

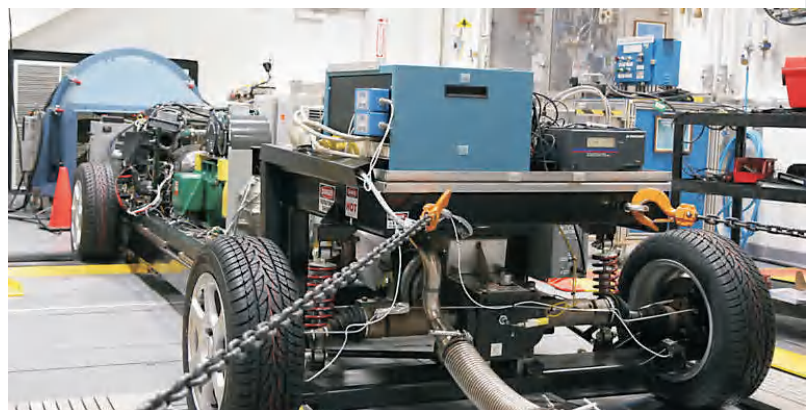


2026 第十三届广州国际汽车技术展览会

The 13th China Guangzhou Automotive Technology Expo 2026



AUTO TECH China
亚洲领先的汽车技术展
www.china-autotech.com



招展书
Factsheets
information for exhibitors 2026

2026年11月27-30日

November 27-30, 2026

中国进出口商品交易会展馆D区

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

同期举办：第二十四届广州国际汽车展览会

Held inside: The 24th AUTO Guangzhou 2026

● **主办单位:**
Organizer:

- 中国汽车工程研究院
China Automotive Engineering Research Institute
- 广东省汽车工程学会
Society of Automotive Engineers of Guangdong
- 广西汽车工程学会
Society of Automotive Engineers of Guangxi
- 福建省汽车工程学会
Society of Automotive Engineers of Fujian

- 江西省汽车工程学会
Society of Automotive Engineers of Jiangxi

- 湖北省汽车工程学会
Society of Automotive Engineers of Hubei

- 广州嘉实沃森展览有限公司
Guangzhou JS Watson Exhibition Co., Ltd

- 武汉嘉实沃森展览有限公司
Wuhan JS Watson Exhibition Co., Ltd

● **支持单位:**
Supporters:

- 中国汽车技术研究中心
China Automotive Technology & Research Center
- 广东省智能网联汽车创新中心
Guangdong Intelligent Connected Vehicle Innovation Center
- 美国汽车工程师协会
SAE International
- 日本汽车工业协会
Japan Association of Automobile Manufacturers

2026 展会规模预计 At a Glance



展会介绍: AUTO TECH China 2026 第十三届广州国际汽车技术展览会是由汽车技术相关的展览及高峰论坛组成, 将于2026年11月27日-30日在广州的中国进出口商品交易会展馆D区(又称广交会展馆)举办; 组委会设立汽车电子技术展、自动驾驶与具身智能技术展、智能座舱技术展、汽车材料技术展、汽车内外饰展、新能源汽车技术与热管理展、汽车测试测量展、以及汽车底盘系统技术展等专题展览会, 同时邀请诸如广汽、日产、丰田、本田、比亚迪、特斯拉、小鹏、蔚来、理想、东风、长安、上汽、吉利、长城、奇瑞、小米、奔驰、宝马、大众、一汽、宁德时代、博世、大陆、电装、德赛西威、华为技术等汽车主机厂及一级零部件供应商的上万名采购、技术工程师汇聚一堂, 参加展会以寻求供应商及合作伙伴。行业领袖还将分享最热话题的精彩演讲, 带您了解行业造车领域最新潮流趋势和尖端技术!

本届展会以“智行未来, 科技驱动”为主题, 全面聚焦汽车智能化与电动化, 为整车研发与零部件采购赋能, 打造亚洲领先的汽车工业技术展, 对接主机厂和一级零部件供应商的灯塔展会!

AUTO TECH China 2026—Asia's leading exhibition for advanced automotive technologies.

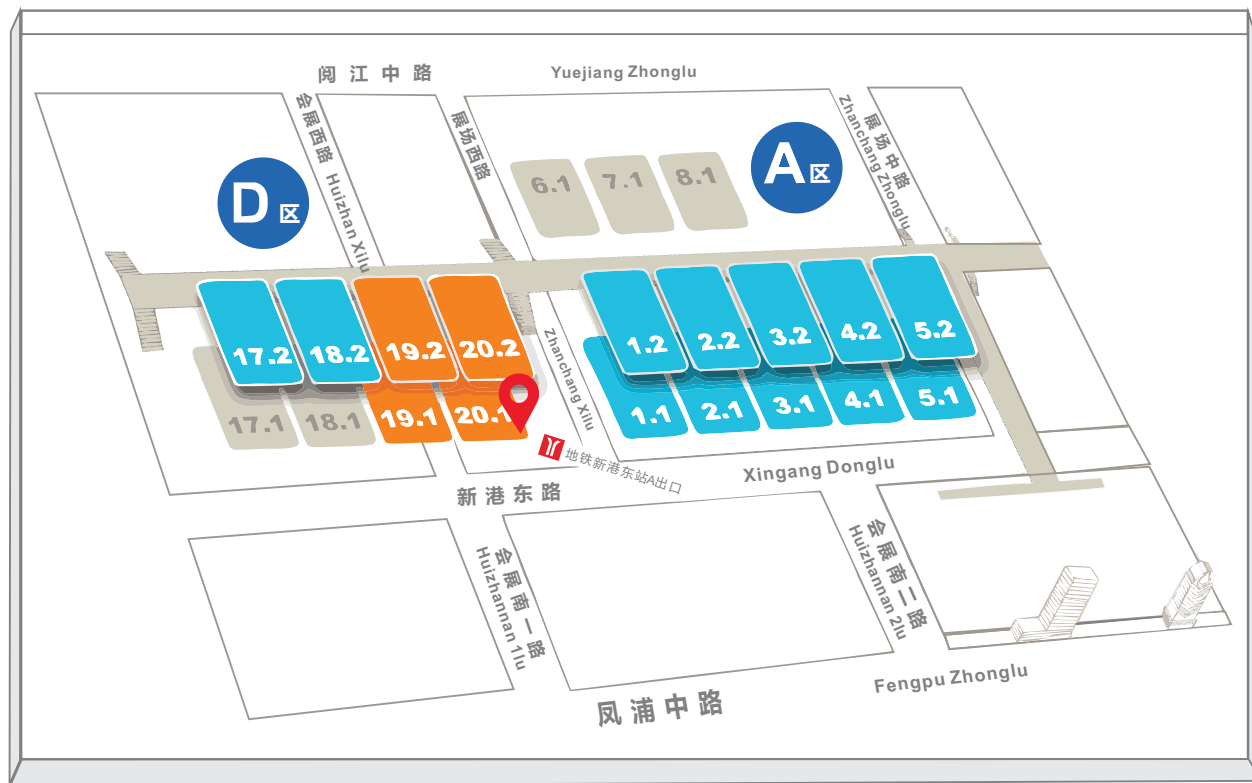
The 13th China Guangzhou Automotive Technology Expo 2026 (AUTO TECH China) will be held from November 27-30, 2026 at the China Import and Export Fair Complex (Area D) in Guangzhou. And it covers all the important topics of automotive industry such as automotive electronics, interiors/exterior, EV Tech and thermal management, automotive chassis systems, smart cockpit, lightweight, automotive test and autonomous driving/Embodied-AI ect., which will attract 500+ exhibitors to showcase products and technologies representing the entire supply chain. Meanwhile, the event organizer will invite automotive OEMs, R&D institutes and Tier 1 suppliers to visit the show such as GAC, BYD, Nissan, Toyota, Honda, Tesla, XPENG Motors, Dongfeng, Changan, SAIC, Geely, GM, Mercedes-Benz, BMW, Volkswagen, NIO, Xiaomi, Bosch, Continental, Yanfeng, Faurecia, DENSO and any others from China and all over the world. The high-quality exhibitors and large number of key decision-makers and trade visitors that attend the AUTO TECH China make it an important communication and business platform for the industry.

Why AUTO TECH China is held in Guangzhou? Guangzhou is the capital and largest city of southern China's Guangdong province, also the largest province for the automotive industry. South China is home to the headquarters and R&D centers of GAC, Dongfeng Nissan, GAC toyota, GAC Honda, XPENG motor, BYD, Huawei, CATL, Desay SV, Hangsheng ect, which generate billions in automotive manufacturing.

→ 展品范围 EXHIBITS SCOPE

- ◆ 未来出行技术
Future mobility technology
- ◆ 汽车材料与轻量化技术
Automotive materials and lightweight technology
- ◆ 汽车底盘系统技术
Automotive chassis systems technologies
- ◆ 智能座舱与车载显示技术
Intelligent cockpit and In-vehicle display technology
- ◆ 汽车动力系统技术
Automotive powertrain technology
- ◆ 自动驾驶与具身智能技术
Autonomous driving solutions, embodied intelligent robot technology
- ◆ 电池、电机、变频器、热管理技术、充换电技术
Batteries, motors, inverters, thermal management technology
- ◆ 汽车内外饰
Automotive interior and exterior
- ◆ 汽车测试测量
Automotive testing and measurement
- ◆ 汽车电子与软件技术
Automotive electronics, software





■ 汽车技术馆：汽车材料（汽车钢/铝/复合材料/塑料/高分子材料等）、自动驾驶、汽车电子、内外饰、座舱、动力系统、底盘、新能源汽车技术、测试技术、其他零部件、汽车工程等；

Automotive Technology Halls: automotive materials, electronics, interiors, exteriors, EV Tech, chassis systems, autonomous driving, Embodied AI, powertrain systems, test, engineering ect.

■ 整车馆：超过30家汽车主机厂企业参展，超过1000台展车，超过100台新车全球发布

Vehicle Halls: More than 30 OEMs will exhibit at the show, showcasing over 1,000 vehicles, including the global launch of over 100 new cars.

→ 部分专业观众群体 WHO YOU WILL MEET AT AUTO TECH CHINA



→ 2025 展会回顾 Post-Show Report



AUTO TECH China 对 Caresoft 而言是一项具有重要战略意义的领先展会。我们的展位吸引了大量有效的专业观众。我们希望通过此次展会打造全方位的品牌体验，充分展现我们在汽车行业的创新能力和产品专长。在本次展会上，我们将展示我们如何提供标杆分析和成本削减解决方案，帮助整车厂商优化设计、降低成本并提升性能。

AUTO TECH China is a strategically important leading trade fair for Caresoft. We have had a tremendous number of visitors to our stand, far exceeding our expectations. We want our presence to create a holistic brand experience that showcases our innovation and product expertise in automotive industry. At AUTO TECH China, we are demonstrating that we provide the benchmarking and cost reduction solutions that help OEMs and suppliers improve their design, cost, and performance parameters.

Mr. Mathew Vachaparampil, CEO of Caresoft Global

→ 2025 展会数据 / SHOW FIGURES

- 40,000 平米展示面积
square meters exhibition area
- 451 家展商数来自 47 个国家和地区
exhibitors from 47 countries/regions
- 45,218 名专业观众
professional visitors & buyers

“我们的愿景是携手共创：无论您处于设计初期还是后期，我们都致力于通过我们创新的产品和始终如一的服务理念，帮助您找到应对挑战的最佳解决方案。这一点在2025年 AUTO TECH China 汽车技术展上再次得到印证。我们有机会与客户交流，了解他们的需求，并建立长期的合作伙伴关系。作为领先的行业展会，广州国际汽车技术展为这些宝贵的联系提供了完美的平台。”

“Our vision is creating together: Whether you're in the early stages or further along in the design process, we are committed to helping you find the right solution for your challenges - through our innovative products and our unwavering service mentality. This was once again demonstrated at AUTO TECH China 2025, where we had the opportunity to engage with customers, understand their needs, and foster long-term partnerships. As the leading trade fair, AUTO TECH China provides the perfect platform for these valuable connections.”

吴永祥，东阳集团总裁

Crispin Wu, CEO of Tong Yang Group.(Changzhou) Co., Ltd.

→ 展会同期活动 CONCURRENT CONFERENCES

汽车电子创新技术暨自动驾驶国际论坛
International Forum on Automotive Electronics Technology
Innovation and Autonomous Driving

汽车轻量化及创新型汽车材料技术研讨会
The Lightweight Vehicles and Innovative Materials
Development Forum

中国汽车智能底盘大会
China Automotive Intelligent Chassis Conference

智能座舱创新与开发论坛
Smart Cockpit Innovation and Development Forum

汽车智能内外饰创新技术发展论坛
Automotive Intelligent Interiors Industry Development
Forum

→ 2025 展商评价 / Exhibitor Statements



90%

展商对 AUTO TECH China 表示满意
were very satisfied with AUTO TECH
China (Guangzhou)

81%

展商表示将参加下一届 AUTO TECH China
would participate in AUTO TECH China
(Guangzhou) again in AUTO TECH 2025

97%

展商将向朋友和同事推荐 AUTO TECH China
would recommend exhibiting at AUTO TECH
China (Guangzhou)



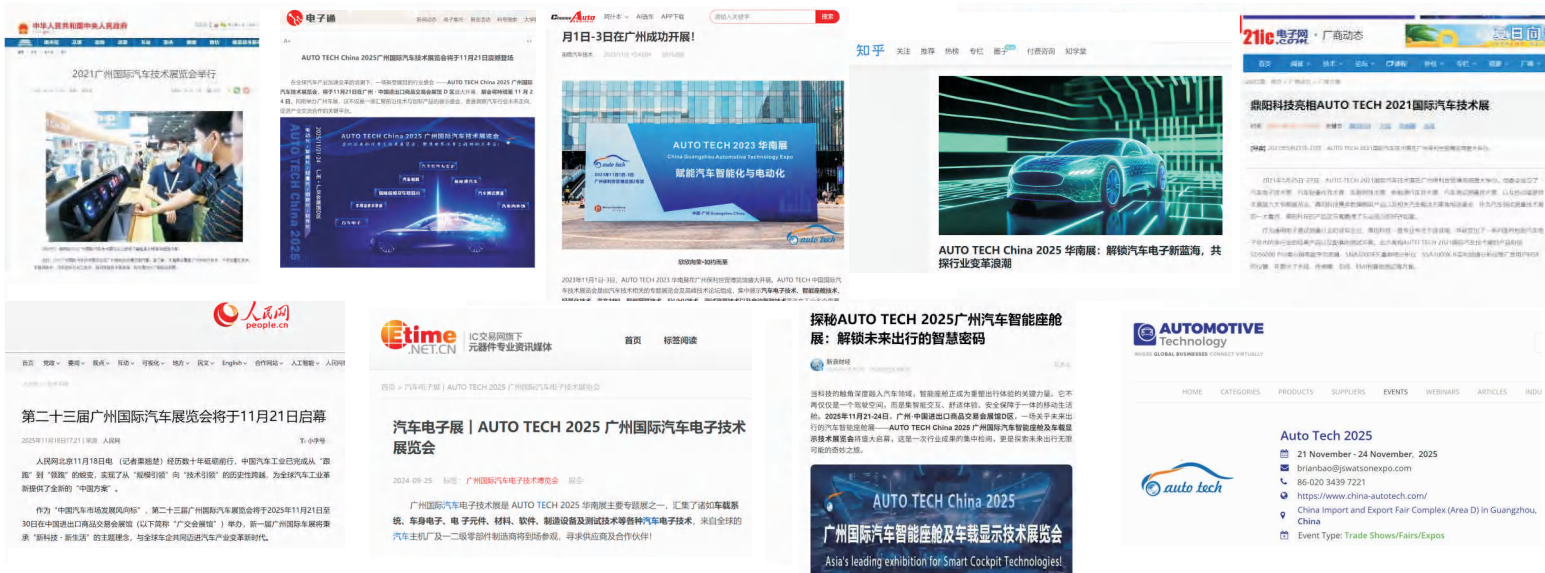
→ 优质观众抽样 / High-quality visitors sampling

Lucid Motors 座椅系统开发高级工程师•广汽集团大研发中心整车开发院工程师•东风日产乘用车公司服务支持采购部部长•长安汽车股份有限公司采购中心总经理•广汽本田汽车研究开发有限公司总经理室执行副总经理•小鹏汽车内外饰及智能座舱资深工程师•塔塔制造技术咨询（上海）有限公司电子电器总监•吉利远程新能源商用车集团智驾部部长•戴姆勒大中华区投资有限公司整车开发部耐久性测试工程师•印度Maruti Suzuki India Ltd工程部副总裁•广汽本田汽车有限公司采购部内外饰项目经理•广州奥托立夫汽车安全系统有限公司总经理•比亚迪汽车工业有限公司总部高级主管•加特可（广州）自动变速箱有限公司采购总监•浙江春风动力有限公司技术副总•宁波中骏森驰汽车零部件股份有限公司资深项目经理•惠州市德赛西威汽车电子股份有限公司车载事业部产品经理•广州南沙电装有限公司采购部部长•富士康科技集团采购经理•丰田纺织（中国）有限公司广州分公司业务课课长•东风汽车集团股份有限公司技术中心车身部主任工程师•深圳创维汽车智能有限公司产品总监•福建奔驰汽车有限公司采购部经理•东风柳州汽车有限公司技术中心副院长•博格华纳动力驱动系统公司总裁兼总经理•广州林骏汽车内饰件有限公司开发部系长•长城汽车股份有限公司整车功能测试部主管工程师•广汽零部件有限公司技术中心机电开发部科长•比亚迪汽车工业有限公司广州工程研究院高级经理•东风日产乘用车公司零部件采购主管•广州小鹏汽车科技有限公司汽车电子电器系统集成专家•法雷奥汽车舒适及辅助驾驶系统事业部总监•宝马中国供应商质量管理高级经理•比亚迪汽车工业有限公司第十一事业部副总经理•吉利汽车研究院车身及外饰开发部部长•本田汽车零部件制造有限公司制造部工场长•广州丰田通商汽车服务有限公司佛山分公司设计部部长•广汽丰田汽车有限公司技术开发部科长•现代汽车研发中心（中国）有限公司电子开发部主管工程师•广汽丰田发动机有限公司技术科科长•柳州航盛科技有限公司技术中心主任•小米科技公司战略投资经理•中车株洲电力机车有限公司创新研究部总监•理想汽车采购项目经理•马瑞利汽车电子（广州）有限公司采购经理•华为技术有限公司项目经理•松下电器全球采购（中国）有限公司经理•阿里巴巴汽车战略合作项目经理•吉利集团-领克品牌研究院交互主任设计师•奇瑞捷豹路虎有限公司电子电器部采购经理•一汽研发总院车身开发部部长•广汽乘用车采购总监•江铃汽车首席技术官•广州汽车集团技术规划部总监•广州小鹏汽车有限公司动力总成专家•日立安斯泰莫汽车动力系统（广州）有限公司采购部部长•广州斯坦雷电气有限公司采购担当•丰田合成（中国）投资有限公司设计开发部部长•小米汽车采购部采购经理•马自达商品企划部总监•宁德时代测试验证中心总监•极氪汽车用户体验部创新产品高级经理•福耀集团供应链管理部部长•比亚迪汽车工业有限公司软件开发部总监等。

Senior Engineer, Seating Systems Development, Lucid Motors; Engineer, Vehicle Development Institute, R&D Center, GAC Group; Head of Service Support Purchasing Department, Dongfeng Nissan Passenger Vehicle Company; General Manager, Purchasing Center, Changan Automobile Co., Ltd.; Executive Vice General Manager, General Manager's Office, GAC Honda Automobile Research and Development Co., Ltd.; Senior Engineer, Interior & Exterior and Intelligent Cockpit Department, XPeng Motors; Director of Electronics and Electrical Systems, Tata Manufacturing Technology Consulting (Shanghai) Co., Ltd.; Head of Intelligent Driving Department, Geely Remote New Energy Commercial Vehicle Group; • Durability Test Engineer, Vehicle Development Department, Daimler Greater China Investment Co., Ltd.; • Vice President of Engineering, Maruti Suzuki India Ltd.; • Interior and Exterior Project Manager, Purchasing Department, GAC Honda Automobile Co., Ltd.; • General Manager, Guangzhou Autoliv Automotive Safety Systems Co., Ltd.; • Senior Supervisor, Overall Department, BYD Auto Industry Co., Ltd.; Section Chief of Technology Development Department, GAC Toyota Motor Co., Ltd.; Chief Engineer of Electronic Development Department, Hyundai Motor R&D Center (China) Co., Ltd.; Section Chief of Technology Department, GAC Toyota Engine Co., Ltd.; Director of Technology Center, Liuzhou Hangsheng Technology Co., Ltd.; Strategic Investment Manager, Xiaomi Technology Co., Ltd.; Head of Design and Development Department, Toyota Gosei (China) Investment Co., Ltd. • Purchasing Manager, Xiaomi Auto Purchasing Department • Director of Product Planning Department, Mazda • Director of Testing and Verification Center, CATL • Senior Manager of Innovative Products, User Experience Department, Jike Automotive • Director of Supply Chain Management Department, Fuyao Group • Director of Software Development Department, BYD Auto Industry Co., Ltd., etc.

（该数据从2024-2025年AUTO TECH 观众后台数据库抽查得出）

→ 全球媒体矩阵 / Global Media Matrix



→ 参展费用 / EXHIBITION FEE

展位类型 Booth type	展位规格 Specification	国内企业 Domestic	境外企业 Overseas
标准展位/展期 Shell scheme booth	9m ²	RMB 16000元/个	USD 3600/个
	18m ²	RMB 32000元/个	USD 7200/个
光地/展期 Row space	36m ² 起租	RMB 1600元/m ²	USD 300/m ²

AUTO TECH China

展会现场集锦 Photo on site



预订展位咨询——AUTO TECH China 2026 组委会



Watson Exhibition

J&S 沃森展览

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展会官网: www.china-autotech.com



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