

Press release

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CAPAS 2019 brings upgraded Accessories & Customising zone

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The sixth edition of the Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS) is set to host around 600 exhibitors from 23 to 25 May 2019. The fair will cover 45,000 sqm of exhibition space at the Chengdu Century City New International Exhibition & Convention Center.

Along with changing consumer needs, personalisation has now become a key area that is stimulating growth of the customised car market in China. Reports suggest the value of the automotive customising market in the country already exceeded RMB 160 billion in 2018, and is growing at a rate of more than 30 percent per year. In fact, modified cars represented about five percent of cars on the road and contributed to three percent of the nation's aftermarket. Compared to other established industries in the likes of Japan and the US, 80 percent of the cars have been modified, equating to more than 40 percent of the aftermarket¹.

Having said that, the Chinese customising market shows huge potential; as the sector is still relatively young, it moves towards premium, high quality and personalised customisation.

In response to this trend, Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (HK) Ltd said: "CAPAS will once again bring forward many product zones to align with the ever-changing market needs and policies. This includes the **Accessories & Customising zone**. Exhibitors in this newly optimised area will feature a broad range of custom car products to address the developments in the consumer market, as well as the local industry. Additionally, the show combines both business and entertainment as industry peers and car enthusiasts can connect and immerse themselves in automotive lifestyle events."

Attendees will be able to explore high quality products and services in the dedicated Accessories & Customising zone. Exhibitors such as Bonty, Orun and Petro-Canada Lubricants, will increase their brand awareness by presenting a strong collection of car care products. Car

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¹ "Regulating the development of customising car, optimising consumer market of automotive", China Automotive News, 2 March 2019 http://www.cnautonews.com/tj/201903/t20190302_607705.html
(Retrieved on 20 April 2019)

owners can also take this opportunity to gain a better understanding of how to maintain their cars.

At the same time, the zone will also gather a number of companies who specialise in automotive customising. These include the likes of AP, HongZhi, Jex Motorsport, LiShuang, Modify-ah, SaiQu, SeDi, Vehicle Modification Group and ZhongTian. Exhibitors here are set to showcase customised cars, tuning materials, tyres and wheels for high performance vehicles and off-road pickup trucks.

Diverse fringe events capture speed and passion

Visitors can also see a host of talks taking place in the Accessories & Customising zone. Experts will discuss techniques and industry training for customising, as well as their experiences for overcoming barriers and challenges along the way.

Elsewhere, the **Car Customising Festival - Interactive Workouts** creates synergy between products displayed, and the hands-on activities taking place at exhibition. The festival is in line with the fair's pursuit to promote more automotive lifestyle choices in the region.

During the three-day show, events in the festival include the **CARLAS – Car Painting Competition** and the **Introduction of i-Reach Safety Tyre** as well as the **Customising Technology Sharing Session for the Western Region, Sharing session for Self-drive Holidays and Simulated Car Racing**. Visitors can also enjoy a series of engaging and interactive activities like the **i-Reach Tyre Rolling Rally** and **Oil Barrel Squat Challenge**.

Motorsport enthusiasts will revel in the unique simulated driving experience. The show has invited several professional motorsport drivers to participate in the Simulated Car Racing event. Through advanced technologies that replicate current Formula One cars, participants will race against other drivers in the Italian Grand Prix at Monza.

Moreover, attendees can also enter into a competition to win some exclusive prizes, including the Petro-Canada full synthetic motor oil, car film wrapping service by CARLAS, as well as personalised car seats by RECARGO.

CAPAS is jointly organised by the China Council for the Promotion of International Trade, the Automotive Sub-Council (CCPIT-Auto), Messe Frankfurt (Shanghai) Co Ltd and the China Council for the Promotion of International Trade, Sichuan Council (CCPIT-Sichuan). For more information about the show, please visit www.capas-chengdu.com or email auto@hongkong.messefrankfurt.com.

CAPAS
Chengdu, China, 23 – 25 May 2019

Background information on the China Council for the Promotion of International Trade, Automotive Sub-Council (CCPIT-Auto)

The China Council for the Promotion of International Trade, Automotive Sub-Council (CCPIT-Auto) promotes foreign trade and economic cooperation, technical exchange and introduction of advanced technologies for China's auto industry by following the China Council for the Promotion of International Trade and China Chamber of International Commerce charter. It acts as a bridge for Chinese auto industry enterprises to build cooperation and exchange opportunities across the world. In addition, the committee organises three world leading and highly regarded international automotive exhibitions in Beijing, Shanghai and Guangzhou.

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 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

*preliminary figures 2018

Background information on the China Council for the Promotion of International Trade, Sichuan Council (CCPIT-Sichuan)

The China Council for the Promotion of International Trade, Sichuan Council (CCPIT-Sichuan) aims to promote foreign trade cooperation and communication, under the guidance of the Sichuan Provincial Party Committee and the Provincial People's Government, and in accordance with the guidelines of national economic policy and principles. Its main duties are to encourage foreign trade and investment, enhance economic and technological exchange and cooperation, and to foster local enterprises to participate in the economic globalisation. CCPIT-Sichuan also organises a number of international exhibitions including the Western China International Fair.

Appendix

CAPAS 2019 fringe programme schedule:

Event	Date	Time
An Introduction of i-Reach Safety Tyre	23 May	13:00 – 14:00
How to Restore the Engine Power	23 May	14:00 – 14:30
Spyker Business Investment Conference	23 May	14:30 – 15:00
Customising Technology Sharing Session for the Western Region	24 May	13:35 – 14:30
Sharing session for Self-drive Holidays	25 May	10:30 – 11:30
i-Reach – Tyre Rolling Rally	23 May 24 May 25 May	10:00 – 12:00 & 15:00 – 16:00 12:20 – 12:10 & 14:20 – 16:00 10:00 – 12:00
CARLAS – Car Painting Competition	23 May 24 May	09:30 – 16:00 10:00 – 14:15
Simulated Car Racing	23 May 24 May	10:20 – 12:30 10:10 – 12:20
Interactive Workouts & Games	23 – 25 May	Full day