

# 第二十二届 中国国际摩托车博览会

THE 22ND CHINA INTERNATIONAL  
MOTORCYCLE TRADE EXHIBITION

## YOUR GATEWAY TO CHINA MARKET!



www.cimamotor.com

骑士盛会 · 以自由致敬人生

2024.9.13-16

重庆国际博览中心

Chongqing International Expo Center

中国摩博会

创办于2002年,中国乃至世界摩托车行业的年度盛会  
引领中国摩托车行业发展方向

CIMAMotor

China's Exclusive State-Level Motorcycle Exhibition Since 2002

Leading the Development of China's Motorcycle Industry

The Best Platform for Foreign Products to Enter China Market

预计规模:16万平米,其中展示面积10万米,互动区域6万平米

展示范围:摩托车成车、新能源成车、摩托车零部件、电动摩托车核心部件、摩托车文化产品、摩托车维护用品、摩托车服务、视频电商

特别展区:中国两轮车跨境电商专题展

Total Area:

160,000 m<sup>2</sup> (estimated), comprising 100,000 m<sup>2</sup> for exhibition display and 60,000 m<sup>2</sup> for activities

Scope of Exhibits:

Whole Vehicles, New Energy Motorcycle, Motorcycle Accessories and Parts, Core Parts of Electric Motorcycle, Culture-Related Products, General Fuel Motors, Maintenance Products, Motorcycle Technology and Service, Livestream E-commerce

Special Exhibition Areas:

China Two-Wheeler Cross-Border E-commerce Trade Fair



亚洲最大摩托车专业展览会

超700家展商,代表中国摩托车行业90%的优秀制造能力

Largest Motorcycle Exhibition in Asia

Over 700 Exhibitors Representing 90% of China's  
Motorcycle Production Capacity



## 上届展会回顾

展会规模达到16万平米，共设立8个展馆，其中室内展示、商务区域面积达10万平米，室外动态展示、互动体验区域6万平米。

参展企业742家，基本覆盖了整个两轮车产业链，代表了中国摩托车行业最优秀的制造能力。

全球摩托车、电动车品牌超70个，展示车辆1000余款，共举办26场发布会，全国乃至全球超过50款新车亮相。

4天展期共接待观众超20万人次，其中专业观众3.5万人次。

展会期间共举办30余场互动体验活动，2000余家全国摩友俱乐部，组织摩友骑聚重庆。

全国超300家主流媒体、300家行业自媒体，1200多名媒体人员参与报道，在摩托车行业、跨境电商、摩托车运动等多个领域产生了广泛而深远的影响，展会全网相关话题量达50亿。



## CIMAMotor 2023 Review

The total scale of CIMAMotor 2023 expanded to 160,000 square meters, featuring 8 exhibition halls. This included an indoor exhibition area of 100,000 square meters and an outdoor area for dynamic displays and activities spanning 60,000 square meters.

CIMAMotor 2023 brought together 742 exhibitors, representing 90% of China's motorcycle production capacity. The exhibits showcased the entire motorcycle manufacturing industry chain.

More than 70 vehicle brands showcased 1,000 units of vehicles. The event hosted 26 press conferences, unveiling more than 50 new vehicles.

The exhibition recorded over 200,000 visitors, including 35,000 trade visitors.

CIMAMotor 2023 featured more than 30 interactive activities, attracting 2,000 motorcycle clubs.

Over 300 mainstream media outlets and 300 motorcycle self-media entities were involved in the exhibition report. Nearly 1,200 journalists came to provide onsite coverage.

展会同期活动超30场，多样化场景为企业及摩友创造更多的互动渠道和展示舞台。

More than 30 activities will be held during CIMAMotor, creating additional interactive opportunities for enterprises and motorcyclists.

- 中国摩托车重庆论坛
- CIMA摩友之夜
- 劳动骑士节
- 摩友最爱年度车型评选
- CIMA骑士评选
- 私骑秘境
- C弯出道
- “CIMA扬名江湖you忆”-CIMA机车公园
- 骑聚重庆
- 全国摩友骑行汇
- 到重庆去烧烤
- 车主自售
- 中国摩博会女童助学公益行

- China Motorcycle Chongqing Forum
- CIMAMotor Carnival Night
- Knight of Labor Festival
- CIMAMotor Favorite Motorcycle Models Selection
- CIMA Knight Selection
- CIMAMotor Secret Riding Routes Collection
- C-Turn Show
- Be a Legend at CIMA—CIMA Motor Park
- Flag-Raising Gathering in Chongqing
- Motorcycle Riding Activities
- Enjoy the CIMAMotor BBQ
- Motorcyclists' Self-used & Hand-made Article Market
- CIMAMotor Charity Campaign for Girls' Education



在展会基础上，向展、赛、会、演、节的综合生态发展

Fostering a Comprehensive Industry Ecosystem, Integrating Exhibition, Races, Forums, Performances, and Festivals

CIMAMotor



参与中国摩博会，  
把握你绝对不能错过的机会

中国摩博会，作为行业品牌展示平台、产品贸易平台、技术交流平台 and 业内权威信息发布平台，是大排量休闲娱乐摩托车及相关产品在中国市场的优质推广平台。

Attend CIMAMotor and Catch the  
Opportunity You Cannot Afford to Miss

As the most important international platform for brand displaying, product trading, technology transfer, and information releasing, CIMAMotor stands as the best promotion platform for luxury motorcycles and related products in China.



招商价格

展位类型	国内企业(元)	国际企业(美元)
空地特装展位 (空地 36m² 起租)	RMB¥1,180/m²	US\$300/m²
标准展位	RMB¥8,000/ 个	US\$2,500/ 个

Booth Rates

Options	Rates
Raw Space (min 36m²)	US\$300/m²
Shell Scheme	US\$2,500/scheme



想销售？

如果你想销售—从服务产品，技术专利，到关键零部件，或者拥有领先技术的摩托车，参与中国摩博会，你将获得：

- 与中国最具实力的700家制造商高层交流的机会；
- 向现场3.5万名专业观众和中国摩托车销售体系推广你的产品；
- 向中国2000多家重要的摩托车爱好者俱乐部及中国资深摩托车爱好者宣传你的产品；
- 超过600家媒体、1200多名媒体记者、300多名摩托车文化领域名人、200余名摩托车行业KOL——几乎所有的中国摩托车行业相关媒体，将对展会进行报道，你可以通过他们，向中国所有潜在客户宣传你的产品。

Want to Sell Something?

If you are planning to sell your products, technology, or motorcycles in China market, come to CIMAMotor. Here, you will have the opportunities to

- Communicate with the executives from the top 700 manufacturers in China;
- Market your products to 35,000 trade visitors and the extensive Chinese sales network they represent, enhancing your opportunities to enter China market;
- Promote your products to over 2,000 Chinese motorcycle clubs and the motorcycle fans they represent;
- Over 600 media outlets, nearly 1,200 journalists, 300 celebrities, 200 KOLs, representing almost all Chinese media and KOLs related to the motorcycle industry, will participate in the exhibition report. Through them, you can effectively publicize your products to a wide audience of potential motorcycle enthusiasts in China.

想采购？

中国摩博会的参展企业代表了行业90%的优秀制造能力，包括整车、电喷系统、减震器、链条/链轮、离合器、制动系统、轮胎、车架及车身附件、电池、仪表、电器件、锁具、灯具、电机、控制器、充电器、GPS防盗器、润滑油、改装件、尾箱及附件、服饰及头盔等，覆盖了摩托车制造的全产业链。

Want to Buy Something?

The exhibitors represent 90% of China's motorcycle production capacity. The exhibits reflect the entire motorcycle manufacturing industry chain, including whole vehicles, EFI systems, shock absorbers, chains/sprockets, clutches, brakes, tires, frames, batteries, instruments, electrical parts, locks, lamps, motors, controllers, chargers, GPS devices, lubricants, modified parts, trunks and accessories, apparel, and helmets.

CIMAMotor 2024

主办单位：  
中国摩托车商会  
中国国际商会重庆商会  
重庆展览中心有限公司

时间：2024年9月13-16日  
地点：重庆国际博览中心(重庆·悦来)  
Date: September 13-16, 2024  
Venue: Chongqing International Expo Center, China

Organizers:  
China Chamber of Commerce for Motorcycle  
China Chamber of International Commerce Chongqing Chamber of Commerce  
Chongqing Exhibition Center Co., Ltd.

