



CIMAMotor 2024



第二十二届中国国际摩托车博览会

THE 22ND CHINA INTERNATIONAL MOTORCYCLE TRADE EXHIBITION

13-16 Sept, 2024

Chongqing International Expo Center · China

FACTS & FIGURES

Leading the Development of the Industry
Creating a Better Future Together



CIMAMotor 2024 The Ultimate Motorcycle Showcase of the World

With strong support from the Chongqing Municipal Government, exhibitors, media, and attendees, the 22nd China International Motorcycle Trade Exhibition (CIMAMotor 2024) drew an impressive gathering of businesses and achieved unprecedented success.

Over the four-day event, more than 200,000 attendees visited, including over 39,000 trade visitors, among whom were 1,187 international buyers from 43 countries and regions.

A total of 815 media outlets and 1,568 journalists were on-site to cover the exhibition, sharing the latest trends in the global motorcycle industry. The event had a significant and wide-reaching impact on various sectors, including socio-economics, cross-border trade, motorcycle manufacturing, and cycling culture and tourism, generating a remarkable online discussion volume of 6.28 billion.

CIMAMotor 2024 covered a total area of 160,000 square meters, featuring 7 indoor exhibition halls and over 80,000 square meters of display space. For the first time, the number of exhibitors reached 877, showcasing motorcycles, electric vehicles, components, and apparel from countries such as China, the USA, Italy, Germany, France, Japan, the UK, Spain, and South Korea. This represented the full spectrum of the industry and highlighted the exceptional manufacturing capabilities within the global motorcycle market.

Over 3,000 vehicles were showcased, with 34 launch and test drive events unveiling 50 new models. Recently, the Chinese motorcycle market has seen a shift towards smart and personalized products. CIMAMotor highlighted high-quality, technologically advanced large-displacement and entertainment-oriented offerings, smart connected electric motorcycles with cutting-edge designs, personalized small-displacement models, and interactive smart accessories, all of which are becoming mainstream, providing consumers with more choices and enhanced riding experiences.

Leveraging the unique sporting appeal of motorcycles, CIMAMotor has introduced a series of classic activities, including Flag-Raising Gathering in Chongqing, C-Turn Show, Favorite Motorcycle Models Selection, National Motorcyclists' Riding Gathering, CIMA Town, and Carnival Night. These were showcased in a dynamic outdoor display and interactive experience area of nearly 80,000 square meters. CIMAMotor also collaborated with exhibitors to conduct interactive activities such as New Product Test Ride, Slow Race, Gymkhana, and Stunt Competition, attracting numerous motorcycle enthusiasts. Riders from around the world came together to create a vibrant social scene centered on the theme of passion, offering exhibitors a rich and diverse platform for showcasing their products.

Over the past 22 years, CIMAMotor has grown into a celebration for motorcycle industry professionals. It has become a festive occasion for motorcycle riders and enthusiasts worldwide, particularly in Chongqing — China's Motorcycle Capital. As the world's leading motorcycle trade show, CIMAMotor represents the development level, market vitality, and cultural direction of China's motorcycle industry, and will continue to drive the advancement of the global motorcycle industry.

Organizing Committee of CIMAMotor
October 2024

Exhibitors Hit a Record High of 877



(Partial List of Exhibitors)

CIMAMotor 2024

Scope of Exhibits

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

New Vehicle Launches

At CIMAMotor 2024, Zhangxue Locomotive and TAIGE MOTO made their global brand debut. HONDA, CYCLONE, and QJMOTOR released new products based on the "E-Clutch" electronic clutch technology. Meanwhile, Ampace launched its groundbreaking 'Kun-Era' series of batteries.

Major manufacturers like VOGE, BENDA, LIFAN, YINGANG, ARIIC, SYM, HAOJIN, LETBE, TARO, RA, and others also showcased their latest flagship models, dominating key market segments such as 150cc, 250cc, 600cc.



Forums and Meetings



The 2024 China Motorcycle Chongqing Forum took center stage with the theme Stand Fast · Break Through, drawing over 200 elite attendees. In-depth discussions were held on the current market landscape and future trends, providing valuable insights and actionable recommendations to drive the industry's next wave of growth.

The Procurement Presentation Meetings were hosted to enhance the trade facilitation function of the event. Hundreds of procurement needs were collected from 43 countries, and over a hundred exhibitors were invited to participate in the procurement presentation meetings. Collectively, CIMAMotor 2024 successfully facilitated intended procurement orders totaling \$180 million.

CIMAMotor 2024

CIMAMotor Carnival Night

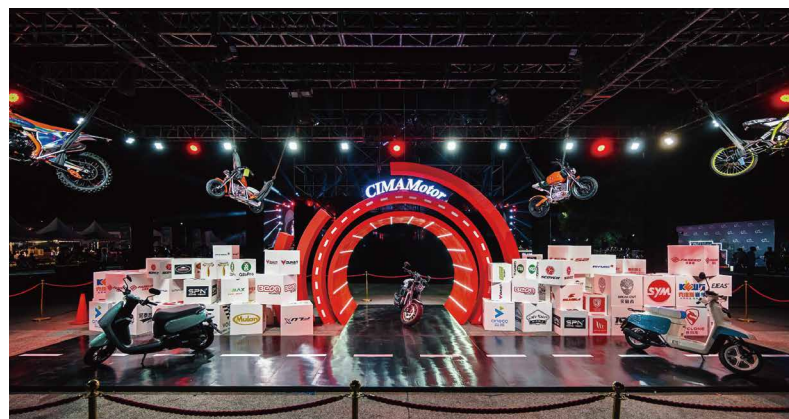
Superstar Wu Lei lit up the CIMAMotor Carnival Night, joining motorcycle enthusiasts in a high-energy celebration. Renowned Slovenian stunt rider and KTM's contracted athlete, Rok Bagoroš, delivered an electrifying performance. Chongqing's local renowned band Ran Zhen and Nismo took the stage to perform.

The CIMA Knights Selection Award Ceremony honored 9 exceptional individuals, selected from 73 motorcycle enthusiasts across 21 provinces and regions, recognizing them with the prestigious title of CIMA Knight and celebrating the spirit of Chinese motorcycle culture.

13 motorcycles were awarded as grand prizes, in addition to nearly 400 lucky prizes sponsored by clothing and equipment brands.

Knight of Labor Festival

Centered around the theme Labor Casting Glory, the Knight of Labor Festival celebrated the exceptional contributions of motorcyclists engaged in flexible employment and urban services. Leading express delivery and take-away platforms, including China Post, SF Express, JD.com, Meituan, Ele.me, and others, participated in the selection process to recognize the hard work of these individuals. The event attracted significant social attention, with prominent food and beverage companies offering support to the riders, further highlighting the critical role of labor in society.



Flag-Raising Gathering in Chongqing

Over 2,500 clubs organized tens of thousands of motorcycle enthusiasts to gather in Chongqing.

Favorite Motorcycle Models Selection

9 models were selected as the popular vehicles of the year.

Riding Gathering

A grand motorcycle parade saw 500 enthusiasts participate, demonstrating their commitment to safe and civilized cycling.

CIMA Town

The Town blended custom motorcycle culture with Chongqing's local food and drinks, and hosted a national custom motorcycle competition. Over 30 new creative products were launched by CIMAMotor.



CIMAMotor 2024

C-Turn Show, Slow Race & Gymkhana



Nearly 200 riders took part in the debut of the C-Turn Show challenge.

The 9th TIMSUN Cup Motorcycle Stunt International Invitational Tournament was held.

The Slow Race Competitions and interactive Gymkhana experiences provided motorcycle enthusiasts with the chance to showcase their skills and immerse themselves in the culture of motorcycle sports.

New Vehicle Test Rides

Leading motorcycle brands such as HONDA, ZONSEN, CYCLONE, VOGUE, QJMOTOR, BENELLI, BENDA, YINGANG, LIFAN, π^2 , JINCHENG, ITALJET, ADIVA, TARO, HELIOS, AND FASEED hosted Test Ride event, allowing visitors to experience the latest models firsthand.



City Festivals

The CIMAMotor 2024 extended its presence beyond the exhibition hall, with advertisements prominently displayed across major landmarks, airports, and essential roads and bridges. It offered a high-standard welcome home for riders and conveying the vitality brought by a world-class event and the passion of China's motorcycle capital.

The Secret Riding Routes Collection collaborate with cultural and tourism departments in Chongqing and national scenic spots to launch characteristic riding routes and provide exclusive benefits for motorcycle enthusiasts. Furthermore, Chongqing popular commercial areas offered various discount packages to attract riders to check in, upgrading the cultural tourism and riding atmosphere of the motorcycle capital.



Publicity

A total of 815 media outlets covered the exhibition, with 1,568 media reporters in attendance.

Over 400 celebrities from the motorcycle culture sector and more than 600 key opinion leaders (KOLs) participated, collectively reaching an audience of over 500 million fans.

The CIMAMotor 2024 had the joint communication from multiple perspectives among over 2,500 motorcycle club communities nationwide.

The top 10 express delivery platforms in China contributed to the collective publicity efforts.

The exhibition generated a remarkable 6.28 billion discussions on Chinese Network platforms as of October 10, 2024.

Over 100 international media outlets also contributed to the promotion to target key markets such as Europe, South America, Southeast Asia, and Japan, significantly boosting the exhibition's global influence.



Contact

Chongqing Exhibition Center Co., Ltd.
Address: No.269 Keyuansi Road., Jiulongpo District, Chongqing, China
Tel: +86 (23) 68634132 +86 (23) 68633723 +86 (23) 68633686
E-mail: visitor@cimamotor.com info@cimamotor.com
www.cimamotor.com



Register Now!



WeChat



WhatsApp

CIMAMotor 2024