

GTUU 网联
汽车文化生态圈

GT SHOW
汽车文化风尚秀

GT Show 2024

CAR MODIFICATION EXHIBITION

BROCHURE

Suzhou International Expo Centre
Suzhou · P.R.China
March. 29-31, 2024

GTSHOW

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; Four vertical and classified markets, such as streetcar tuning, off-road vehicles, motorbike, car beauty and car service 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.

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.



Last Exhibition Data....

The GT Show 2023 in Suzhou covers 9 indoor halls with a total exhibition area of over 110,000 m². The total number of visitors in three days exceeded 218,574; professional visitors accounted for over 69%. More than 34,000 retailers arrived at the show in 3 days. There were 461 exhibitors from all over the world. The number of exhibited brands reached 1,058, and overseas brands accounted for nearly 67%. More than 4,300 modified cars were exhibited both inside and outside doors. More than 170 events were held during the show.

110,000m²

Exhibition Area

218,574

Number of Visitors

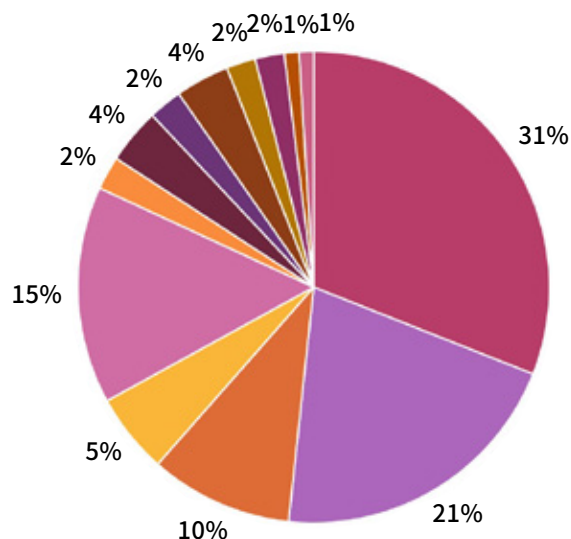
461

Exhibitors

1,058

Exhibiting Brands

Visitors Analysis



Car Enthusiasts

Brand Owners

Retailers

Car Beauty & Maintenances

One-Stop Workshops

Media

Others

Modified Car Owners

Traders

Workshops

OEM Upgradings

Auto Service Shops (4S)

Association

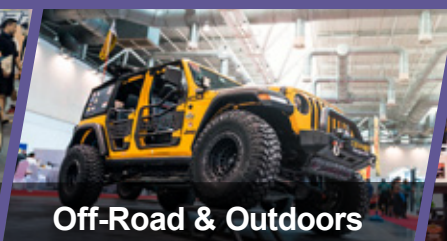


Highlights....

Four Categories



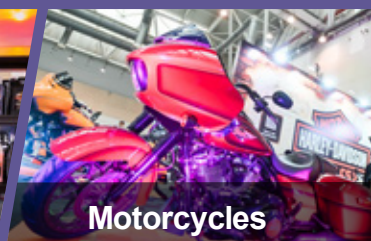
Car Modification



Off-Road & Outdoors



Car Beauty & Service



Motorcycles



Personalized upgrade with full category coverage One-stop purchase

There are 1,000+ brands which exhibited GT Show, include appearance parts, interior, performance upgrade, chassis, wheel, tire, car film, car Beauty, engine oil, outdoors etc.



New Product and new business High quality and good price with first-hand supply

Quickly adding new business such as off-road upgrade, car beauty and service, new energy vehicles. Accurately and efficiently connect with primary sources of goods from global brand factories and service providers.



Focus the car culture ecosystem Real Interactive experience

The exhibition gathers a large number of exhibition vehicles such as streetcars, off-road vehicles, super cars, classic cars, motorcycles, etc. There are also multiple activities on site, such as simulator experience, peripheral goods sales, trendy markets, etc., using immersive experiences to convey a more pure automotive culture.

Exhibition Dissemination....

Mr. Wu Yanzu, a super movie star and also a player who loves cars, was invited as a special guest to attend the opening ceremony of the exhibition.

And in the GT Show "utopia for car fans" themed activity area, we talked with car fans about cars and playing with them.

His rationality and enthusiasm not only ignited the passion of car fans, but also pushed this grand event to the climax.

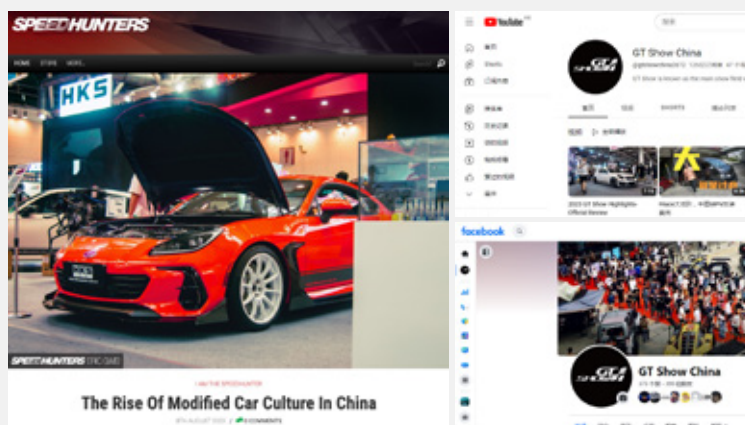


Domestic dissemination

The mainstream social network platforms such as Tik Tok, Autohome, Dongchedi, Modified Car, CARBEN etc. and professional car media reported the GT Show. More than 500 video creators created new videos related to the exhibition and performed the live broadcast.

Overseas dissemination

GT Show releases updates on multiple social media platforms overseas, interacting with global brands, buyers, and car fans. The grand report of GT Show 2023 was also published in SPEEDHUNTERS, the most influential and professional automotive modification media in the world.

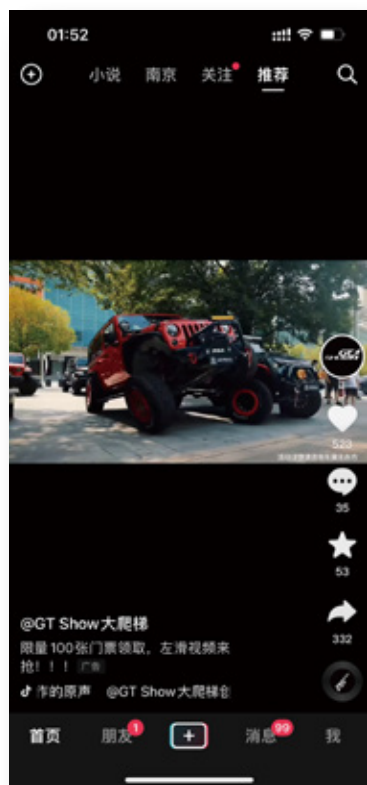


Advertisement Service & Platform Cooperation



The GT Show 2023 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. The GT Show 2023 passed positive energy through on-line and off-line all-round exposure to advance auto modification culture together. The GT Show 2023 reached deep cooperation with platforms such as Tik Tok, Dongchedi, Toutiao.com, Bilibili, T3, Carben involving short-videos, live broadcast, ticket business, catering and travel and auto modification cultures, and realized a multi-field cooperation.

In addition, GT Show has also reached strategic cooperation with multiple large supermarkets to jointly promote the exhibition and attract more visitors to join.



Show Review...

Quality Exhibitors Selected Exhibits



Expand Channels Efficient Transaction



Immerse Experiences Cool Events



Show Review

Over 50,000m2 of off-road exhibition area



Trend Auto Beauty Exchange



Motorcycle Culture Exhibition Area



Show Review



Show Review



Brands in Previous Exhibitions...

*only partial display for the limited layout
In random order

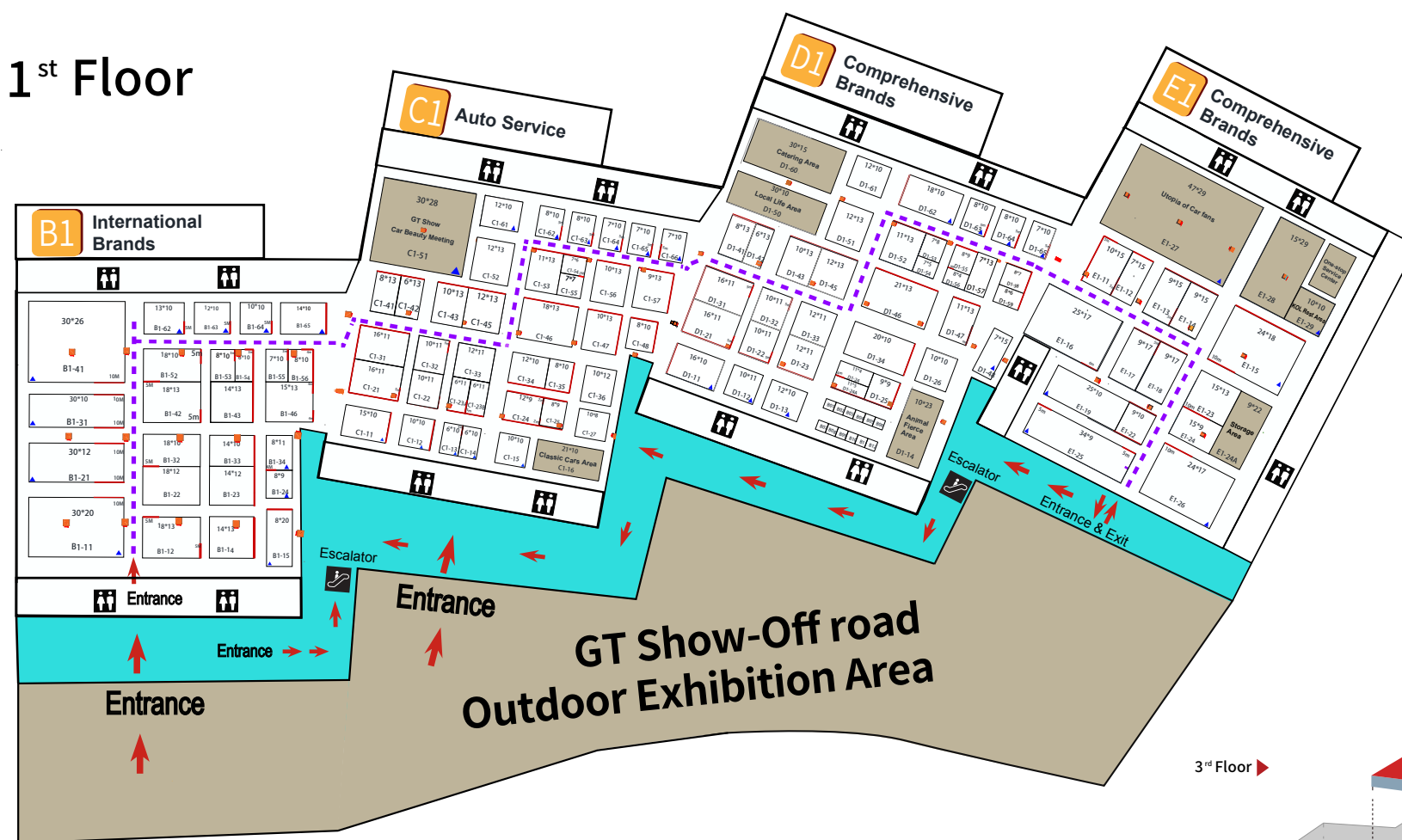


GT SHOW FLOOR PLAN

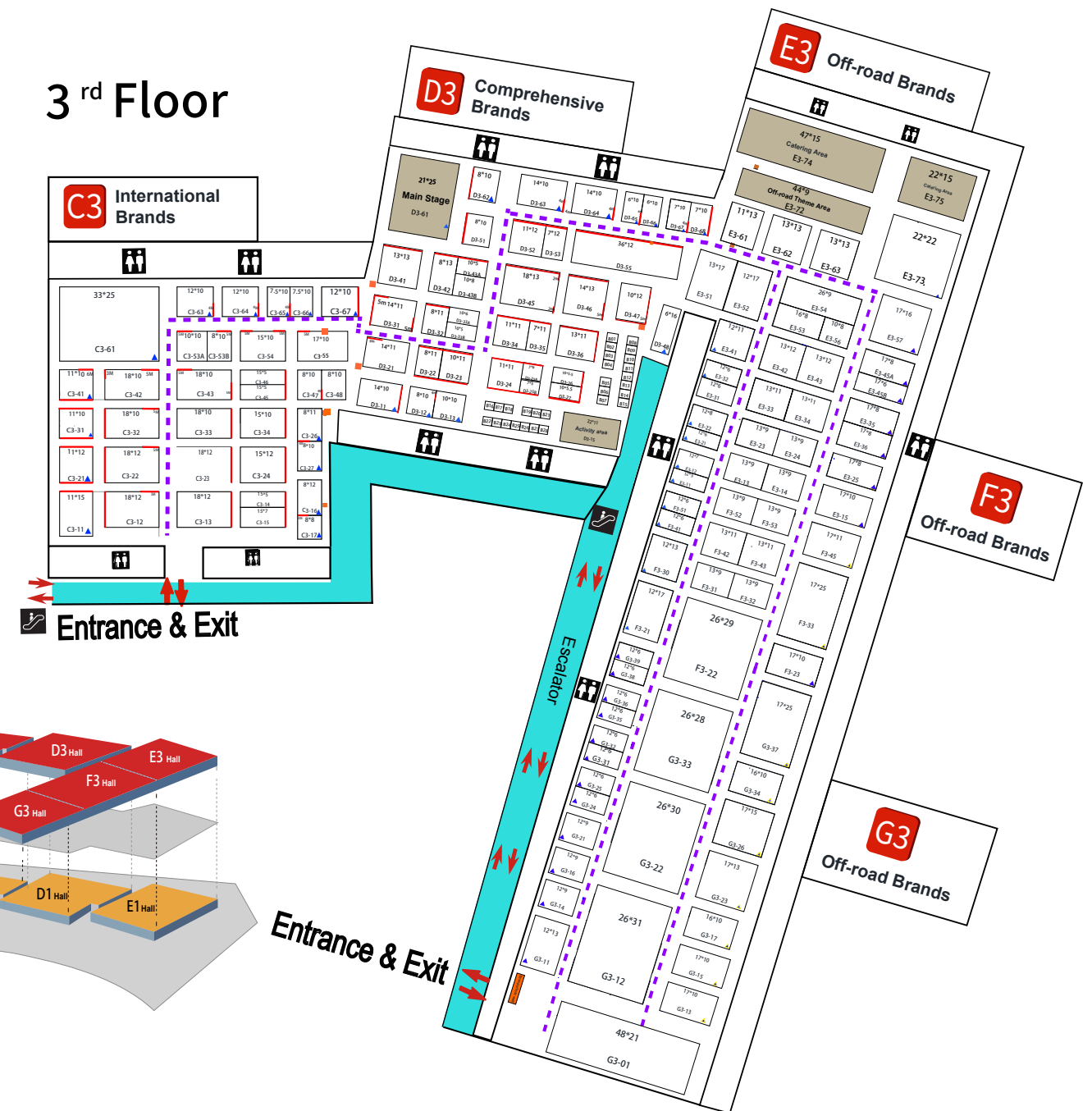
Suzhou International Expo Centre

BOOTH FEE: USD200/M²

1st Floor

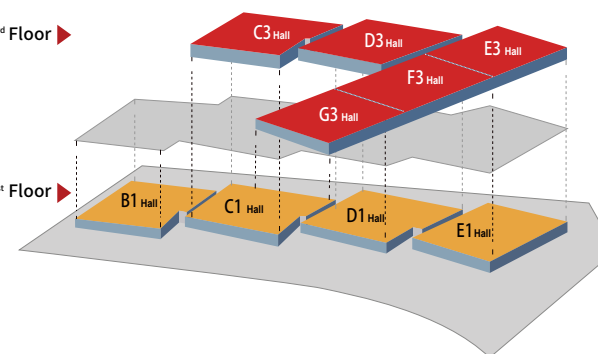


3rd Floor



3rd Floor

1st Floor



Entrance & Exit

Activity Area of Organizer / Multifunction Area

The red line area cannot be built in any form of shelter

Exhibition hall column

Height limit 5m, others 4m

Purple line is the main channel route

2024 GT Show Suzhou Plan



Larger exhibition scale

More amazing exhibition content

More cooler cars

More trendy auto culture

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.

110,000+

Exhibition Area

35,000+

Modification Shops: (to be)

4,000+

Exhibition cars: (to be)

1,000+

Exhibition brands: (to be)

20w+

Attendance: (to be)

500+

KOL

Surrounding Area and Traffic

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 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

GTSHOW

The result is paramount

The GT Show lets you come back with fruitful results

Prime booths will be reserved quickly



March. 29-31, 2024

Suzhou International Expo Centre

Facebook : GT Show China

YouTube:GT Show China

LinkedIn:GT Show China

Instagram:gtshowchina

Tel:+86-512-68833819

E-mail : gtshow-china@gtshow.cn

Website : www.GTSHOW.cn