



# AUTO TECH China 2025

The 12th International Automotive Interiors Expo in Guangzhou.

**Join AUTO TECH China 2025—Automotive Interiors Expo to discover new interior materials, technologies, concepts, comforts, innovations and suppliers.**

Automotive OEMs and Tier 1 interiors suppliers from China and all over the world come to the show to find the latest technologies and services in vehicle interiors, such as GAC, Nissan, Toyota, Honda, BYD, Tesla, XPeng, Li Auto, Changan, SAIC, Geely, GM, Mercedes-Benz, BMW, Volkswagen, NIO, Yanfeng, Faurecia and any others from China and all over the world.



**November 21-24, 2025**

Area D, China Import and Export  
Fair Complex (Guangzhou)



[www.china-autotech.com](http://www.china-autotech.com)

# Asia's Leading Exhibition Specialized in Automotive Interiors!

AUTO TECH China 2025—the 12th International Automotive Interiors Expo will take place from November 21-24, 2025 at the Area D, China Import and Export Fair Complex (Guangzhou). As one of 8 themed exhibitions held inside AUTO TECH China 2025, It will attract more than 500 companies to showcase the latest range of fabrics, acoustical materials, shape-forming materials and foams, fasteners and adhesive systems, and lighting, together with other important topics such as automotive electronics, EV/HV, lightweight, smart cockpit, test and software-defined vehicle. Meanwhile, the event organizer will invite auto OEMs, R&D centers and Tier 1&2 suppliers to visit the show such as GAC, Nissan, Toyota, Honda, BYD, Tesla, Xiaopeng, Dongfeng, Changan, SAIC, Geely, GM, Mercedes-Benz, BMW, Volkswagen, NIO, Yanfeng, Bosch, Continental, Faurecia and any others from China and all over the world.

## 2024 Show Review ☆

**408** exhibitors from **26** Countries and regions

**18,960** automotive engineers visited the show

**30,000 m<sup>2</sup>** exhibition area

**80** high-level technical seminars

**86** visitor groups, including BYD, Xpeng Motors, Yanfeng, GAC Research Institute, GAC Toyota, Dongfeng Nissan, GAC Honda, FAW-Volkswagen, Li Auto, Changan Automobile, Chery Automobile, Faurecia, Tesla, Magneti Marelli, Xiaomi, Bosch, Continental Automobile, Joyson Electronics, Desay SV, DENSO etc.

\*Shared with China Guangzhou I Automotive Technology Expo.

**Automotive OEMs and Tier 1 suppliers visit the exhibition to find suppliers and partners. The exhibition has grown in size every year and has established itself a must-attend event for automotive industry professionals.**

### Who will visit the AUTO TECH China?

◆ More than 20 automobile industrial parks —Guangzhou Huadu Automobile Industry Base, Guangdong Zengcheng Industrial Park, Guangdong Zhaoqing (Gaoyao) Auto Parts Industrial Park, Greater bay Area Automobile Industrial Zone, Guangzhou Development Zone, Shenzhen BYD Pingshan Industrial Park, Foshan High-tech Industrial Development Zone, Huizhou (Shiwan) Automobile Industrial Park, Liuzhou High-tech Zone, Wuhan Economic and Technological Development Zone, Xiangyang Automobile Industrial Park, Yancheng New Energy Automobile Industrial Park, Chongqing Changan Automobile Zone, Chengdu Economic and Technological Development Zone, Changsha County Economic and Technological Development Zone, Jiangxi Dacheng Automobile Technology Industrial Park, etc.;

◆ More than 50 automotive R&D Centers —China Automotive Technology Research Center, GAC Automotive Engineering Research Institute, GAC AION Technology Center, BYD Auto Engineering Research Institute, BYD Product Planning and New Auto Technologies Research Institute, Dongfeng Nissan Passenger Vehicle Technology Center, Honda Technological Co., Ltd., Xpeng Motors R&D, Geely Automobile Research Institute, Ford Nanjing Automotive Engineering Research Center, Changan Automobile Engineering Research Institute, Yutong Bus Technology Research Institute, Jiangling Motors Group R&D Center, Toyota Automotive R&D Center, Pan Asia Automotive Technology Center, Hyundai Motor R&D Center, Beijing Automotive Research Institute, Shanghai Automotive Technology Center, FAW Technology Center, Mercedes-Benz Passenger Vehicle China R&D Center, Great Wall Motor Technology Research Institute, JAC Technology Center, Dongfeng Automobile company technology center, etc.;

◆ More than 100 vehicle manufacturing companies—GAC Passenger Cars, GAC Aion New Energy, BYD, Xpeng Motors, Tesla, NIO, Li Auto, GAC Toyota, Dongfeng Nissan, GAC Honda, Geely Automobile, Jikrypton Motors, Dongfeng Motor, Dongfeng Honda, Liuzhou Wuling, Changan Automobile, Avita, Changan Ford, Hyundai Motor, Xiamen Kinglong, Volvo Cars, FAW-Volkswagen, FAW Jetta, FAW Toyota, SAIC Volkswagen, VOYAH Automobile, SAIC-GM, BAIC Foton, enza New Energy, Leapmotor, Xiaomi Motors, SERES, Chery Automobile, Zhengzhou Yutong Bus, Guangzhou Fengshen Motors, Dongfeng Liuzhou Motors, Great Wall Motors, JAC Motors, Smart Motors, FAW Jiefang, China National Heavy Duty Truck, Jiangling Motors, Jiangling Ford, SAIC Roewe, BMW Brilliance, Volkswagen Anhui New Energy, Beijing Benz, Fujian Benz, Skyworth Automobile, Dayun Automobile, Vietnam Vinfast, etc, etc.;

◆ More than 1,000 Tier 1&2 suppliers—Bosch, Continental, Denso, Valeo, Aptiv, Panasonic Automotive Systems, ZF, Marelli, Lear, Faurecia, Sumitomo Electric, Hella, Hitachi Automotive Systems, Autoliv, Dana, BorgWarner, CATL, Koito, Aisin Seiki, Magna International, Hyundai Mobis, Cummins, Brose, Hyundai Wia, Joyson Electronics, Mitsubishi Motors, Inovance Technology, United Power, Eberspächer, Hyundai Tandys, Yanfeng, Huayu Motors, Toyota Boshoku, JTEKT, Desay SV, Foryou Corporation, Guangxi Yuchai, GAC Toyota Engine, Benteler, Verico, Adient, Neusoft Automotive Electronics, FinDreams Powertrain, Nidec Automotive Drive, Elring Klinger, Visteon, Honda Auto Parts, Minth Automotive, Webasto, Hangsheng Electronics, GAC Components, Toyota Gosei, TIAS, Fuyao Group, Sama, CALB, Dongfeng Components, Huawei Technologies, DJI Automotive, Ningbo Tuopu, Nuobo auto, Shinry Technology, Infineon, Renesas Electronics, Jingjin Electric, Wanxiang Group, Founder Motor, Jiexin Power, etc.

## Exhibit Profile

- Fastening solutions
- Seats, Floor mats
- Carpets
- Fire retardant materials
- Noise insulation materials
- Fabrics for seat
- dashboard, door lining
- etc
- Leathers for seat
- dashboard steering wheel
- door lining and gearlever
- Speaker systems
- In-car entertainment systems
- MP3/4 compatibility
- Satellite navigation systems
- 'carbon fibre' veneers
- Wood veneers
- Rear-view mirrors
- Lightweight materials
- Sun visors and sun blinds
- Vanity mirrors
- Interior lighting
- Instruments
- Seat belts/restraint systems
- Door mouldings
- Door sill mouldings
- Airbags
- Roof linings
- Information displays
- Parcel shelves
- Dashboard materials
- Luggage covers
- Boot linings
- Cup holders
- Luggage nets
- Wiring looms
- Hinges (gloves boxes, etc)
- Interior door releases
- Electronic fasteners
- Springs and latches (for switchgear)
- Switches and toggles
- Power outlets (12V for charging etc)
- HVAC systems
- Infotainment software providers
- Screens and monitors
- Hydraulic struts (gloves boxes, etc)
- Electric motors (motorized monitors and sun screens)
- Blanking plates for covering fastenings
- Grab handles.

## Exhibitor Comments

We provide "software + hardware + cloud platform + service" products to manufacturers in the automotive industry. By participating in the AUTO TECH South China Exhibition, exhibitors have achieved technology sharing and win-win cooperation in the industry, with very good results. We hope that the cooperative relationship and friendship with the organizer can continue to develop, and we hope that the AUTO TECH exhibition can be more in-depth in the technical forum, creating a better platform for colleagues in the entire industry to enable everyone to communicate more deeply.

**Lin Bo, Deputy General Manager, Shanghai Vehinfo Technologies Co., Ltd.**



We actively participated in the AUTO TECH Exhibition after receiving the invitation, and achieved our goals. We brought BOE Varitronics's curved MiniLED with million-level contrast and ultra-high brightness, low-power and 100,000-level color contrast BD Cell, micro-seam splicing and flexible transparent display and other leading technology automotive products for the exhibition, which won unanimous praise from customers on site. There were also a constant stream of people at our stand. It was a truly meaningful exhibition.

**Cao Yujing, Section Chief, BOE Technology Group Co., Ltd.**



## Visitor Comments

The impression of AUTO TECH South China Exhibition can be described in two words: trend and professionalism. The trend can be seen through the exhibition. We will continue to visit the AUTO TECH South China Exhibition next year, and I hope that the AUTO TECH South China Exhibition will get better and better. When you come to this exhibition, you can see different aspects of the exhibition and open up your horizons.



**Zhang Hongchao, General Management Department, Guangzhou Automobile Group Automotive Engineering Research Institute**

# China Automotive Intelligent Exterior Industry Forum at AUTO TECH 2025

November 21-22, 2025 China · Guangzhou

## Forum topics in 2025 (including but not limited to)

- ◆ Innovative ideas for automotive intelligent interior materials, colors, and surface technologies in the era of the new four modernizations;
- ◆ Introduction to high-perception surface processes and cases of their application in automotive interiors;
- ◆ Trends in low-carbon process technologies for intelligent interiors under the background of carbon peak and carbon neutrality;
- ◆ Automotive interior design that integrates optical and electronic intelligent technologies;
- ◆ Application cases of light-transmitting microfibers and light-transmitting leathers in automotive intelligent surfaces;
- ◆ Introduction to the application of in-mold spraying technology in automotive cockpit products;
- ◆ Future prospects for the zero-gravity seat industry;
- ◆ Development and innovation of interior plastic-electric integration technology;
- ◆ New generation of head-up display technology;
- ◆ Cases and new demands for new technologies for window frame trims;
- ◆ Research on key design points for automotive ambient lights, application examples, and development trends.

## AUTO TECH Speakers(partial)



Liao Lei  
Chief Engineer of Internet of Vehicles & Software Defined Automotive Project Director  
GAC Research Institute



Su Ning  
BOE Varitronix CEO, VP of BOE Group



Cao Zhiling  
Director of User Experience Design  
Xpeng Automotive Technology Co., Ltd.



Yu Zhenghua  
CEO  
Motovis



Donato Vairo  
Vice General Manager  
Metasystem Electronics (Chongqing) Co., Ltd



Zeng Can  
Interior and exterior development manager  
Guangqi Honda Automobile R&D Co., Ltd.



Liu Chunyan  
Interior design engineer  
GAC Research Institute



Yang Dongsheng  
President of Automotive Technology Research Institute  
BYD Auto Industry Co., Ltd.,



Ouassim Sfar  
Project technical management  
Volkswagen (Anhui) Co., Ltd.



He Zelu  
Interior and exterior development manager of Ningbo Zhongjun Senchi Auto Parts Co., Ltd.



Zhang Haijun  
Product Planning Director  
Foryou Corporation



Yuan Lifei  
Automotive Interior Innovation Design Director  
Chery Automobile Co., Ltd.



Reo Zhou  
Automotive interior R&D manager  
Li Auto Inc.



Li Xiao  
Automotive interior and exterior designer  
Changan Automobile



Wang Xingsong  
Senior Project Manager  
Yanfeng Automotive Interiors Co., Ltd.



Liu Yiwen  
Visual design engineer  
Xiaomi car



## Targeted buyers:

BYD Auto  
GAC R&D CENTER  
XPENG Motors  
GAC Aion New Energy Automobile  
Dongfeng Nissan Passenger Vehicle  
Honda Technology (China)  
Changan Automobile Global R&D Center  
Volkswagen (Anhui)  
Great Wall Motor  
GAC Toyota Motor  
Xiaomi Auto  
Li Auto Inc  
Yanfeng Automotive Interiors  
Faurecia  
Lear  
Desay SV Automotive Electronics  
Huawei Technologies  
Adient  
Joyson Electronics  
Tesla (Shanghai)  
Geely Automobile  
Denso China  
Chery Automotive  
Toyota Boshoku  
Autoliv  
Magneti Marelli Automotive Electronics  
Mercedes-Benz China R&D Center  
Magna International  
KASAI KOGYO  
VinFast Electric Cars  
BMW  
Toyoda Gosei  
Nio Motor  
VOYAH Automobile  
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## Briefing

### Time:

November 21-24,2025

### Venue:

Area D, China Import and Export Fair Complex (Guangzhou)

### Organizers:

China Automotive Engineering Research Institute Co. Ltd  
Society of Automotive Engineers of Guangdong  
Society of Automotive Engineers of Guangxi  
Society of Automotive Engineers of Fujian  
Society of Automotive Engineers of Hubeing  
Society of Automotive Engineers of Jiangxi  
Guangzhou J&S Watson Exhibition Co., Ltd

### Co-organizers:

BYD Auto Industry Co., Ltd.  
GAC Research Institute  
GAC Honda Co., Ltd.  
GAC Toyota Co., Ltd.  
Dongfeng Nissan Passenger Vehicle Technology Center  
Chery Automotive Technology R&D Center  
Changan Automobile Global R&D Center  
Geely Automobile R&D Center  
Xiaomi Automobile Technology Co., Ltd.  
Guangzhou Xiaopeng Motors Technology Co., Ltd.  
NIO Co., Ltd.  
Li Auto Inc  
Dongfeng Motor R&D Center  
Great Wall Motor Company Limited  
FAW-Volkswagen Co., Ltd

Guangzhou JS Watson Exhibition Co.,Ltd

Exhibitor Manager

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## Show schedule

SHOW TIME

Move In:  
2025.11.19-20

Show Time:  
2025.11.21-24

Move Out:  
2025.11.24

## Booth fee

Booth type	Specifications	Price
Standard booth	9m <sup>2</sup>	USD 2800
	18m <sup>2</sup>	USD 5600
Raw space	36m <sup>2</sup> at least	USD 280/m <sup>2</sup>