

## Expected benefits of Participation

### The largest industrial exhibition in Korea visited by approximately 700,000 people

- Displaying the latest cutting-edge technologies and paradigm shift in auto industry
- Seoul Motor Show is the best marketing venue that comprehensively shows latest products and technologies
- More than 14,000 middle, high school or college students, who are viewed as future potential customers, will visit the exhibition

### Enhancing the brand value of exhibitors

- Publicizing their own brands at the largest and best auto exhibition in Korea
- Highlighting brand value and images to consumers

### Expanding consumer choices and promoting new demands

- Expanding consumer choices by exhibiting a wide range of technologies
- Enhancing customer satisfaction and purchasing needs through exposure to new products
- Visitors to the Motor Show will be encouraged to purchase exhibited products by the diversity and appeal of the displayed items
- Consumers' purchasing trends can be identified and this information can be utilized in marketing strategies

※ According to the ASNA (Auto Shows North America) survey, 56% of motor show visitors make purchase decisions based on their visits

### Providing automobile's artistic value and various entertainments

- Hold an International conference which will reflect future automobile imagination
- Enhancing test driving of self-driving and eco-friendly vehicles
- Plan educational and family-involving programs such as design festival, car-games, cultural performances
- Families account for 49% of all visitors(2017)

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Seoul Motor Show is OICA(International Organization of Motor Vehicle Manufacturers) approved international Motor Show. It is a theme-park-type exhibition that totally highlights the future and value of automobiles in relation to lifestyles, fun and entertainment.

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# 2019 SEOUL MOTOR SHOW

3.29(Fri)–4.7(Sun),  
KINTEX (Line3 Daehwa Station)

## Organizing Committee for Seoul Motor Show

※ Korea Automobile Manufacturers Association (KAMA),  
Korean Automobile Importers and Distributors Association (KAIDA),  
Korea Auto Industries Coop. Association (KAICA)



[www.facebook.com/seoulmotorshow](http://www.facebook.com/seoulmotorshow)

## Aspects of the exhibition

Theme-park-type exhibition that totally highlights the future and value of automobiles in relation to, lifestyles, fun and entertainment.

- **Present and Future of automobiles** IT convergence, autonomous driving, eco-friendly vehicles, car-sharing, etc
- **Value of automobiles** high performance, beauty (art), pride, safety, etc.
- **Lifestyles and entertainment** travel, leisure, family, hands-on experiences, games, etc.

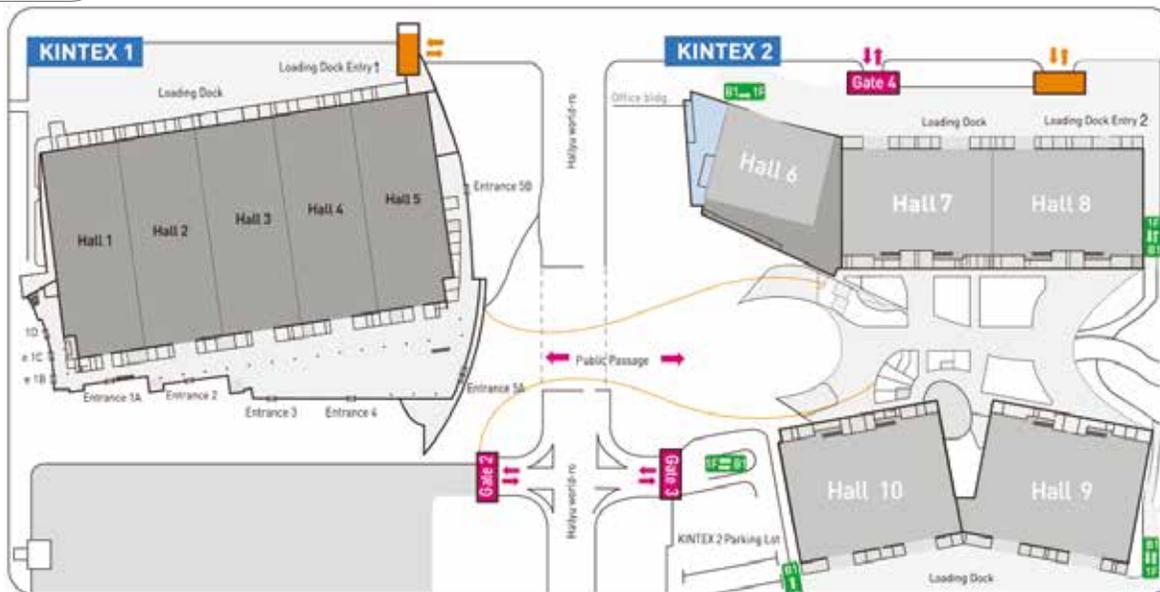
**Period** Mar. 29th, 2019(Fri) – Apr. 7th(Sun)

※ Press Day : Mar. 28(Thur)(Press Only)

**Place** KINTEX (Goyang, Gyeonggi-do)

**Size of the exhibition** 91,141m<sup>2</sup>

## Exhibition Floor Map



## Exhibition items

- passenger cars, commercial vehicles, exotic cars, tuned cars, camping cars, motorcycles, tires.
- automotive parts and components, accessories, auto-related IT technologies, items related to automobile life and culture, service, etc.

## Participation fee (including VAT)

Location	Space only booth	Shell scheme booth
Exhibition hall	KRW 220,000/m <sup>2</sup>	KRW2,585,000 /booth
Auto-related Item Sellers	KRW 275,000/m <sup>2</sup>	KRW3,080,000/booth

## Entry Ticket

Classification	Adults (College Students)	Students	Seniors / Disabled
Individual	KRW 10,000	KRW 7,000	KRW 7,000
Groups(20+)	KRW 7,000	KRW 5,000	-

- Children(born after 2013.1.1) are free

## International conferences

- displaying the state-of-the-art automotive technologies and their artistic value from the viewpoint of the humanities, and the future of the automotive industry
- world-renowned experts in technology, art and culture will give lectures



## Automobile-related seminars

- responding to various issues, e.g. the future of the automotive industry, autonomous driving technology, automobile safety, responses to environmental regulations, and related development plans



## Test-driving self-driving cars

- opportunities to experience autonomous driving technology by test-drives on general roads
- lane-keeping, cruise control, detecting obstacles, etc.



## Test-driving environment-friendly cars

- test-driving environment-friendly cars like PHEV, electric vehicles, and fuel cell electric vehicles indoors and outdoors
- opportunities to experience outstanding technology of environment friendly cars, and programs to promote awareness



## Automobile safety experience corner

- introduction to automotive culture through safe driving and awareness-raising of car accidents and prevention
- providing various automobile safety education programs



## Automobile design festival

- lectures by renowned domestic and overseas design experts, automobile design sketch competition, exhibition of design works, etc.
- providing students with an exciting field trip opportunity to the Seoul Motor Show.



## Automobile history corner

- introducing the development of the domestic automotive industry
- during the 1960-70s, with exhibits of stories about automobiles during previous time period



## Exhibition of self-made vehicles by college students

- exhibition of KSAE Baja/Formula/EV college student winners



## Family-friendly programs

- Automobile simulation, games, drone shows and robot shows for families to enjoy
- outdoor displays and performances(ie.busking)



## Trading and investment exchanges with overseas enterprises

- investment briefings by foreign parts makers and meetings with buyers from the UK, Mexico, and Israel
- seminars to exchange information on product technology with Korea and other countries

