



Official Website



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

Host

Ministry of Land,
Infrastructure and TransportMinistry of Trade,
Industry and Energy

Organizer



Seoul MESSE

KINTEX



Korea's **NO. 1 Auto Aftermarket Show** which is the
best platform to drive your **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 [KAAT] Korea Association of Auto Technicians [ATK] Auto Tuner of Korea [CARPOS] Car Advanced Repair Powerful Operation System [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

- ▶ Maintenance Parts & Accessories
- ▶ Workshop equipment for repair and maintenance
- ▶ Parts & Components
- ▶ Dealer, sales and service management
- ▶ Online presence, E-commerce and mobile payment

AUTO TUNING CARE ACCESSORIES

- ▶ Technical / Visual Customizing
- ▶ Tyres & Wheels
- ▶ Car wash & Care, Oils and lubricants, Technical fluids
- ▶ Films
- ▶ General accessories for motor vehicles & Electronics Equipment, assemblies and modifications

AUTO CAMPING & MOBILES

- ▶ Special vehicles
- ▶ Car trailers and small utility vehicle, Camping Car
- ▶ Connectivity, Autonomous driving, Sharing, Electrification
- ▶ Motor Sports

AUTO BIKES

- ▶ Auto-Bike
- ▶ Riding Gear
- ▶ e-Mobility
- ▶ Bike Tuning & Parts
- ▶ Bike Accessories
- ▶ Auto-Bike Communities

AUTO MART

- ▶ 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

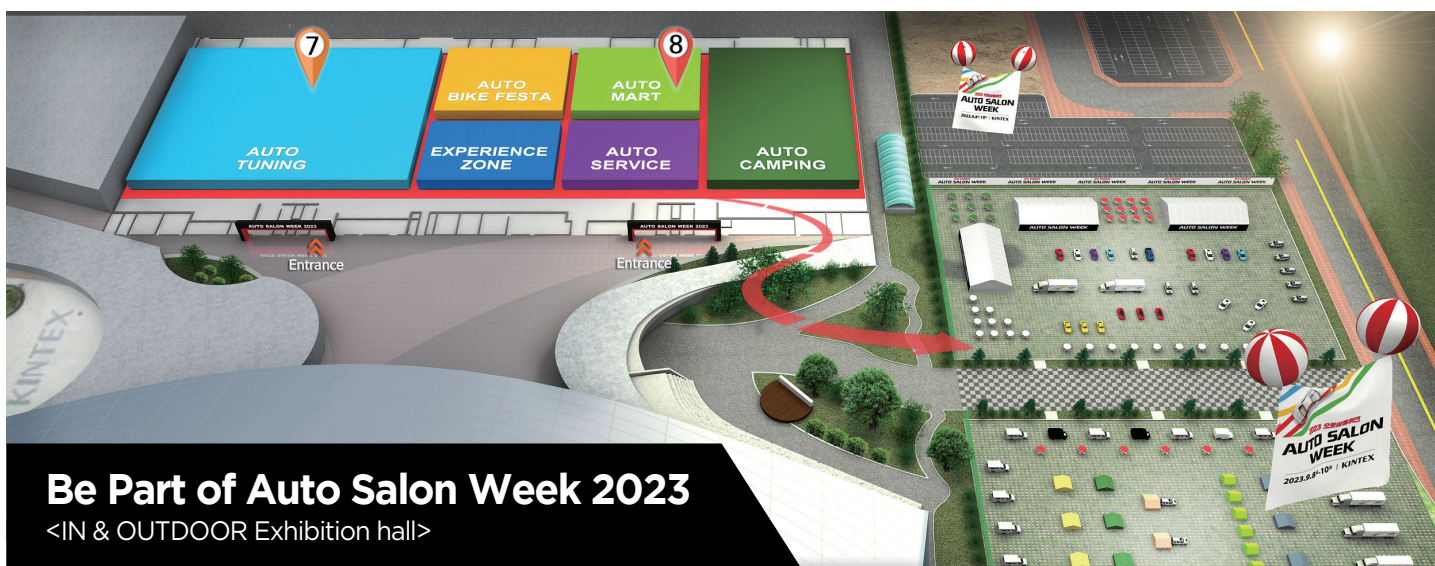
Booth Rental Information

Early-bird discount deadline : 21(Fri) April, 2023

Application submission deadline : 14(Fri) July, 2023

▼ Shell Scheme

Space Only	as of 22. April 2,200 USD until 21. April 2,000 USD	<ul style="list-style-type: none"> • Minimum requirement is 24sqm. • Only contracted space provided
Shell Scheme	as of 22. April 2,700 USD until 21. April 2,400 USD	<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 - Standing partitions, Two-way socket - Floor Covering (Fire resistant carpet)



Be Part of Auto Salon Week 2023

<IN & OUTDOOR Exhibition hall>

CONTACT
INFORMATION



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www.AUTOSALONWEEK.com

AUTO SALON WEEK

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**