

**GT  
SHOW**  
中国汽车文化风尚秀



# POST SHOW REPORT

**GT SHOW 2021**

5.28-30, 2021

Suzhou · China



# GT SHOW

GT Show is focused on promoting and spreading the way of life owning a car. Encouraged by the national policies on road trip and motor sports and instructed by the national documents on promoting car modification consumptions, GT show 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 is known as the birthplace of car tuning fashion in China and the main show field of a car lifestyle. It has entered its fifth year in 2021. In the future, GT Show will continue to rely on GTUU' s excellent car media genes advantages and integrate all kinds of resources to ensure the effectiveness of brand owner' s participation, especially the strongest professional buyer delegation, to create a fun event on car culture and car lifestyle, featured with the most trendy fashion culture.



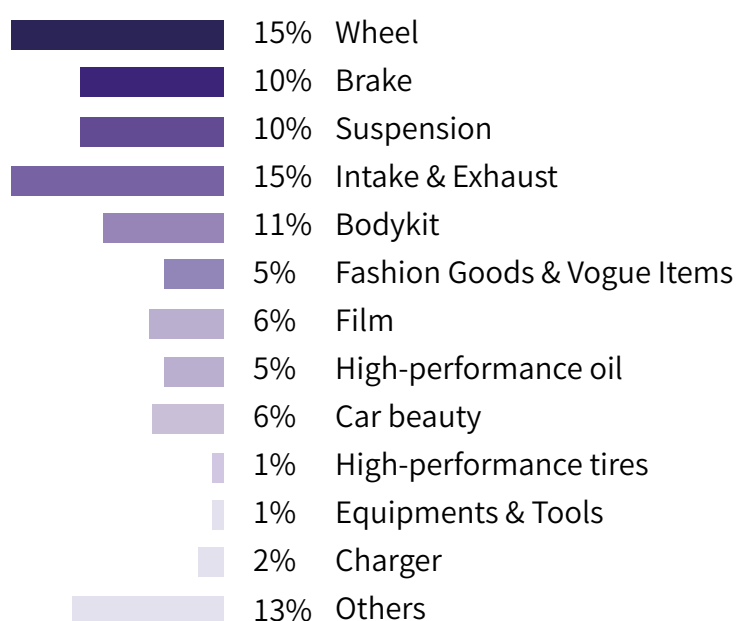


## Exhibition Data

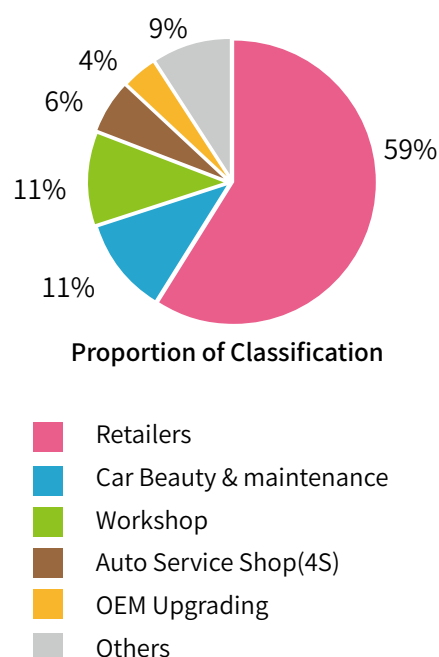
Exhibition Area	Exhibitors	Brands	Visitors
100,000m <sup>2</sup>	406	1,074	158,150

The 2021 exhibition covers 8 indoor halls and 4 outdoor squares. The total exhibition area exceeded 100,000 m<sup>2</sup> including 80,000 m<sup>2</sup> of indoor space and 20,000 m<sup>2</sup> of outdoor space. The total number of visitors in three days exceeded 158,150, of which professional visitors accounted for over 41%, including more than 23,000 retailers. The number of exhibitors was 406. 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, and there were more than 150 events held during the show.

### Exhibitor Types:

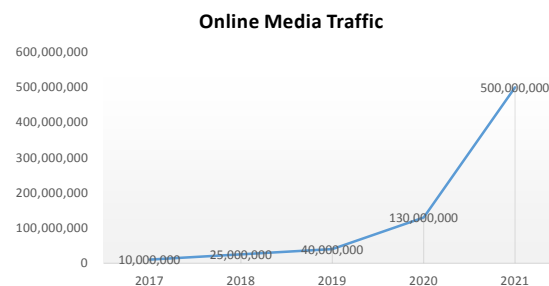
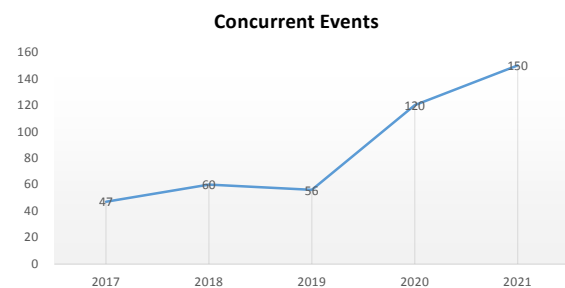
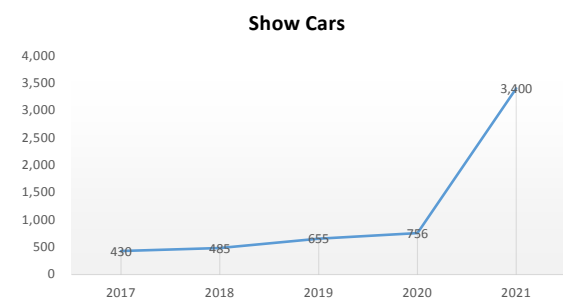
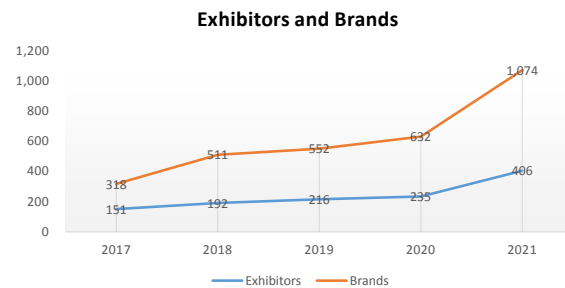
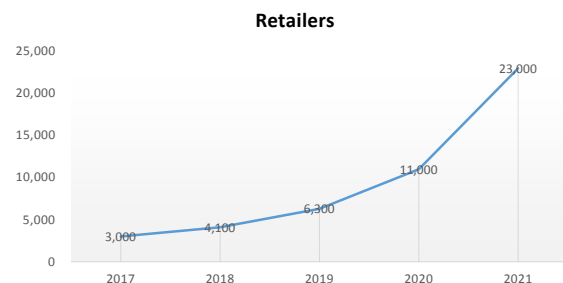
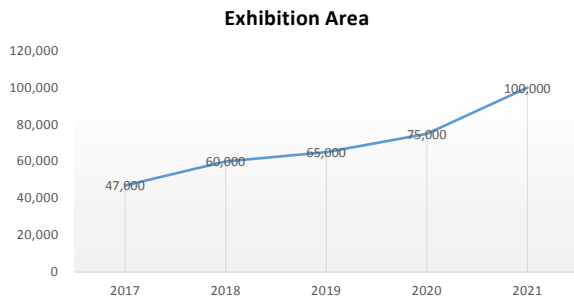


### Professional Visitors:



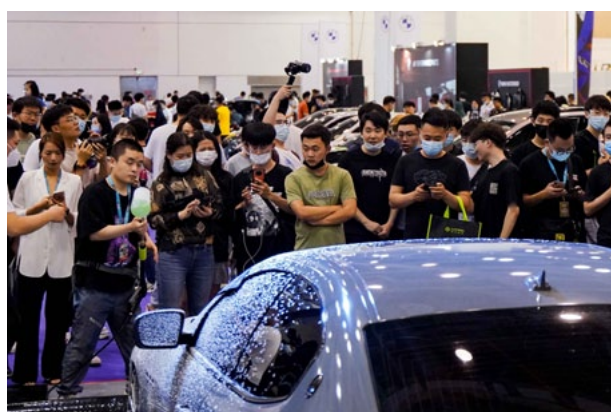


The following are comparison chart of previous exhibition data:





## Media Communication



GT Show 2021 attracted massive reports from mainstream social platforms and professional automotive medias such as Tiktok, Hu ya, Kuaishou, Watermelon Video, Autohome, Yiche.com, Knowcar, Modified Cars, ProCar, Car4fun and others. Over 100 short video content creators (million fan-level or above) and made live broadcast during the show. On the first day, the “GT Show” topic traffic on Tiktok exceeded **100** million; the cumulative volume of “GT Show” topic dissemination on multiple platforms exceeded **300** million during the three days. The total communication volume of GT Show exceeded **500** million in 2021.



Total Media Traffic:

**500,000,000+**



## Brands

There were a large number of world-famous tuning brands gathered at GT show 2021, not only ABT, brembo, AP Racing, BBS, RAYS, BILSTEIN, KW, MOTOREX, PAKELO, OZ, BMC, ACE, KONI, ENKEI, BOOSTane, WALD, HKS, TEIN, ENDLESS and other international brands, but also CMST, CGW, Karbel, TTU, Makstton, DVS, DarwinPRO, ANROT, VELOCITA, Spirit Z and other excellent domestic brands.





GAC MITSUBISHI and GAC Trumpchi which are big scale Automotive OEMs in China displayed some modification-cars made by the official and players. One of the most attractive is a hand-made EMPOW modified by GAC Trumpchi. Of course, the space travel version of Outlander modified by GAC Mitsubishi also made its debut. BMW China gathered 10 high-quality modification-cars and 6 modification-motorcycles from auto fans, fully demonstrating the tonality and extensibility of the brand.



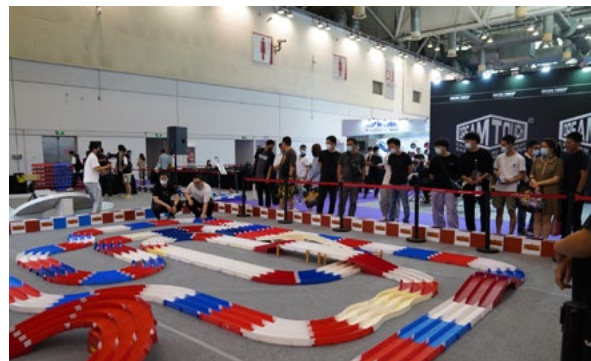
As a brand new exhibiting area, the Cross-Country Zone gathered PIAA, NINEVONT, TJM, RAGUNA, FRONT RUNNER, YAKIMA, MICKEY THOMPSON, Dick CEPEK, Traversing and other top cross-country brands, which made GT Show the first exhibition platform with complete cross-country section in China. In addition, GT show 2021 also attracted participation of Anebula, CYS, Carlas, TMD, SPIRT, PARMOR, Arlon, NICK, HOHO and other Auto film brands, as well as SGCB, KLCB, LUTIAN, 3D CAR CARE Meguiar's, RUPES, CHEMICAL GUYS, AutoFinesse and other Auto beauty brands.





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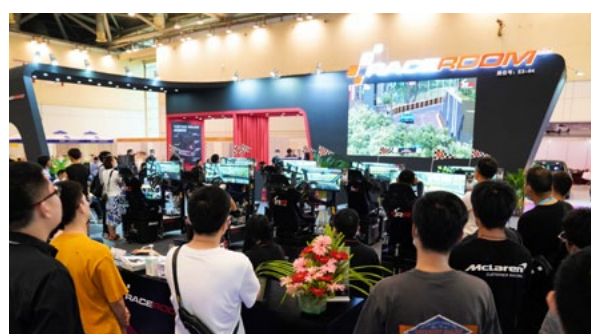




## Concurrent Events

At the show site, visitors can not only chase the industry trends, but also fully feel the cultural atmosphere of playing cars. No one could refuse the highlight zones with passion and creativity:

“Fast & Furious” Scene Reappearance, The 1,000HP Vehicle Colosseum, the China's Stylish Tuning Car Selection, Raceroom Simulator Contest, TAMIYA mini 4wd Rider Car Racing, Auto Beauty Fashion Workshop, the “GT-Show Time” Underground Garage Party, the Pop Culture Derivatives Block, the Singers' performance and funs meeting, the GT Show Award Ceremony, ABT and Audi Joint Press Conference, Traversing and GMM jointly released the TANK300 STALKER, Traversing and JEEP Jointly released Wrangler 4×e hybrid and other more than 150 events.





## Development Planning

# 2021 Foshan

GT Show will hold another show at GICEC in Foshan, Guangdong on Oct.15-17, 2021. The exhibition area is expected to exceed 70,000m<sup>2</sup>, including five indoor exhibition halls with a total area of about 50,000m<sup>2</sup> and an outdoor exhibition area of about 20,000m<sup>2</sup>. It aims to cover the Guangdong-Hong Kong-Macao Greater Bay Area with the earliest origin, the most mature market and the highest recognition of tuning culture in China.

In addition to booth display, GT Show Foshan will also include many activities such as classic auto show, car drift performance series, Auto Beauty Fashion Workshop, the Pop Culture Derivatives Block, JDM theme exhibition area etc.

# 2022 Suzhou

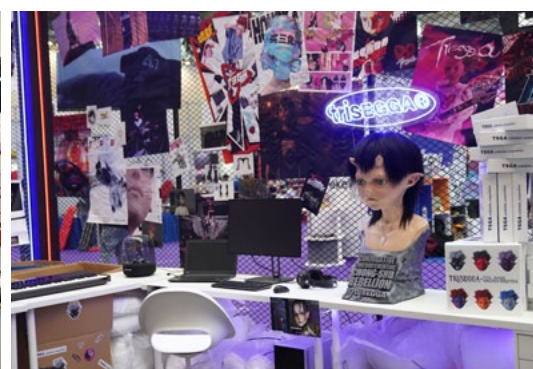
As the mother show, GT Show Suzhou plans to use all the venues of Suzhou International Expo Center, with an exhibition area of 100,000 m<sup>2</sup> in March.25-27, 2022. The show will attract more internationally renowned brands and excellent Chinese brand. At the same time, it will attract more large-scale enterprises such as auto manufacturer, tires and oil products . The areas of cross-country plate, pickup truck, racing car, fashionable auto beauty and pop culture will continue to expand.

We warmly welcom all friends to come to GT Show.





# Highlights of the show







# GT SHOW

中国汽车文化风尚秀

**15-17. 10. 2021**

**Guangdong Tanzhou International Convention and Exhibition Center**

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**25-27. 03. 2022**

**Suzhou International Expo Center**