

20th Anniversary

Since 2003  
**K-AUTO**  
www.AUTOSALONWEEK.com



Official Website



Sep 16(Fri)-18(Sun), 2022 | KINTEX

Drive your Business to the Top  
with **K-AUTO**

# AUTO SALON WEEK

KOREA INTERNATIONAL TRADE FAIR FOR AUTO TUNING AND AUTOMOTIVE AFTERMARKET 2022

Organized by



Ministry of Land,  
Infrastructure and Transport



Ministry of Trade,  
Industry and Energy

Managed by



Seoul MESSE

KINTEX



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

**K-AUTO** is the No.1 automotive aftermarket and tuning industry show in Korea. This show finished successfully with over 81,000 visitors during 4 days by combining two shows; Seoul Auto Salon x Autoweek in 2019. It will be held in Kintex in September 2022 and it is expected together 250 exhibitors and over 1,300 booths.

## 2021 K-AUTO Facts

**32,157** sqm of Exhibit Area

**150** Exhibitors

**185+** Show cars

**1,100** Booths

**58,353** Visitors

## 2022 Show Overview

<b>NAME</b>	K-AUTO 2022 (2022 International Trade Fair for Auto Tuning and Automotive Aftermarket in Korea)
<b>DATES</b>	Sep 16(Fri)-18(Sun), 2022 / 3days
<b>VENUE</b>	KINTEX, Republic of Korea
<b>SCALE</b>	32,157 sqm, 250 Exhibitors, 1,300 Booths (expected)
<b>VISITORS</b>	80,000 (expected)
<b>ORGANIZED BY</b>	Ministry of Land, Infrastructure and Transport, Ministry of Trade, Industry and Energy
<b>MANAGED BY</b>	SeoulMESSE Co., Ltd., KINTEX
<b>PARTNERS</b>	Korea Automobile Racing Association, Korea Automobile Inspection Maintenance Association, Korea Association of Auto Technicians, Carpos, ATK(Auto Tuner of Korea), KATIA(Korea Automobile Tuning Multipurpose Organization), KATMO(Korea Automobile Tuning Multipurpose Organization)
<b>SUPPORTERS</b>	Korea Automotive Parts Remanufacture Association

## BUSINESS PROGRAM

- ▶ Business matchmarking program with hosted buyers
- ▶ Factory tour for 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 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

# PARTICIPATION GUIDE

## Booth Rental Information

<b>Raw Space</b>	<b>2,200 USD</b>	<ul style="list-style-type: none"> <li>• Minimum requirement is 24sqm.</li> <li>• Raw Scheme booth provides space only.</li> </ul>
<b>Shell Scheme</b>	<b>2,700 USD</b>	<ul style="list-style-type: none"> <li>• Booth Size : 4m * 3m * 2.4m[h]</li> <li>• Provided with :                             <ul style="list-style-type: none"> <li>- Fascia board with company name</li> <li>- 1kW Electric power, 4 spotlights</li> <li>- 1 information counter, 1 folding chair</li> <li>- Stand partitions, Two-way socket</li> <li>- Floor Covering (Fire-protecting carpet)</li> </ul> </li> </ul>

### ▼ Shell Scheme



## Application

- Submission Deadline : 22(Fri) July, 2022
- Early-bird discount deadline : 29(Fri) April, 2022

## Payment Schedule

- After the application if confirmed, the organizer will notify contract fee which is 50% of whole participation fee. The payment should be made within a week after submission of application.
- All payment should be made before 22(Fri) July, 2022.

CONTACT  
INFORMATION



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