



Main show field of lifestyle with the car
The birthplace of the tuning car with
Chinese fashion

GT SHOW 2022

BROCHURE

05-07.8.2022

Suzhou International Expo Center

21-23.10.2022

Guangdong Tanzhou International
Convention and Exhibition
Center (GICEC)

Exhibition Overview

GT Show is known as the main show field of lifestyle with the car and the birthplace of the tuning with Chinese fashion. Under the advancement of the related Chinese policies of car tourism and car championship and the guidance to advance tuning consumption in China. The exhibition includes tuning culture and car championship sports, life with the car and outdoors life; **Seven vertical and classified markets, such as streetcar tuning, customized business car refit, motorbike, off-road vehicles, racing car sports and car service and cultural and creative shows, are involved.** It aims to promote the healthy development of the car culture with Chinese characteristics and displays the lifestyle of “fast and furious, dream and experience, fashion and trend” with the car. Currently, GT Show has already become the outstanding figure among the domestic exhibitions, besides, its area, covering channels, categories, professional audience and media transmission have a certain of advancement.

The GT Show 2021 - Foshan Station held on October 15-17 in Guangdong Tanzhou International Convention and Exhibition Center is the first strategic step of the GT Show to expand its business and it has the largest size and the most international brands throughout the history of the Southern China. We adhere to the concept of “highly efficient business, fashion and fun in trend” and provide the exhibitor and car fans with a luxury car culture feast.

It takes five years to sharpen a sword, and 2022 is the beginning year of the second five years of the GT Show. In the future, GT Show will continue the resource integration based on the tuning car media advantage to ensure the exhibition effect of the brand owners with the most professional buyers and exhibition team and the most fashion culture to create the trend feast with fun car culture and lifestyles.



Suzhou Exhibition Data

Exhibition area

100,000m²

Exhibitors

406

Exhibiting brands

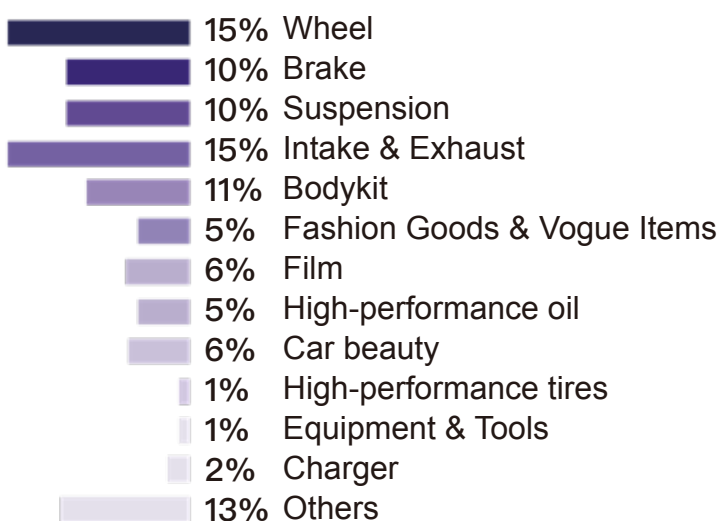
1074

Number of visitors

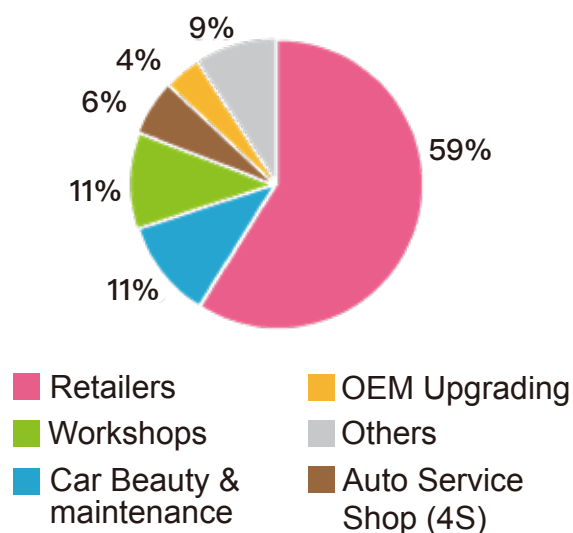
158,150

The GT Show 2021 in Suzhou covers 8 indoor halls with a total exhibition area of over 100,000 m². The total number of visitors in three days exceeded 158,150; professional visitors accounted for over 41%. More than 23,000 retailers arrived at the show in 3 days. There were 406 exhibitors from all over the world. The number of exhibited brands reached 1,074, and overseas brands accounted for nearly 53%. More than 3,400 modified cars were exhibited both inside and outside doors. More than 150 events were held during the show.

Exhibitor Analysis



Professional Visitors Analysis



Foshan Exhibition Data

Exhibition area

90,000m²

Exhibitors

227

Exhibiting brands

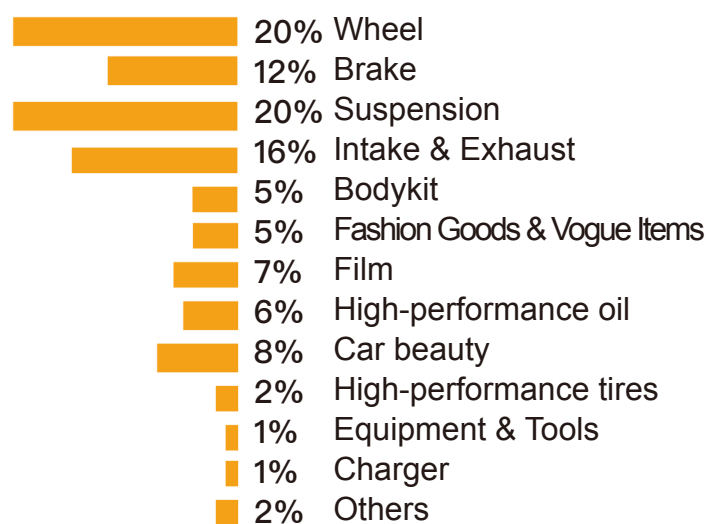
412

Number of visitors

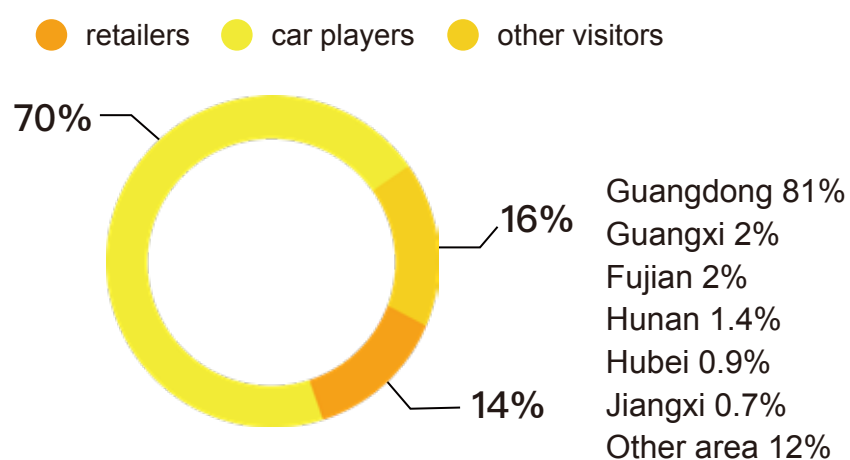
75,689

The GT Show 2021 in Foshan covers 5 indoor halls with a total exhibition area of over 90,000 m². The total number of visitors in three days exceeded 75,689; professional modified stores and car players accounted for over 84%. More than 4,000 retailers arrived at the show in 3 days. There were 227 exhibitors from all over the world. The number of exhibited brands reached 412, and overseas brands accounted for nearly 41%. More than 3,100 modified cars were exhibited both inside and outside doors. More than 60 events were held during the show.

Exhibitor Analysis



Visitors Area Source Analysis



Exhibition Dissemination

The mainstream social network platforms such as Tik Tok, Huya, Kuaishou, ixigua, Autohome, yiche, Dongchedi, Modified Car, Procar etc. and professional car media reported the GT Show 2021, and the car refit vertical media and platform such as Carben, Kuaishou, DAMAI, Huya, and Tik Tok have cooperated with GT Show 2021.

More than one hundred video creators created new videos related to the exhibition and performed the live broadcast.

The topic flows in Tik Tok platform only for the first day of the GT Show 2021 in Suzhou was more than 100 million, and the topic flows for the three days in the exhibition in multiple platforms was more than 300 million. The whole network transmission in GT Show 2021 in Suzhou Exhibition was more than 500 million.

The GT Show 2021 in Foshan cooperated with platforms and the flows in Kuaishou short-video platform were more than 250 million, and the whole network platform videos surpass thousands with total flows more than 320 million. GT Show 2021 in Foshan had the whole network flows more than 400 million.



Advertisement Service & Platform Cooperation

The GT Show 2021 continued to increase the recruitment of C-end visitors, and the advertisement platform, including Tik Tok, Wechat Moments, neighborhood buildings and elevators around the exhibition hall, Damai.com. The GT Show 2021 passed positive energy through on-line and off-line all-round exposure to advance auto modification culture together.

The GT Show 2021 reached deep cooperation with platforms such as Kuaishou, Huya.com, Damai, Eleme, Didi, Carben involving short-videos, live broadcast, ticket business, catering and travel and auto modification cultures, and realized a multi-field cooperation.



Feast Review

The exhibition area is as large as 100,000 square meters and fully covered all categories.



New channel was tapped and the orders were efficient.

The immersed experience and cool activities brought new feelings.



Feast Review

The first SUV culture tuning exhibition in China with a great deal of SUV brands.



Fashion Exhibition Area-2021 Trend Cultural Area Debut



Super Makeup Chinese Trend Car-makeup Communication-Suzhou Station

Feast Review



100

*only partial displ
In random order



2022 GT Show Suzhou Plan

Display indoors: more than 100,000 square meters

Display outdoors: more than 20,000 square meters

Exhibitors: (to be) more than 450

Exhibition brands: (to be) more than 1200

Exhibition cars: (to be) more than 4000



Streetcar Tuning

The whole car brand, parts such as wheel hub, covering, suspension, brake, air intake and exhaust, chassis strengthening, turbo kits, ECU, external computers, lights, audio and electronic parts refits.

SUV Tuning

The whole SUV brand, SUV parts refit, SUV club, SUV neighborhood, SUV outdoor equipment etc.

Car-racing Sports

The whole brand, car-racing brand, car-racing team, car-racing field, car-racing matching service company etc.

The Vehicle Service

Car make-up in trend, films, high performance tires, high-performance oil and equipment and tools etc.

The Whole Car Customization/MPV Tuning

The launch of customized vehicles by brand vehicle factory, MPV customized vehicle carriage, customized design for vehicle room

Supply chain supporting(airline seats, interior customized suites, surrounded hanging, electric control system, fabrics and tools and equipment technology)

Motorbike Culture

The whole motorbike, motorbike refit products, motorbike equipment and derivatives, motorbike maintenance brands, motorbike club etc.

Cultural& Creative Trend and Fashion

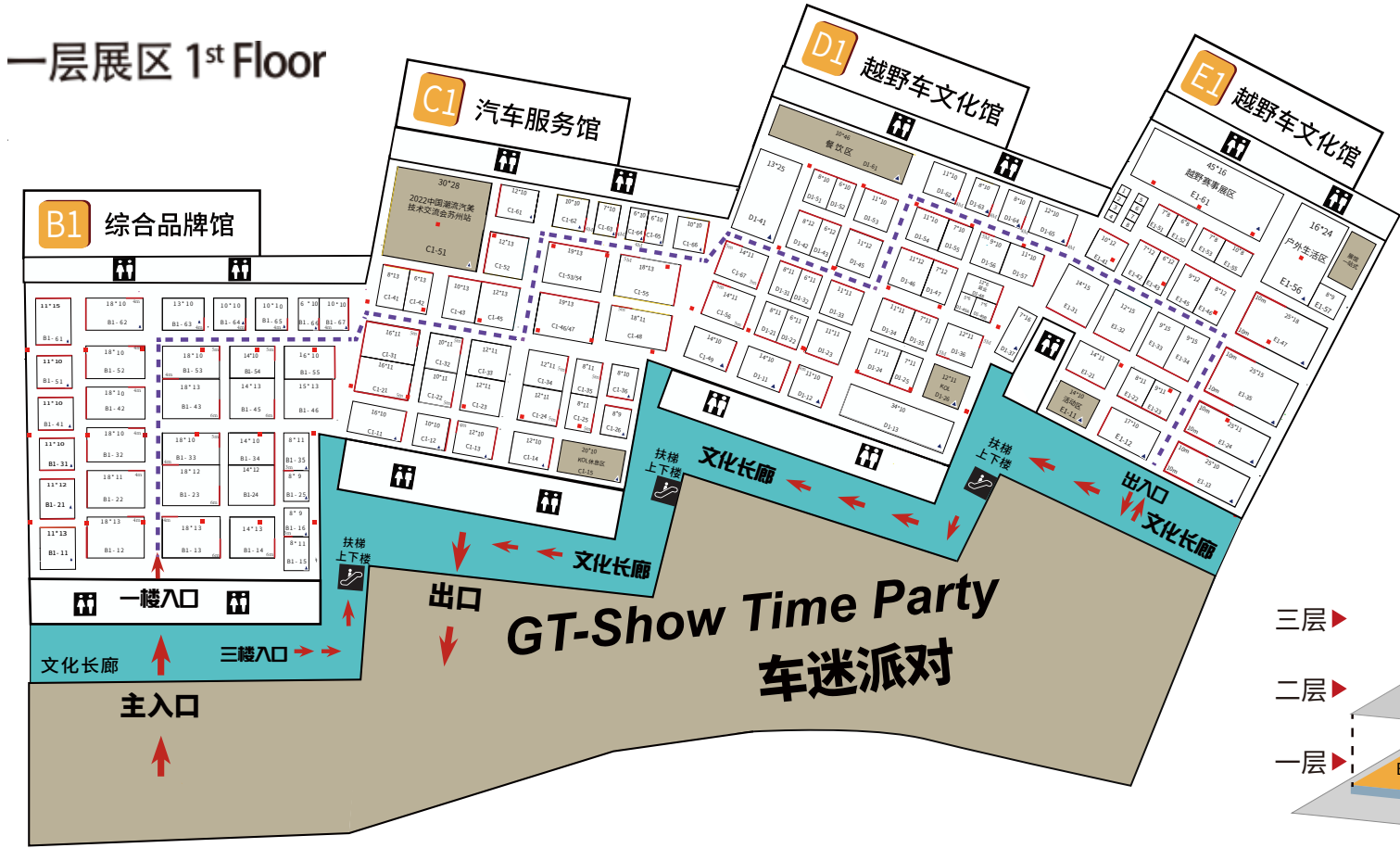
Brands involving fashion, trend and cultural creativity, and vehicle cultural neighborhood souvenir etc.

GT SHOW FLOOR PLAN

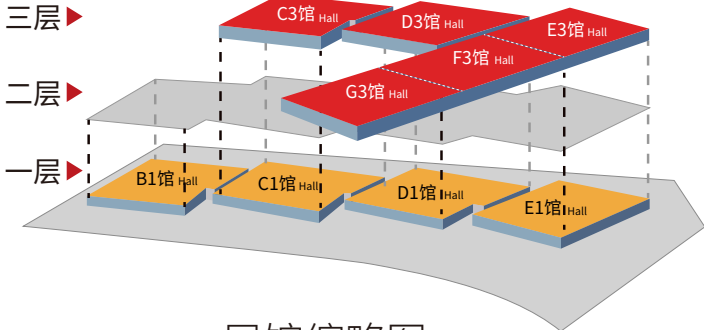
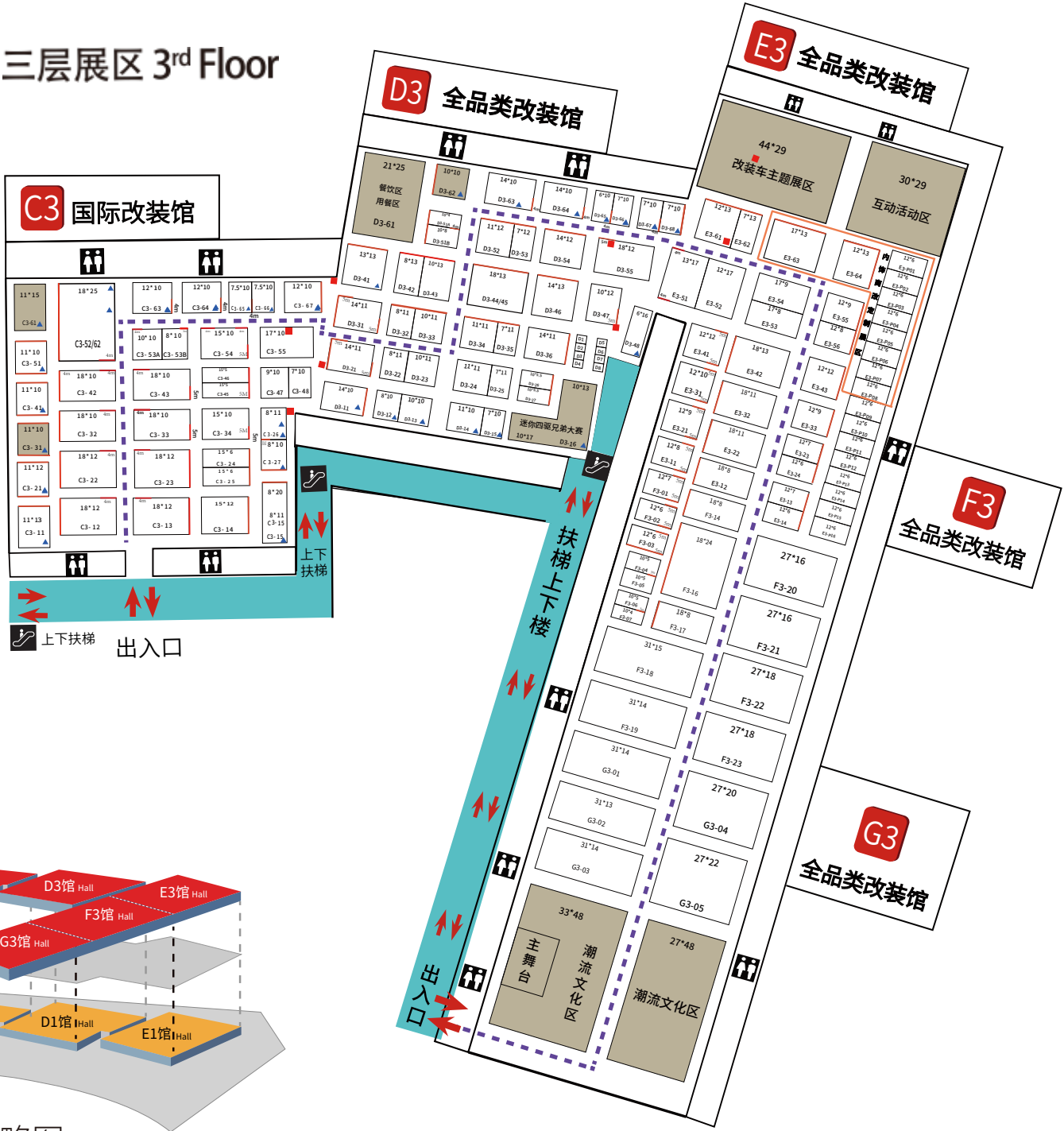
中国汽车文化风尚秀

展位布局图
2022.08.05-07
苏州国际博览中心

一层展区 1st Floor



三层展区 3rd Floor



展馆缩略图

主办方活动区域/休闲多功能区 红线条区域不可做任何形式的遮挡式搭建 展馆立柱 展位高度5m,其余限高4m 紫色线为主通道路线

2022 GT Show Foshan Plan

Display indoors: more than 50,000 square meters

Display outdoors: more than 40,000 square meters

Exhibitors: (to be) more than 250

Exhibition brands: (to be) more than 700

Exhibition cars: (to be) more than 3500

Covering streetcar tuning, SUV, Commercial vehicles, car-racing, car-service; selected vehicles display and experience activities of the car owners etc.



| Surrounding Area and Traffic

Foshan

Guangdong Tanzhou International Convention and Exhibition Center (GICEC) is a multi-functional exhibition complex integrating exhibition, conference and commercial support. The venue is located in Guangdong-Hong Kong-Macao Greater Bay Area, Sanlongwan High-end Innovation Gathering Area and other core areas. It is an important platform to promote the integration development of Foshan trade exhibition and advantageous industries.

Guangdong Tanzhou International Convention and Exhibition Center (GICEC) will build an international exchange platform for advanced equipment manufacturing and intelligent manufacturing in the Pearl River Delta by virtue of its location advantage in the core area of the Pearl River Delta and its strong local manufacturing foundation, and build an exhibition industrial city characterized by high-end manufacturing, R&D, exhibition and logistics. Realize three major orientations: The exhibition center of advanced equipment manufacturing industry on the west bank of the Pearl River, the exhibition center of China's equipment manufacturing industry, and the exhibition center of made in China 2025 dialogue with German industry 4.0.



◆ **Airport** 70 km from Guangzhou Baiyun International Airport
28 km from Foshan Shadi Airport

Suzhou

Suzhou is one of the regions with the most dynamic economy, the highest degree of openness, the strongest innovation ability and the largest number of foreign population in China. It is also one of the fastest growing cities in the Yangtze River Delta integration national strategy. Its consumption potential is one of the best in the Yangtze River Delta.

Suzhou International Expo Center (Suzhou Expo) is located in the core area of comprehensive business center (CBD) in SIP and bordering Jinji Lake. It is adjacent to Ligongdi commercial street, Yueguang dock, Science and Technology Center, SKP and Chengpin bookstore.



◆ **Airport(Shanghai, Wuxi) → Suzhou**

① 40 km away from Sunan Shuofang International Airport (Wuxi)

② 80 km from Shanghai Hongqiao International Airport

③ 120 km away from Shanghai Pudong International Airport



The result is paramount
The GT Show lets you come back with fruitful results
Prime booths will be reserved quickly



GT Show
gtshowchina
GT Show China
gtshowchina
gtshow-china@gtuu.com
www.GTSHOW.cn