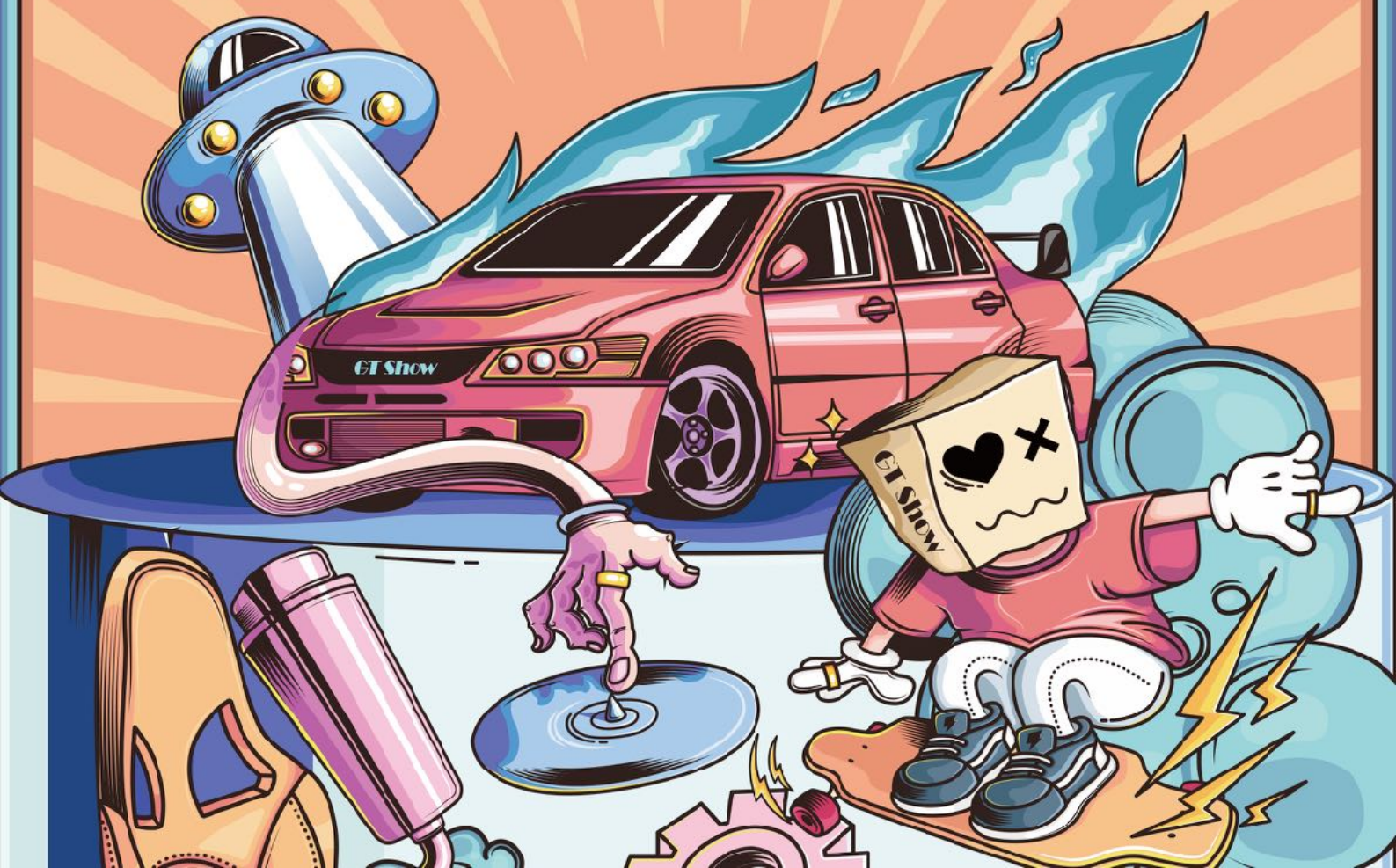




GTShow

GT Show Foshan 2021 POST SHOW REPORT





GT SHOW

GT Show has been held for five consecutive years since 2017 to this year which is hosted by GTUU , Undertaken by Gailian (Suzhou) Exhibition Co.,Ltd., Suzhou Yuanzhong Cultural communication Co., Ltd. , Co-organized by Boutique Branch of China Automobile Dealers Association and Beijing Motor Sports Association. China Auto Modification Accessories Association, CSEMA、China National Automotive Industry Parts Sales Co. Ltd. Provided the Strategic support.

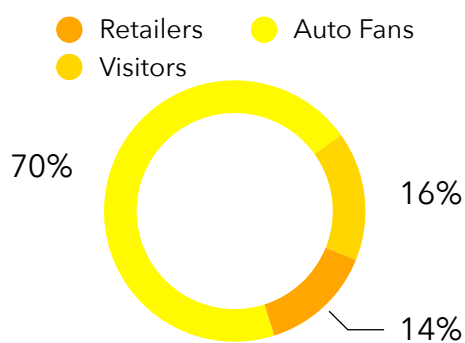
GT Show is focused on promoting and spreading the way of life owning a car, involves car tuning culture and motor sport, car life and outdoor living peripherals and covers 7 vertical market segments including street car tuning, commercial vehicles customization, motorcycle, off-road vehicle, racing automobiles, aftermarket service and trendy cultural creativity. It is aimed to cultivate a personalized car culture belonging to the Chinese and showcase a car lifestyle with speed and passion, dreams and experiences, trends, and fashion. Now GT Show has grown into a leading professional auto tuning exhibition in China, which is among the top in terms of exhibition area, the number of exhibitors and visitors, the channel coverage, the content sections, and the online communications.

GT Show Foshan 2021 is the first step in the national strategy of GT show radiation. It is also a modification exhibition with the largest exhibition scale and the greatest number of international brands in South China. Adhering to the concept of "efficient transaction, business, interesting trend and more fun", we have brought a grand banquet to exhibitors and fans.

Data

Exhibition Area	Exhibitors	Brands	Visitors
90,000m ²	227	412	75,689

The total exhibition area exceeded 90,000 m² including 50,000 m² of indoor space and 40,000 m² of outdoor space. The total number of visitors in three days reached 75,689, of which professional visitors accounted for over 84%, including more than 4,000 retailers. The number of exhibitors was 227. 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, and there were more than 60 events held during the show.



Visitors

Guangdong 81%
Guangxi 2%
Fujian 2%
Hunan 1.4%
Hubei 0.9%
Jiangxi 0.7%
Other Areas 12%

Exhibitor Analysis

Wheel 20%	Film 6%
Bodykit 12%	High-performance Oil 8%
Brake 20%	Charger 2%
Suspension 16%	Equipments & Tools 1%
Intake & Exhaust 5%	High-performance Tires 1%
Car Beauty 7%	Others 2%





GT
SHOW

Communication

GT Show Foshan 2021 has reached communication cooperation with automotive modification media and platforms such as Carben, Modified Cars, XZshuoche, Tiktok, Hu ya, DAMAI, Kuaishou, Autohome, Yiche.com, Knowcar, ProCar, Car4fun and others. Over 100 short video content creators (million fan-level or above) and made live broadcast during the show.

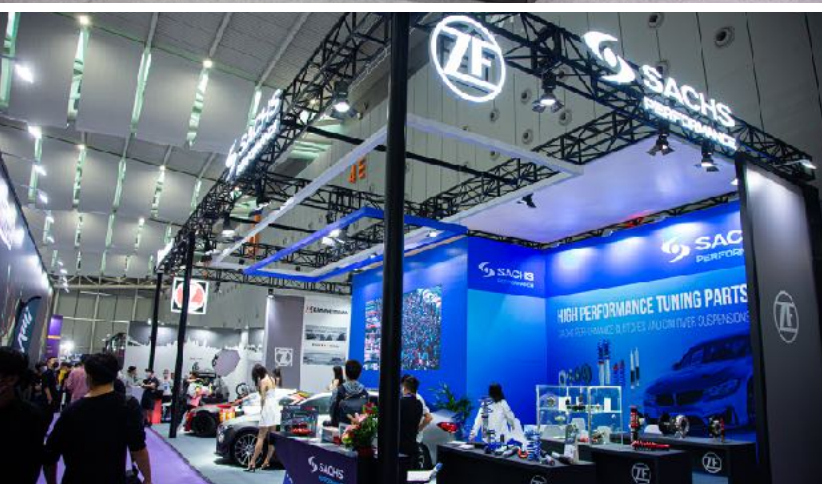
Through cooperation with platforms, there are more than 250 million traffic only on Kuaishou. In the whole network, there are more than 1,000 short video contents, and the "GT Show" topic traffic exceeded 320 million.

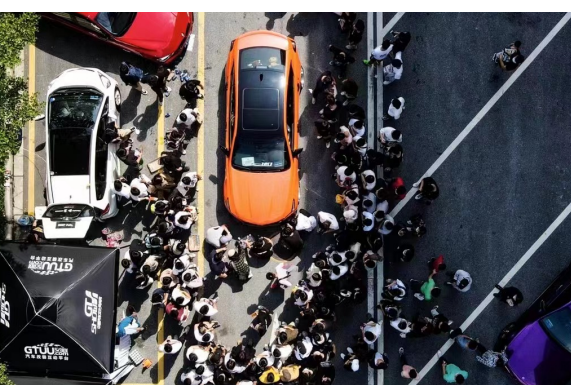
By estimate, the total communication volume of GT Show Foshan 2021 will exceed 400 million.



Brands

There were many world-famous tuning brands gathered at GT show Foshan 2021, not only HKS, Brembo, AP Racing, BBS, VOSSEN, RAYS, Bilstein, KW, ZF, LIQUI MOLY, PAKELLO, BMC, ACE, KONI, ENKEI, BOOSTane, AME, WALD, TEIN, ENDLESS, Dixcel, V-KOOL and other international brands, but also CMST, CGW, Karbel, TTU, DVS, ANROT, JFS, Shoes Wheels, CYS and other excellent domestic brands.





Outdoor Events

There were many outdoor activities in GT Show Foshan 2021. Among them, more than 60 clubs participated in the GT Show time party, with a total of 1200 modified cars in two days. Lowest car competition and Loudest Exhaust competition attracted more than 20,000 fans. The Audi Show-Time Party, attended by more than 600 Audi brand vehicles, is one of the largest Audi owners' parties in China. IASCA car audio Challenge and MECA Foshan station have gathered domestic excellent audio modification cases. In the Yuejun cross-country climbing show, sand rails with super climbing ability makes the audience feel its strong cross-country performance and the pleasure of passing obstacles at a close distance. The Fall of the Leaf Party, Deep Fun Party and other large car gathering activities held by car clubs effectively enriched the outdoor atmosphere.



Indoor Events

Indoor activities were also attractive. GT Show China fashion auto beauty conference built a new exchange platform for the auto beauty industry and shorten the distance between exhibitors and stores.

GT show star making plan is a large-scale model selection activity, with more than 200 models participating, which brought a feast of visual enjoyment to the audience. RC car drift competition attracted many RC players in Greater Bay Area to compete and exchange skills.

MINI 4WD competition brother cup perfectly fitted the modified theme of GT Show and brought new playing methods and experiences. There were also steam GT show children's motorcycle dynamic parent-child experience activity, GT show eating company and other characteristic activities, so that the audience had an immersive viewing experience at the GT show.



Brands (Due to the layout limitation, only part of the exhibitors could be listed)







**GT
SHOW**

Suzhou · Mar. 25-27, 2022

Foshan · Oct. 21-23, 2022



**JTZ
performance**

gtshow-china@gtuu.com



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