

news +++ Auto Maintenance and Repair Expo
Capital International Exhibition & Convention Center, Beijing, 31 March – 2 April 2025



Auto Maintenance and Repair Expo 2025 concludes successfully, ushering in transformation for an innovative automotive aftermarket

Beijing, 10 April 2025. The Auto Maintenance and Repair Expo (AMR) concluded successfully on 2 April 2025 at the Capital International Exhibition & Convention Center (CIECC). Against the backdrop of the market shift towards intelligence, electrification, and green development, AMR returned to Beijing and welcomed industry peers from around the globe. The three-day event saw an increase in exhibitors, visitors and internationalism compared to the previous edition, reinforcing its role as a vital platform in the automotive aftermarket. With a diverse exhibition area and fringe events, the fair highlighted innovative technologies and emerging trends, fostering in-depth exchanges and garnering widespread acclaim from exhibitors and visitors.

Key figures from AMR 2025

- Visitor profile: 48,661 visits (7 percent increase) from 57 countries and regions (24 percent increase)
Top ten overseas countries and regions include Malaysia, South Korea, Thailand, Japan, Poland, Belarus, India, Kazakhstan, Myanmar and the US (in descending order)
- Exhibitors: 1,186 from around the globe (12 percent increase)
- Scale: 80,000 sqm of exhibition space
- 39 fringe programme events

With over 40 years engaging in the automotive aftermarket, AMR has firmly established itself as a platform for business trading, information exchange and talent development. This year, the show covered key areas of traditional maintenance and repair, parts and components, new energy vehicles, green equipment, and smart transportation, as well as highlighted innovations in the full supply chain of the automotive aftermarket.

A glimpse of innovative technologies across the show

In the maintenance and repair sector, the show featured companies in diagnostics and repair, tyres and wheels, body and paint, car wash, and more, showcasing breakthroughs in smart technology, and efficient and precise services. Mr Sven Zhan, Sales General Manager of Shenzhen MAXLINK Technology Co Ltd, remarked: "As the exclusive distributor of SATA products in China, we decided to launch the latest spray-painting solutions at AMR because of the show's reputation in the market. For instance, as a result of higher environmental standards in China, SATA focuses on innovation and eco-friendly advancement, intelligent spray-painting technology, and working collaboratively with partners to achieve shared success. Therefore, we have reached our goals by being able to strengthen our connections with both longstanding partners and new clients while gaining deeper insights into trends like green and intelligent spray painting."

The rapid rise of new energy vehicles is also influencing core components, battery systems, testing and diagnostic equipment, in addition to intelligent and automated technologies that enhance safety and efficiency, which participants noticed across the exhibition. Mr Qingkun Fan, Product Manager of Shanghai Balance Automotive Equipment Co Ltd, noted: “The growth of new energy vehicles has opened new opportunities for us. At this year’s AMR, we presented equipment integrated with automation and intelligent technology, such as tyre changers, balancers, voice-controlled inflators, car wash systems, and battery pack repair solutions. These products attracted strong interest from buyers at the show, of which align with our target markets, including China, Europe, the Middle East, and Southeast Asia. Furthermore, the show offered a platform for us to connect with global customers, as well as provided valuable insights into demands and emerging trends, guiding our future research and development. As a long-term exhibitor, we will continue to expand collaborations and showcase innovations leveraging AMR.”

Elsewhere, in the parts and components sector, Ms Stacy Zhang, Sales Manager of Zhejiang Fengriling Filters Manufacture Co Ltd, highlighted: “AMR serves as a vital platform for showcasing the technological advantages of our filter products. Its stage boosts our brand’s visibility as an upswing of its extensive global network, which connects us with global buyers to support international trade collaboration. In fact, we have had meaningful discussions with many domestic and overseas buyers who expressed their intentions to purchase our filter products.”

Mr Zee Wang, Regional Manager of Yuhuan Jinli Auto Parts Co Ltd, also commented: “With 33-year of experience in chassis manufacturing and a presence in Europe, North America, and Southeast Asia, we are at AMR to showcase our chassis products and expand our distribution network in Beijing, as well as visibility in surrounding areas. We are satisfied with our overall experience of AMR and the promising prospects of business expansion, as many visitors demonstrated a keen interest in doing business with us. As a widely recognised trade fair in the aftermarket, the exhibition has helped us connect with the right customers and offered new opportunities to embrace automation and intelligent development trends.”

Specialised zones supported collaborative development

This year, AMR introduced three specialised zones to help companies address market needs in green repair, talent development, and road transportation safety. Through product displays and activities, these zones presented diverse insights into industry trends. The Green Repair & New Energy zone featured a forum and training area with talks and case studies on new energy vehicle repair, as well as hands-on demonstrations in operating maintenance equipment. Mr Songlin Lv, Sales Director of Shenzhen Besita Technology Co Ltd, shared: “As a 15-year veteran in testing tools and equipment, we featured our battery balancers and repair toolkits for new energy vehicles. Exhibiting in this zone aligned perfectly with our focus, allowed us to get in front of target buyers, and deepened customers’ understanding of our equipment’s operational principles through forums and practical demonstrations. AMR provided a valuable channel to engage with existing customers, establish new partnerships and support our business growth.”

In the Industry and Education Integration zone, vocational institutions explained how they are deepening their ties within the industry. The National Vocational Skills Competition exemplified this with workshop technicians showcasing their craftsmanship. Ms Zhiqing Miao, Director of the Integration of Industry and Education at the China Automotive

Maintenance Equipment Industry Association, mentioned: "This marks our third year of close collaboration with AMR. This zone continued to evolve, successfully hosting competitions on New Energy Vehicle Repairer and Vehicle Paint Finishing. The event attracted broad participation from 4S shops, repair centres, and vocational institutions, promoting craftsmanship and supporting talent cultivation in the industry. We featured about 20 vocational institutions, spotlighting a number of current collaborations with business on training and internships. Moving forward, we aim to join hands with more institutions and companies to empower talent development."

Additionally, the new Road Transportation Equipment zone addressed the demand for safer and more efficient commercial vehicle solutions, featuring electric box trucks, driving simulators, and bundling equipment. Anhui Sanlian Applied Traffic Technology Co Ltd presented how intelligent technology is improving efficiency and safety in training with its driving simulators. Ms Qingli Qian, Exhibition Specialist, shared: "We debuted our driving simulators at this zone for both passenger and commercial vehicles. Our demonstrations and interactive experiences received a lot of positive feedback from the constant flow of visitors. Our highly accurate and intelligent devices therefore sparked strong interest from aftermarket buyers, greatly expanding our potential customer base. This has also reinforced the synergy between the aftermarket and transportation sectors in terms of the safety technologies."

Fostering global collaboration with diverse buyer resources

As a widely recognised international trade fair, AMR welcomed buyers from around the globe to support companies in business expansion. In terms of domestic buyers, Ms Yuting Ma, Head of the Exhibition and Conference Department of Tianjin Auto Parts Manufacturing Industry Association, noted: "As a professional and influential association in the Jing-Jin-Ji region, this year, we organised a delegation comprising automotive parts buyers, technicians, and retailers to attend the event with a focus on auto parts, new energy, connectivity and lightweight materials. Onsite visit at AMR is an effective way for accessing industry updates, connecting with supply chains, and advancing the auto parts sector."

Travelling from the Netherlands to attend the show, Mr Vincent Kunst, New Business Manager at Alliance Automotive Group, stated: "We firmly believe that China is at the forefront of the EV transition, so it is important to understand what players here are doing and experiencing, in addition to figuring out what workshops need. In this regard, we have benefitted greatly from this business meeting arranged by the organisers where we learnt more about the market, what the changes are and where China's market is heading. Now that we have a stronger sense of the environment, I look forward to exploring how exhibitors are implementing these changes into their products and parts."

Fringe programmes illuminate future industry trends

AMR also hosted 39 diverse forums, conferences and competitions, spotlighting topics like technological innovation, talent cultivation, global collaboration, and emerging market trends. Participants praised the relevance and organisation of these events, which fostered vibrant exchanges.

A flagship event at AMR, the seventh instalment of the Automotive Aftermarket Conference has seen a surge in scale and professionalism, attracting approximately 1,000 participants. Mr David Dai, Founder of Magic Cube who co-organised this event, shared: "The conference focused on key industry trends, workshop operations, auto parts supply

chains and global collaboration. With insights from leading companies like Amazon, eBay, Roland Berger, and Yiche Research Institute under Tencent, it received widespread acclaim from audiences and companies. We aim to leverage this platform to foster knowledge sharing, innovations, and connections across the supply chain, supporting steady progress in the evolving aftermarket.”

In addition, as a co-organiser of the Jing-Jin-Ji Commercial Vehicle Repair Forum and Aftermarket Business Cooperation Exchange, Mr Qiang Song, Secretary-General of the Commercial Vehicle Maintenance and Repair Branch, China Automotive Maintenance and Repair Trade Association, said: “The concurrent events at AMR were well organised and focused on market hotspots and business growth needs. This forum provided a valuable examination on industry trends while emphasising growth in repair efficiency and service capabilities. The discussions centred on leveraging advanced products and solutions to boost vehicle repairs and attract more customers, addressing challenges of low customer visits to OEM repair stations.”

Mr Yulou Zhang, Director of Nanjing Motor Vehicle Comprehensive Performance Testing Center, explained: “This was my first visit to AMR, and I was thrilled to attend the Motor Vehicle Inspection and Pollution Prevention Conference, which was held concurrently. This event was very rewarding. The speakers provided clear and actionable insights into government policies to offer guidance that addressed challenges and pain points in the testing sector. I also visited various suppliers of testing equipment and explored cutting-edge technologies during the show. AMR impressed me with its one-stop platform for market trends, equipment sourcing, and policy understanding. I look forward to visiting the show next year.”

An audience member from Tanzania, Mr Shomari Omar, Officer of Ministry of Transport, praised the Belt and Road Aftermarket Cross-border Cooperation Seminar: “I found the speakers to be very informative, each sharing different perspectives on potential opportunities. They discussed the Belt and Road Initiative, which is crucial for connecting China with Africa. For me, attending this event was important to learn how to strengthen this connection and build up our infrastructure to bridge transportation and business.”

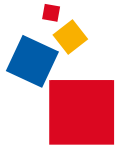
The Auto Maintenance and Repair Expo (AMR) is co-organised by China Automotive Maintenance Equipment Industry Association (CAMEIA), China Automotive Maintenance and Repair Association (CAMRA), Messe Frankfurt (Shanghai) Co Ltd and China National Machinery Industry International Co Ltd (Sinomachint). The fair is one of some 40 global events under Messe Frankfurt’s Mobility and Logistics sector.

The next edition of AMR will return in the spring of 2026, with details to be announced in due course. Please contact Messe Frankfurt (Shanghai) Co Ltd at + 86 400 613 8585, visit www.amr-china.cn or email amr@china.messefrankfurt.com for further enquiries.

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Press information and photographic material:

www.auto-maintenance.cn.messefrankfurt.com/beijing/en/press.html

**Your contact:**

Sylvia Lin

Phone: +852 2238 9970

sylvia.lin@hongkong.messefrankfurt.com

Messe Frankfurt (HK) Ltd
35/F China Resources Building,
26 Harbour Road,
Wanchai, Hong Kong

www.messefrankfurt.com.hk

www.amr-china.cn

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,500* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability

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 2024

Background information on Sinomachint

China National Machinery Industry International Co., Ltd. (SINOMACHINT), a holding subsidiary of China National Machinery Industry Corporation (Sinomach), is a professional exhibition organizer. The company offers a full range of industry chain services, including exhibition organization, conference activities, and operational & construction, covering seven major business sectors: self-hosted domestic exhibitions, self-hosted overseas exhibitions, overseas agency exhibitions, conference and forum activities, exhibition operations, exhibition project contracting, and integrated marketing. SINOMACHINT organizes over 50 exhibitions annually at home and abroad, with a total area of over 3 million square meters, ranking among the top in the list of the Top 50 Exhibition Organizers in China. It also organizes around 180 overseas agency exhibitions each year.

For eight consecutive years, it has ranked first in the number of exhibition projects in the Annual Report on China's Exhibition Industry published by the China Council for the Promotion of International Trade, making it one of China's largest overseas exhibition organizers. With a global network, SINOMACHINT has set foot on over 100 countries and more than 300 cities, organizing over 3,100 international exhibitions. As the only machinery exhibition brand with over 70-year history in China's exhibition industry, SINOMACHINT is dedicated to the development of equipment manufacturing industry. By leveraging its market-oriented, professional, international advantages, it is committed to establish itself as a comprehensive exhibition service provider with core competencies that is first-class in China and recognized around the globe. Supporting new industrialization and high-quality Belt and Road cooperation, it aims to promote Chinese brands while becoming a leader in the China's exhibition industry, a contributor to the development of machinery industry, and a promoter of foreign economic and trade cooperation. For more information, please visit the website at: www.sinomachint.com