



Official Website



AUTO SALON WEEK

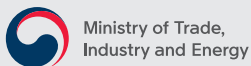
KOREA'S NO. 1 FAIR FOR AUTO TUNING AND AUTOMOTIVE AFTERMARKET 2023

Sep 8(Fri)-10(Sun), 2023 | KINTEX

Host



Ministry of Land,
Infrastructure and Transport



Ministry of Trade,
Industry and Energy

Organizer



Korea's **NO. 1 Auto Aftermarket Show** which is the **best platform** to drive you **auto aftermarket business forward**

2022 K-AUTO Facts and Figures

32,157 sqm of Exhibit Area

180 Exhibitors

343+ Show cars

1,300 Booths

75,859 Visitors

2023 Show Overview

| | |
|--------------------------|---|
| EVENT | K-AUTO 2023 |
| SUB-TITLE | (2023 International Auto Show for Auto Tuning and Automotive Aftermarket in Korea) |
| DATE OF THE EVENT | Sep 8(Fri)-10(Sun), 2023 / 3days |
| VENUE | KINTEX II Hall 7-8 & Outdoor Area |
| SCALE | 22,580 sqm, 250 Exhibitors, 1,300 Booths (expected) and outdoor area |
| VISITORS | 80,000 (expected) |
| HOST | Ministry of Land, Infrastructure and Transport, Ministry of Trade, Industry and Energy |
| ORGANIZER | SeoulMESSE Co., Ltd., KINTEX |
| PARTNERS | [KARA] Korea Automobile Racing Association [KAIMA] Korea Automobile Inspection Maintenance Association [CARPOS] Korea Association of Auto Technicians [ATK] Auto Tuner of Korea [KATIA] Korea Auto Tuning Industry Association [KATMO] Korea Automobile Tuning Multipurpose Organization |
| SUPPORTERS | [KAPRA] Korea Automotive Parts Remanufacture Association |

BUSINESS PROGRAM

- ▶ Business matchmarking program with hosted buyers
- ▶ Extensive pre-show promotion for exhibitors
- ▶ Seminar & conference to tap into global markets

Product Sectors

| AUTO SERVICE PARTS | AUTO TUNING CARE ACCESSORIES | AUTO CAMPING & MOBILES | AUTO BIKES | AUTO MART |
|--|---|---|--|---|
| <ul style="list-style-type: none"> ▶ Maintenance Parts & Accessories ▶ Workshop equipment for repair and maintenance ▶ Parts & Components ▶ Dealer, sales and service management ▶ Online presence, E-commerce and mobile payment | <ul style="list-style-type: none"> ▶ Technical / Visual Customizing ▶ Tyres & Wheels ▶ Car wash & Care, Oils and lubricants, Technical fluids ▶ Films ▶ General accessories for motor vehicles & Electronics Equipment, assemblies and modifications | <ul style="list-style-type: none"> ▶ Special vehicles ▶ Car trailers and small utility vehicle, Camping Car ▶ Connectivity, Autonomous driving, Sharing, Electrification ▶ Motor Sports | <ul style="list-style-type: none"> ▶ Auto-Bike ▶ Riding Gear ▶ e-Mobility ▶ Bike Tuning & Parts ▶ Bike Accessories ▶ Auto-Bike Communities | <ul style="list-style-type: none"> ▶ Leisure goods ▶ Men's grooming products ▶ IT products, Smart devices ▶ Mini car, game, plastic model kit ▶ Korean alcoholic beverage, Wine, Craft beer, Bakery, HMR |

PARTICIPATION GUIDE

Booth Rental Information

Early-bird discount deadline : 21(Fri) April, 2023
 Application submission deadline : 14(Fri) July, 2023

▼ Shell Scheme

| | | |
|--------------|---|--|
| Space Only | <p>as of 22. April 2,200 USD until 21. April 2,000 USD</p> | <ul style="list-style-type: none"> • Minimum requirement is 24sqm. • Only contracted space provided |
| Shell Scheme | <p>as of 22. April 2,700 USD until 21. April 2,400 USD</p> | <ul style="list-style-type: none"> • Booth Size : 12 sqm(4m*3m) • Provided with : <ul style="list-style-type: none"> - Fascia board with company name - 1kW Electric power, 4 spotlights - 1 information counter, 1 folding chair - Stand partitions, Two-way socket - Floor Covering (Fire-protecting carpet) |



Be Part of it - at Auto Salon Week 2023

<IN & OUTDOOR Exhibition hall>

CONTACT INFORMATION



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AUTO SALON WEEK

The Trendy Mobility Culture & Trade Show!

Sep 8(Fri)-10(Sun), 2023 | KINTEX, KOREA

AUTO

SERVICE

TUNING

SMART·EV

MOBILITY

- CONCURRENT EVENTS -

AUTO

BIKE *FESTA*

AUTO *FIESTA*

AUTO
CAMPING WEEK

AUTO *MART*