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The "Auto Shanghai", the world's largest automobile trade fair, took place from April 21st to 28th under the motto "Committed to Better Life"

## **Automotive suppliers shape mobility concepts of the future**

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**For eight days, the international automobile world presented its innovations at the world's largest automobile fair, the Auto Shanghai. In addition to all the well-known manufacturers, many innovative suppliers of the industry were also represented. Three of the 13 clover-shaped exhibition halls used were reserved exclusively for them. Rightly so, because who else is shaping the mobility of the future, such as driving with alternative drive technologies or autonomous movement?**

In Halls 4.2, 5.2 and 6.2 of the National Exhibition and Convention Center (NECC) in Shanghai, China's most important economic metropolis, the automotive suppliers presented their latest products to the more than one million visitors from all over the world. IMAG GmbH in Munich has been the European co-organizer of the trade fair since 2003. "The trend themes, 'e-mobility' and 'connected cars' are pushed on by the suppliers' innovations. Many of them displayed their products within the vehicles by means of actual or virtual show cars and trucks – very vividly and impressively," says Peter Bergleiter, IMAG's Managing Director.

Many of the global players among the automotive suppliers come from Germany. German technology still plays a pioneering role in this area.

Once again, there was a German joint stand at the Auto Shanghai, funded by the Federal Ministry of Economics and Technology, where companies from Germany were able to present their products and services at particularly attractive conditions. The aim is to enable small and medium enterprises to have a cost-effective and efficient presence at the fair. The German joint stand was centrally located in Hall 4.2. Among others, the Hirschvogel Automotive Group, iwis motorsysteme and Kirchhoff Automotive participated there.

### **New: "Future mobility market" for start-ups**

For the first time, IMAG offered a "Future Mobility Market" for newcomers in the still strongly-growing Chinese market as well as for start-up companies. Participating exhibitors were able to get an impression of the giant Chinese trade fair at particularly favorable rates.



## Press Release

The IMAG package included participation in a pre-built and fully-equipped joint stand with a lounge area for customer and partner meetings. "We participated in Auto Shanghai for the first time and wanted to first get an overview of the Chinese market and their interior designs for electric cars," says Rene de Vries, Founder and Sales Director of Aito BV, an exhibitor at the new forum. The Dutch company has developed a haptic touch technology for user interfaces to support new interior designs; their technology replaces the traditional operation using mechanical buttons. "The Future Mobility Market was strategically positioned between all Tier-1 suppliers. Chinese companies in particular are very interested in new technologies. We have had the best experience by inviting Chinese dialog partners personally to our booth and providing them with Chinese-language documents as well as having an interpreter on-site. We will definitely be back," de Vries adds.

### **China in the lead when it comes to new energy vehicles**

China has already replaced the USA as the largest market for vehicles with alternative powertrains (new energy vehicles). As many as 330,000 NEV were sold in China in 2015, and this figure climbed to 517,000 in 2016. According to Miao Wie, China's Industry and IT Minister, annual sales figures are expected to quadruple to 2 million by 2020.

A study published by PricewaterhouseCoopers China at the end of 2016 expects the market share of "Connected Cars" in China to be between 15 and 20 percent in 2030.

The next "Auto Shanghai" will be held in April of 2019.

Further information about Auto Shanghai can be found at [www.autoshanghai.auto-fairs.com](http://www.autoshanghai.auto-fairs.com).

For high-resolution photos please go to: <http://www.imag.de/en/automotive-suppliers-shape-mobility-concepts-of-the-future.html>

### **IMAG GmbH**

IMAG, a subsidiary of the Messe München Group, organizes trade fairs around the world and supports participants in international events outside Germany on behalf of public and private clients. Since its foundation in 1946 in Munich, IMAG has been involved in over 5,000 international exhibitions abroad. IMAG's annual portfolio encompasses approximately 30 trade fairs, spanning around 20 countries. The events focus in particular on the automotive, commercial vehicles and auto parts sector; construction machinery, building material and mining; machine tools and further industries; environmental technology and analysis.

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Captions:



Hall 4 of the cloverleaf-shaped National Exhibition and Convention Center (NECC) in Shanghai.

Photo: IMAG GmbH



Entrance area of Auto Shanghai 2017

Photo: IMAG GmbH



Booth of Mercedes at Auto Shanghai 2017

Photo: IMAG GmbH



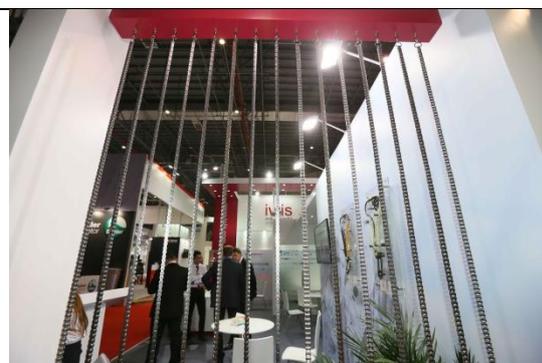
With its I.D. Crozz, VW presented a crossover study combining SUVs with electromobility.

Photo: IMAG GmbH



Audi at Auto Shanghai 2017

Photo: IMAG GmbH



The chain manufacturer Ivis exhibited at the German joint stand.

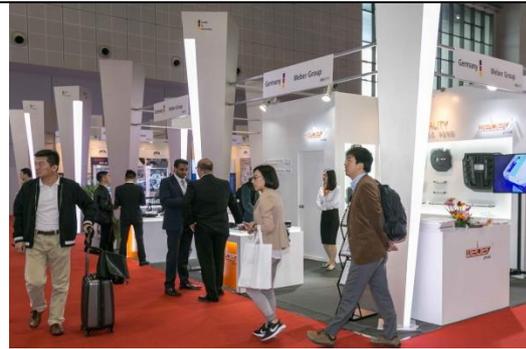
Photo: IMAG GmbH

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ZF made its drives transparent with glass cars and trucks.

Photo: IMAG GmbH



27 companies using the German joint stand, sponsored by the Federal Ministry of Economics and Energy, to present their products and services.

Photo: IMAG GmbH



Aito BV at the first ever "Future Mobility Market"

Photo: IMAG GmbH