving the future of the aftermarket with innovative technologies and insight

China's automotive aftermarket is undergoing rapid transformation, propelled by the rise of new energy vehicles (NEVs), intelligent driving technologies, and strong domestic parts brands. As consumer demand becomes more diversified and sophisticated, the market's valuation is projected to reach RMB 1.7 trillion by 2025, with NEVs making up over 30 percent of the total vehicle fleet¹.

As a leading platform in the Asia Pacific region, AMR continues to evolve with the Chinese automotive aftermarket. Each year, it brings together an international line up of products, services, and innovations across the aftermarket.

B1 and B2 – Skills Competition Zone

Empowering talents through upskilling and competition

Featuring live events on ADAS calibration, paint finishing, and film wrapping, this zone highlights advanced, standardised workflows and high-level technical skills in the aftermarket.

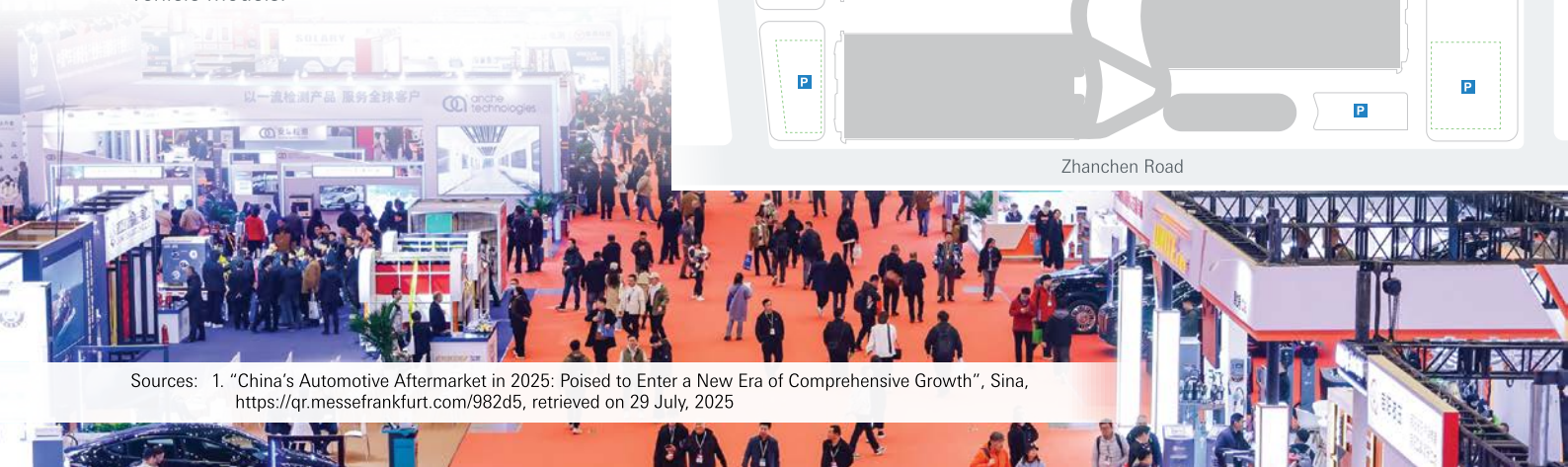
B3 – Commercial Vehicle & Road Transport Equipment Zone

Gearing up for a smarter transportation ecosystem

Covering product groups across the entire logistics value chain—from intelligent transport systems and safety inspections, to compliant commercial vehicle models.

AMR 2026 will spotlight key trends and sectors

- NEV maintenance and repair
- Intelligent diagnostics
- Commercial vehicle parts and components
- Auto accessories and customisation
- Transportation and logistics equipment
- Green and energy-efficient solutions



Inheriting the legacy

With a long-standing industry presence, AMR continues to drive the sector's evolution towards digitalisation and intelligent technologies, allowing exhibitors to tap into cutting-edge NEV technologies and global opportunities.

Digitalised maintenance upgrades

Highlighting innovative solutions and digital transformation in traditional maintenance and repair practices, this section features remote diagnostics, battery disassembly, contactless wheel alignment, automated painting, smart tools, and more – bridging advanced technologies with real-life workshop applications.

NEV aftermarket services

Full-scenario displays replicate NEV repair workshops — covering important clusters such as electronic interface control (EIC) systems diagnostics, battery recycling, ADAS calibration, and green maintenance practices. This supports service providers in identifying real market demands and upgrading capabilities in NEV servicing.



Innovation

AMR embraces emerging trends by expanding to new sectors and exploring fresh business opportunities. With China at its core, the platform acts as a pathway to international markets like ASEAN, Central Asia, and beyond, shaping the future of regional industry collaboration and growth.

B1

- Garage / Body & Paint / Tools

B2

- Testing & Diagnostics / Tools / Car Wash & Care
- Accessories & Customising

B3

- Parts & Components / Electronics & Connectivity
- Commercial Vehicles & Road Transport Equipment

Accessories & Customising

This section highlights upgrades and rescue gear for off-road and pickup vehicles such as skid plates, lights, inflators, winches, tow ropes, and tyre chains. The area also includes a wide variety of interior accessories, auto detailing solutions, and paint protection films to cater to various end-user preferences.

Parts & Components

Focusing on commercial vehicle parts, this section highlights innovations tailored to local needs, with emphasis on products for chassis and quick-wear parts such as brakes, filters, drivetrains, electronics, exhaust aftertreatment devices, and lubricants. It addresses maintenance, upgrades, and energy-saving solutions, supporting supply chain synergy and market expansion.

Commercial Vehicles & Road Transport Equipment

This section showcases innovation in smart transportation and logistics, such as special cargo fastening, automated loading and unloading, smart sorting, and unmanned delivery vehicles. By integrating policy discussion sessions with interactive displays of new technologies such as driving simulations, intelligent connectivity, and big-data portals, the fair offers an immersive experience for the industry to innovate and improve efficiency.



Sustainable coexistence

AMR breaks down industry barriers to promote the exchange of new technologies, applications, and service areas, creating a diversified and mutually beneficial aftermarket industry chain that drives continuous growth.

Diverse events to encourage industry development

A wide range of high-quality concurrent events will highlight major topics such as maintenance and repair, innovations in parts technology, intelligent solutions, green development, and global collaboration. With expert perspectives and active participation from buyers across significant markets such as ASEAN, Central Asia, and Europe, among others, the fringe programme offers an interactive platform for product marketing, networking and business development.

Market trends

- The Eighth Automotive Aftermarket Conference
- Overseas Expansion and Cross-Border Operations Forum

Competitions and talent development

- National Vocational Skills Competition (Paint Finishing and ADAS Calibration)
- National Creative Film Application Skills Contest
- International Talent Development in Auto Services: Models and Cooperation

Commercial vehicles and road transport equipment

- Smart Transport Development Forum
- Logistics Equipment Technology Seminar

Technology and standards

- NEV Electronics Technology Forum 2026
- Automotive Chemicals Innovation and Standardisation Forum

Business matching

Customised pre-show matchmaking and effective on-site connections help exhibitors to secure meetings with quality global buyers and convert these into business opportunities.

Livestreaming

Livestream programmes that generate millions of views will feature key zones, exhibitors, and fringe events.



Multi-channel media exposure to boost brand visibility

AMR will create a media communication matrix that includes mainstream media, industry-specific outlets, and new media creators, increasing brand exposure through collaborative broadcasts in multiple channels and languages.

National media outlets cover show highlights

Top outlets like Economic Information Daily, Xinhua News Agency, and more local broadcasters will cover AMR highlights. Over 50 professional platforms will provide in-depth reporting across different product groups, connecting exhibitors with wider industry audiences.

Social media spotlights exhibitors and builds exposure for virality

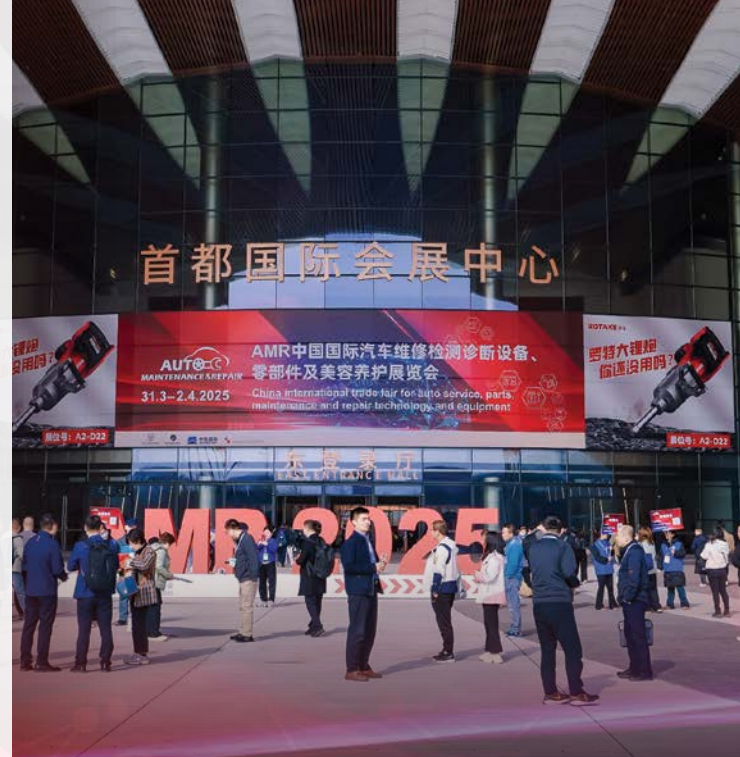
Through TikTok, Facebook, LinkedIn, and collaborations with industry influencers, AMR delivers real-time, impactful content, enhancing exhibitors' reach and visibility across digital channels.

Roadshows bring businesses directly to target customers

On-the-ground events will be hosted in major automotive parts markets and repair shop networks located in crucial regions, allowing exhibitors to directly engage with real buyers and end users.



Media coverage of the show



Global media network connects brands to the world

In partnership with international media from key markets, AMR supports global branding. Backed by Messe Frankfurt's worldwide show network and buyer database, exhibitors can reach potential partners from ASEAN, Central Asia, Europe, Africa, and beyond, maximising their opportunities.



Powered by leading industry associations building a complete auto service ecosystem

Local supporters:

- Anhui Automotive Maintenance and Repair Industry Association
- Automobile Repair Industry Association of Yunnan Province
- Beijing Automotive Maintenance and Repair Trade Association
- China Communications and Transportation Association
- China Vehicle Safety Testing Centre
- Guangdong Automobile Maintenance and Repair Equipment Chamber of Commerce
- Guangdong Road Transport Association – Vehicle Maintenance and Inspection Division
- Hebei Automobile Maintenance Industry Association
- Heilongjiang Automobile Maintenance and Inspection Industry Association
- Henan Road Transport Association – Vehicle Maintenance and Inspection Committee
- Liaoning Road Transport Association – Maintenance and Inspection Division
- Research Institute of Highways, Ministry of Transport
- Shandong Automobile Warranty Equipment Industry Association
- Shanghai Federation of Industry and Commerce of Auto Maintenance and Repair Equipment Chamber of Commerce (SAMRC)
- Shanxi Province Automobile Maintenance Industry Association
- Tianjin Auto Parts Manufacturing Industry Association
- Vehicle Maintenance Equipment Quality Supervision and Inspection Centre
- Xinjiang Uyghur Autonomous Region Road Transport Association
- Yingkou Auto Maintenance Equipment Industry Association
- Zhejiang Automobile Service Association

(In addition to provincial and municipal auto maintenance and transport associations)

International supporters:

- | | | | |
|---------|--|--------|---|
| AAAA | – Australian Automotive Aftermarket Association | FAWOAM | – Federation of Automobile Workshop Owners' Association of Malaysia |
| ABRAI | – Association of Body Repair Automotive Indonesia | MUVATA | – Malaysia Used Vehicle Auto Parts Traders Association |
| AICA | – Italian Garage Equipment Manufacturers Association | SMWA | – Singapore Motor Workshop Association |
| AIRCUIZ | – Association of International Road Carriers of Uzbekistan | TAPAA | – Thai Auto Parts Aftermarket Association |
| EMPTA | – Selangor And Federal Territory Engineering And Motor Parts Traders Association of Malaysia | | |

Fair facts

- Dates** 13 – 15.4.2026
- Opening hours** 09:00 – 17:00 (13 – 14.4.2026)
09:00 – 15:00 (15.4.2026)
- Venue** Capital International Exhibition & Convention Center
No. 55 Yudong Road, Shunyi District, Beijing, China

Stand rental prices

Raw space (min 36 sqm)	RMB 1,200 / sqm
Standard stand (min 9 sqm)	RMB 1,400 / sqm

For stand with two or more sides open, min 18 sqm

Exhibit, visit or sponsor?

Contact us now!

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