Auto China 2027
MOBILITY

AUTO CHINA
Mobility

March 27 to April 5, 2027
Auto Parts Area March 27 to 30
China International Exhibition Center (Shunyi)
Capital International Exhibition Center of China



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Foreword

AUTO CHINA 2027 · Mobility will take place from March 27 to April 5, 2027 at China International Exhibition Center (Shunyi) and Capital International Exhibition Center of China. The Auto Parts Area will run March 27-30. This event is the odd-year edition of the Beijing International Automotive Exhibition (Auto China).

As one of the world's pre-eminent auto shows, Auto China serves as a global platform for showcasing industry achievements, fostering industrial cooperation, driving technological innovation and spurring automobile consumption upgrading. At Auto China 2026, the total exhibition floor area reached 380,000 m², hosting 1,000+ exhibitors worldwide. A total of 1,451 vehicles were on display, including 181 global premieres and 71 concept cars. The show attracted 1.28 million visitors, with key performance indicators setting new benchmarks among global auto shows.

Today's global automotive industry is undergoing profound transformation. China's auto sector stands at a pivotal juncture, shifting from scale-driven expansion toward high-quality development. Innovation cycles are shortening, while new models, technologies and products emerge at a rapid pace. New energy vehicle penetration keeps rising, Chinese OEMs accelerate their global footprint, and a new era of collaborative development between Chinese and international automotive industries is unfolding.

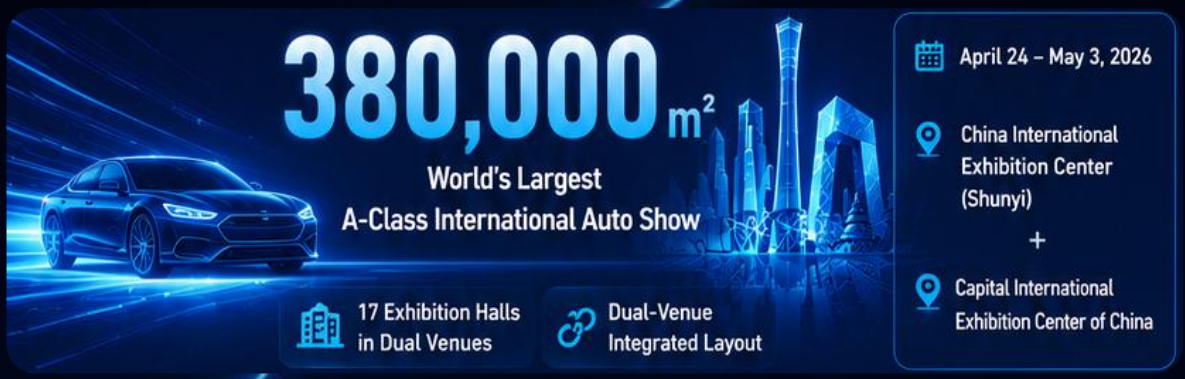
Building on Auto China's established brand legacy and professional standards, AUTO CHINA 2027 · Mobility will convene global industry resources and extend the boundaries of automotive exhibitions along two dimensions: upstream toward manufacturing, and forward into cutting-edge future mobility fields.

The exhibition will highlight breakthrough technologies and products born from the global automotive transformation, alongside the evolving intelligent mobility ecosystem. It will illustrate how automobiles are evolving into intelligent mobile terminals and digital living spaces.

With a renewed mission to foster cross-sector integration throughout the automotive value chain, the event will leverage its full-spectrum strengths: new product premieres, technology showcases, business matching, industry forums, brand communication, commercialization of industry-university-research outcomes, support for automakers' global expansion, and promotion of automotive culture.

We warmly invite stakeholders from all sectors to join AUTO CHINA 2027 · Mobility. Together we will build an innovative, collaborative, inclusive and mutually beneficial automotive ecosystem, nurture diverse, people-centered automotive culture, and unlock new opportunities brought by the high-quality growth of the automotive industry.

Review of Auto China 2026



01 EXHIBITION SCALE

Exhibition Halls

17 Halls

China International Exhibition Center (Shunyi)
+
Capital International Exhibition Center of China

Exhibition Space

380,000 m²

A New Record for Auto China
A New Global Benchmark in Auto Show Scale

02 VEHICLES ON DISPLAY

Total Vehicles on Display

1,451 Units

Global Debut Vehicles

181 Units

12.5%

Concept Cars

71 Units

4.9%

*Among the World's Leading Auto Shows

03 GLOBAL PARTICIPATION

Countries & Regions

21

Global Leading Companies across the Automotive Industry Chain and Cutting-edge Technology

Diplomatic Representatives

70+ *Countries*

Site Visits, Research Activities

04 VISITOR ATTENDANCE

Total Visitors

1.28 Million

Overseas Visitors

65,000

≈5.1%

Unprecedented International Attention and Engagement

05 MEDIA COVERAGE

Media

32,000

Overseas Media

4,125

≈12.9%

Press Conferences

219

Extensive Coverage by Global Mainstream and Professional Media

06 CONCURRENT EVENTS

Concurrent Events

50+

Industry Summits | Technical Seminars
Industry Exchange Sessions | Targeted Procurement Matching Meetings

Diplomatic Representatives

70+ *Countries*

Themed Events
Strengthened International Exchange and Economic Cooperation

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Participation Procedure

Exhibitors must complete the Exhibition Application Form (Form 1) and the Exhibit List (Form 2) and submit them to auto@adsale.com.hk by October 30, 2026.

Exhibitors must also provide two copies of their product list and product descriptions. Booths will be allocated based on the order of registration, so early application is recommended.

After receiving the application materials, the Secretariat will review the exhibits with relevant departments. Once approved, the Secretariat will issue the Confirmation of Participation, the Exhibition Manual, and related documents.

Upon receiving the Confirmation of Participation, exhibitors must pay the required fees to the designated bank and begin booth design and preparation according to the assigned exhibition space.

Booth Pricing

The standard booth follows international standards with aluminum alloy frame, three display walls, bilingual nameplates (Chinese/English), carpeted floor, two spotlights, one table, one trash can, and one 220V/5A power socket. The minimum area for a standard booth is 9 m².

Non-standard booths (without any facilities) are priced at ¥1800 per m² for indoor spaces and ¥1000 per m² for outdoor spaces. These booths are designed and constructed either by the exhibitors themselves or by a commissioned designer. The minimum area for a non-standard booth is 36 m².

Indoor Standard Booth	Indoor Raw Space	Outdoor Raw Space
¥2000/m²	¥1800/m²	¥1000/m²
minimum 9 m²	minimum 36 m²	minimum 100 m²

Exhibition Schedule

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Media Days	March 27-28
Professional Visitor Days	March 29-30
Public Days	March 31-April 5
Auto Parts Area	March 27-30

Exhibition Scope

I. Vehicles, Customized & Modified Vehicles, and Recreational Mobility

- Various types of vehicles
- Various types of concept vehicles
- Customized and modified vehicles
- Automotive culture and related products
- Various types of classic vehicles

II. Frontier Technologies, Artificial Intelligence and Future Mobility

- Artificial intelligence, big data, ICT systems, and related application technologies
- AI foundation models, intelligent software, computing power infrastructure and advanced hardware, and industry digitalization solutions
- Various types of intelligent robots, including industrial robots, service robots, specialized robots, humanoid robots, educational and entertainment robots, and medical robots
- Intelligent transportation system, low-altitude mobility solutions, and digital experience exhibits
- New energy vehicle technologies and products
- Intelligent connected vehicle technologies and products
- Technologies including vehicle-to-infrastructure (V2I), vehicle-to-grid (V2G) and other smart energy solutions
- Hydrogen energy and fuel cell technologies

III. Key Components, Supply Chain and Energy Infrastructure

- Automotive components, assemblies, modules, and systems
- EV charging and battery-swapping infrastructure and energy storage equipment, including charging stations, battery-swapping stations, and commercial, industrial, and residential energy storage systems
- New manufacturing processes and materials for the automotive industry
- Automotive products, accessories, and decorative components

IV. Manufacturing Equipment, Testing and Environmental Protection

- Automotive manufacturing equipment and process technologies
- Testing, measurement, and laboratory instruments and equipment
- Automotive repair, inspection, diagnostic, and maintenance equipment
- Environmental protection technologies and products for the automotive industry

V. Automotive Industry, Academia and Research Institutions

- Relevant departments and research institutes at leading universities specializing in automotive engineering, mechanical engineering, artificial intelligence, and related fields
- Automotive industry research institutes, new-type research and development institutions, national key laboratories, and technology innovation centers
- Innovation entities affiliated with academicians' and experts' workstations, as well as industry think tanks

VI. Automobile-related Products

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Service Scope

- Catalog Advertising (see Form 4)
- On-site advertising at the exhibition
- Exhibit transportation
- Additional equipment rentals
- Special booth construction
- Hiring temporary translators and staff
- Exhibitor-hosted technical exchange seminars (see Form 3)
- Organizing invitations for visitors
- Providing the "Exhibitor's Manual" with detailed participation guidelines
- Free exhibitor company profiles in the catalog
- Listing exhibitor names and booth locations in the "Visitor Guide"
- Assisting with press release arrangements
- Providing relevant badges/cards
- Providing daily cleaning and security services in public areas of the venue
- Assisting with meal ordering services
- Providing market information

Technical Seminars and Exchanges

Exhibitors may apply to host seminars on new products, technologies, or processes during the exhibition. Details are provided in the Application Form for Meeting Rooms and Technical Exchanges (Form 3).

Exhibition Catalog

The Secretariat will compile an Exhibition Catalog with a free listing of exhibitor information. A limited number of color advertising pages will also be available for purchase. For pricing and details, see the Catalog Information and Advertising Registration Form (Form 4).



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Pavilion Layout







Contact us

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