

Press release

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## Auto Maintenance and Repair Expo 2019: special product zones and new launches ready for show opening

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**Auto Maintenance & Repair Expo (AMR) will raise its curtain on 21 March 2019 in Beijing's New China International Exhibition Centre. In this edition of Asia's leading repair and maintenance industry event, attendees can explore the latest products, services and technology from over 1,300 Chinese and international exhibitors across a 120,000 sqm show floor.**

AMR this year will be loaded with first-time showcases, with the industry's key brands treating the show as an essential platform for new product launches and technology exchanges in Asia. To date, the show's organisers have received confirmation from 76 companies to carry out 85 product launches at the show. This includes 29 first-time global launches, as well as nine debuts in Asia, 27 in China and 20 at the show itself. As with each edition, product offerings cover every aspect of the aftermarket, including repair tools, lubricant oils, car care and spare parts.

One noteworthy addition to the 2019 show will be the new special product zones, located in halls W3 and W4. The areas will gather leading brands and suppliers for spare parts, chain stores, lubricant oils and car care. Local companies from the aftermarket sector in the Bohai Rim will also form a special zone for the first time to feature their expertise. Speaking about the zones' value at AMR, Ms Fiona Chiew, Managing Director for Messe Frankfurt Traders-Link (Beijing), said: "AMR continues to evolve to cope with technology breakthroughs and ongoing growth in the aftermarket and services industry. To keep up with the upcoming industry trends, the new product zones in 2019 will show how traditional repair and maintenance sector can be upgraded by new ideas and elements. Within the 20,000 sqm areas, exhibitors will be able to explore new business potential, while industry professionals can discover new advancements that are suited for the evolving market."

Benefiting from the show's extensive resource pool, these debut zones will create more collaboration opportunities between new coming key brands and existing exhibitors in repair equipment and tools manufacturing, to capture the uprising aftermarket. Some noteworthy participant companies include AUI, Autobacs, Baturu, Beiersdorf, Bost, Chianway, Dasmaster, Faret, Fengriling, Gold, GSP, Gulf, HaoShun, Hangbang, I-Reach, Jing Dong Jing Che Hui, JEVISBONG, Juxuan,

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Jybd, LIHON, Lukoil, Mancando, Old World, Ruiming, Ruizhou, Sensen, SHB, Sorl, Tongyi Lubricant, Xinghou and Zldc.

During the show, German automotive spare parts brand SCT will spotlight its high-quality lubricant brand MANNOL. The company says it is constantly looking for new markets and long-term partnerships, and is making use of the opportunity to expand its brand awareness in the Chinese market through AMR. Meanwhile, first-time exhibitor Zhejiang GOLD Shock Absorber Co Ltd believes the show can help the company meet with spare parts dealers, as well as reach a wide scope of local markets with big demands, including in Beijing, Tianjin, Liaoning, Jilin, Heilongjiang and Shandong.

Fellow exhibiting company, GSP Automotive Group Wenzhou Co Ltd, has joined AMR with high anticipation for both the show and the aftermarket, which is backed by a steadily increasing vehicle age and ownership in China. Add to that the distinctive climate features in Beijing, Tianjin and the northeast region of China, vehicle repair needs in these areas are much higher than the country's average. GSP says that by exhibiting at AMR, it can effectively capture each of these markets.

In addition to the new product zones and exhibitors' highlights, the show's New Energy Zone will shed light on standardising aftermarket service operations for new energy vehicles. This includes new vehicle sales, service centres, used cars, finance, insurance, and AI technology. What's more, on the first day of the show, a special forum will take place discussing aftermarket service standardisation, training centres and institutes' business cooperation opportunities for new energy vehicles. The event will see car manufacturers, industry associations, institutes and aftermarket service providers will inject new ideas for the future of the automotive repair and maintenance market.

### **Specialised delegation groups will be invited to fulfil their buying mission**

AMR has always been a sourcing hotspot for local and overseas buyers. In the last edition, the show attracted 57,117 visits from 70 countries and regions. For 2019, organisers have received a record-breaking number of visitor pre-registrations for the coming show. What's more, many repair and spare parts industry associations across the nation will organise more than 50 delegation groups to visit the show alongside visitors, representing distributors, 4S shops, workshops, chain stores, tyres stores, car manufacturers, testing stations, car care shops and lubricant oil changing centres and service centres.

To further enhance visitors' service and their experience, AMR 2019 will also provide a business match-making service to pair up visitors and exhibitors with similar requirements to help optimise participation efficiency.

### **Highly anticipated fringe programme to unlock new development trends in the aftermarket**

More than 30 fringe events will be held during AMR 2019. Each will be led by industry experts and will delve into new ideas and aftermarket

development trends. Key highlights include:

China automotive service development conference 2019 – the rise of chain stores

The first large-scale automotive aftermarket conference of the year will feature in-depth and practical discussions in industry breakthroughs for chain stores, distributors, dealers and manufacturers.

How to increase the value of tyre distribution channels

The tyre market is growing in maturity thanks to the changing global economy and China's domestic market landscape. Being an important element in the tyre industry chain, distributors need to add value to their services to keep up with the market. This forum is an ideal networking platform to connect tyre distributors and chain stores with manufacturers, and to discuss the future development of tyre distribution channels.

Lubricant oil and automotive aftermarket supply chain development summit

Jointly organised by MuChengYou and Messe Frankfurt Traders-Link (Beijing), this summit will promote the fusion, collaboration and development of the lubricant oil and automotive aftermarket sectors across various industry markets.

China spare parts dealers' development forum 2019

Industry experts will gather at this forum to explore revolutionary business formats and ideas for traditional spare parts dealers, to sustain their future development against the backdrop of the ever-changing and competitive aftermarket.

Reaching the standards of eco-friendly repair and maintenance forum

In light of stricter pollution policies in recent times, China's government has urged the automotive repair sector to improve and standardise pollution caused by car painting. As such, the China Automotive Maintenance and Repair Association (CAMRA), the All-China Environment Federation and the Beijing Automotive Maintenance and Repair Industry will invite government officials to respond to questions about passing censorship and ensuring solutions are aligned with policies.

AMR 2019 is co-organised by the China Automotive Maintenance Equipment Industry Association (CAMEIA) and the China Automotive Maintenance and Repair Association (CAMRA), and will be held from 21 – 24 March at the New China International Exhibition Centre (NCIEC). For more information, please visit [www.amr-china.cn](http://www.amr-china.cn).

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**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at 30 locations, the company generates annual sales of around €715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its

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headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).  
For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)  
\*preliminary figures 2018