

# Seoul Motor Show 2015



## Key Data:

Dates: 02 April - 12 April 2015  
 Press day: 02 April 2015  
 Frequency: biennial in Goyang / Seoul  
 Premier event: 1995  
 Venue: KINTEX I + II

- Seoul Motor Show is listed in the official fair calendar of the International Organization of Motor Vehicle Manufacturers (OICA) and takes place every two years. Seoul Motor Show is the most important automotive trade fair in South Korea.

## Scope of Exhibits:

- Passenger Cars
- Commercial Vehicles
- Tuned Cars
- Two-wheelers
- Automotive parts & components
- Automotive accessories
- Tires
- Measuring, testing and control devices & systems
- Maintenance and repair, garage, workshop & workstation equipment
- Maintenance Products
- Car care products
- Paints, lubricants, additives and other auto supplies
- Related manufacturing technology, machinery, equipment and tools
- Related computer systems and software
- Media

## Exhibitors:

- 180 from 9 countries

## Visitors:

- 615.000

## Journalists:

- 1.775

## Exhibition Space:

- 91.141 sqm

## Exhibitors:

- A total of 180 exhibitors from 9 countries. All major international car manufacturers gathered at Seoul Motor Show 2015: Hyundai, Kia, Audi, Mercedes-Benz, Volkswagen, BMW, Porsche, Ford, Toyota, Peugeot, Citroen, etc.
- International component manufacturers attended as exhibitors, in the case of the German supplier industry by an Official German Pavilion.



## Subsidiary Events (extract):

- 'Car is Art' International Conference
- 'Car Meets Information Technology (IT)' Seminar
- Collegian Self-made Car Contest
- Business Meetings
- Driving Experience: Eco-car test ride, IST test ride
- Auto History Video Zone
- 'Brilliant Memories' Exhibition
- Safe driving Experience Zone
- Car and Fashion Convergence Zone

## Organizer

- Organizing Committee for Seoul Motor Show:
  - Korea Automobile Manufacturers Association (KAMA)
  - Korea Automobile Importers & Distributors Association (KAIDA)
  - Korea Auto Industries Coop. Association (KAICA)

## International Partner

- IMAG – Int'l Messe- und Ausstellungsdienst GmbH