

Press release

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AMR opens tomorrow highlighting innovation in the automotive aftermarket

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The Auto Maintenance and Repair Expo (AMR) opens tomorrow (24 April 2021) at Beijing's New China International Exhibition Center (NCIEC). With 38 years of covering China's automotive aftermarket, AMR stands as a one-stop platform for sourcing and brand promotion in the car maintenance and repair sector. This year, the show welcomes 952 exhibitors, presenting over 8,000 global brands across the 90,000 sqm of exhibition space during the four-day show.

The needs for innovative technology and end-user market transformation continues to increase as the automotive industry enters a new stage of digital development. To respond, AMR will debut five new zones, including **Green repairs, Profit solution, Automotive culture and customising, New energy vehicle aftermarket** and **Commercial vehicle display**, on top of the well-established **Auto maintenance, Repair, Parts & components** and **Car care** sectors. The addition of these new areas aims to nurture growing opportunities that relate to the latest market developments.

These new zones are gathering a number of leading brands like Aveno, Brown, Cars Easily, Cool Park, Dinglihui, Foton, Gabele, Holway, Huo's, Jiemeike, Joinns, Joyvie, Lombra Rosso, MIT, PPG, SIF Auto, SJMC and Sunmo. Some of these exhibitors will reveal how they are digitally transforming and approaching regulations to reduce emissions. Displays also include sustainable practices, car customisation, commercial vehicles, environmental protection, new energy, AI, IoT and emerging business models.

Elsewhere, other market leaders like 7 Chief, All Sun, Anche, Autel, Autotop, B2B, Beissbarth, Benwoo, Bestir, Blue, Bright, BTE, BYD, Cosber, Dali, Dayou, Devilbiss, EBI, FCar, Flex, Focus, Haitun, Haoshun, Hontai, Huayan, Hunter, Idrobass & Dearg, Iveco, JBT JTC, Karchar, Lotus Pond, Maruni, Michel, Mirka, Nanhua, Ossca, Rk, Ruili, Sata, Savaboon, Shufeng, Shuguang, Sorl, Sunshine, Taitian, Thinkcar, UMA, Whale, Xtool, Xtraseal, Yuxuan, Zhengmao, Zhonggong and ZLDC will showcase their latest products, services and technologies in the core sectors of the show.

Attendees can also expect over 300 new products launched through AMR, many of which are local innovations and made-in-China products. The growth of new launches reflects the growing potential of China's

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aftermarket and the increased capabilities of local brands.

Introducing AMR Online for an enhanced sourcing experience

Many automotive companies are currently eyeing up the market potential from China's 'Dual Circulation' policy, which aims to satisfy domestic demand (Inner Circulation) and international opportunities (Outer Circulation).

As an international meeting point for the industry, AMR introduces the **AMR Online business matching services (AMR Online)**. The intelligent system matches buyers with exhibitors according to their sourcing needs and provides remote access to those who are unable to attend the show in person. By offering onsite-to-online meetings and related services, AMR Online aims to facilitate business interactions between domestic and international markets and opens extra promotional channels for exhibitors.

Fringe events explore the future of the industry

At each edition of AMR, the fringe programme has played a pivotal role in contributing additional opportunities for knowledge sharing and networking. The 2021 show offers over 30 pre-show and on-site events, including a line up of conferences, seminars, forums and industry award ceremonies.

These events expect to attract many decision-makers from repair workshops, distributors, 4S shops, diagnostics centres, polytechnic and institutions, public transportation and logistics providers to attend. They can stay up to date with industry trends, explore technological innovations and expand business networks.

To highlight, the **4th China Automotive Aftermarket Conference 2021** (23 April), at the Kuntai Hotel Beijing, brings a line-up of experts sharing their insights on domestic and international aftermarket trends. They will further discuss the profitability of repair chain stores, new business models, investment and opportunities, as well as future aftermarket perspectives in Europe, Japan and the US.

The **China Commercial Vehicle Awards Ceremony** (24 April) co-organised by the China Transportation News and AMR, takes place at the fairground. Nominees have already been selected by over 100 public transport organisations, cold chain and logistics companies, couriers and decision-makers from auto repair and maintenance. Award categories include 'Best passenger car', 'Best truck model' and 'Best after-sales support for commercial vehicles'.

In collaboration with the China Automotive Maintenance and Repair Trades Association and AMR, the **Green Repair and Maintenance Industry Forum 2021** responds to the increased focus on green transformation and solutions in the auto repair sector. Held on 24 April, the must-attend event will converge wisdom about eco-friendly development from across the industry. Speakers will provide an in-depth analysis of current and future trends and introduce advanced industrial protective technologies. They will also spotlight the latest environmental

protection policies in China, green auto repair and the China VI Emission Standard regulation.

Other highlighted events include:

- AMR China's Automotive Aftermarket and Repair & Maintenance Products Dealers Service Innovation Conference 2021
- The China Auto Parts Dealers Development Forum and Top 100 Dealers Awards Ceremony
- China's Top 100 Automotive Service Providers Awards Ceremony 2021
- A Meeting for the Executives of China's Car Dealers and the Value-added Automotive Service Seminar
- The 5th Auto Diagnostics Master Championships
- Zhongwei Cup – Car Film Installation Contest 2021
- LubTop2020 Awards
- The Auto Maintenance Technological Forum 2021 and the Top 10 Auto Maintenance Equipment Awards Ceremony of 2020
- Automotive Service Industry Transformation Forum 2021
- Free Customising and Repair Training for the New Models of Volkswagen and Audi
- The China New Energy Vehicle Repair Summit
- The China Automatic Transmission Technology Summit
- National Parts Dealer Conference
- Sharing Session: The Best Practices of Online Marketing in China's Automotive Aftermarket
- Profit Solutions Presentation

AMR 2021 is co-organised by Messe Frankfurt Traders-Link (Beijing) Co Ltd, the China Automotive Maintenance Equipment Industry Association (CAMEIA) and the China Automotive Maintenance and Repair Association (CAMRA). The fair is also one of the some 40 global events under Messe Frankfurt's Mobility and Logistics sector.

In light of the COVID-19 outbreak, the organisers will implement a number of safety measures to safeguard the health and safety of all stakeholders. For more information, please visit www.amr-china.cn.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

Auto Maintenance and Repair Expo
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For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2020