



THE 23RD CHINA INTERNATIONAL MOTORCYCLE TRADE EXHIBITION

Chongqing International Expo Center · China

September 19-22, 2025



FACTS & FIGURES

Leading the Development of the Industry,
Creating a Better Future Together

CIMAMotor 2025: The Ultimate Motorcycle Showcase of the World

With strong support from the Chongqing Municipal Government, exhibitors, media, and attendees, the 23rd China International Motorcycle Trade Exhibition (CIMAMotor 2025) drew an impressive gathering of businesses and achieved unprecedented success.

Over the four-day event, CIMAMotor 2025 welcomed over 250,000 visitors, including 150,000 attendees from outside Chongqing, over 40,000 trade visitors, and 3,861 international buyers from 94 countries and regions.

A total of 855 media outlets and 1,621 journalists were on-site to cover the CIMAMotor 2025, sharing the latest trends in the global motorcycle industry. CIMAMotor had a significant and wide-reaching impact on various sectors, including socio-economics, cross-border trade, motorcycle manufacturing, and riding culture and tourism, generating a remarkable online engagement totaling 6.479 billion mentions.

CIMAMotor 2025 covered a total area of 160,000 square meters, featuring 7 indoor exhibition halls and multiple business, outdoor test-ride, and interactive experience zones. For the first time, the number of exhibitors reached 950, showcasing motorcycles, electric vehicles, components, and apparel from China, the USA, Italy, Germany, France, Japan, Hong Kong (China), Taiwan (China), and other countries and regions. 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 in both static and dynamic displays, with 38 exciting launch and test-drive events unveiling more than 50 new models. In comparison with the previous edition, the number of electric motorcycle manufacturers increased by 60%, while enterprises specializing in EIC systems and intelligent technologies grew by 20%. These trends underscore the motorcycle industry's shift toward electrification, intelligence, and higher value-added development, with China increasingly emerging as a key force leading the global motorcycle industry's transformation.

CIMAMotor serves not only as a showcase for products and technologies. It is also a key driver of domestic brand growth and a vital platform for global expansion and cross-industry collaboration. CIMAMotor reached platform-level partnerships with T-mall and Douyin, generating RMB 225 million in domestic online sales over four days, becoming a strong driver of domestic market growth for brands. Meanwhile, dedicated Procurement Presentation Meetings and B2B Matchmaking Meetings were held, releasing hundreds of purchasing demands from countries including Japan, Russia, Malaysia, Thailand, the Philippines, Colombia, Brazil, Argentina, Mexico, and Indonesia, with intended procurement value reaching USD 320 million.

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, Customizing Championship 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, and also establishing a new urban landmark for the public to experience motorcycle culture and lifestyle.

Over the past 23 years, CIMAMotor has evolved into a premier professional exhibition showcasing cutting-edge industry trends and promoting international trade. 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 exhibition, 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 2025



Exhibitors Hit a Record High of 950



Partial catalog of exhibitors

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 2025, Honda made the global debut of two CB-series 4-cylinder models. Cyclone premiered its liter-class sport cruiser RA1000 and introduced the AQS401 equipped with the E-Clutch 2.0. VOGE presented its all-new DS800X (ADV model), marking its first domestic appearance.

Benda unveiled four new motorcycle models and three engines, while KOVE launched two new models. Zhangxue Locomotive showcased a total of eight new models. Triumph Motorcycles introduced three refreshed models, Moto Morini released three new ADV models, Keeway made the debut of three new models, and Lambretta presented three new scooters.

KAYO launched two new models, Marshal unveiled two new motorcycles and upgraded its comprehensive customer service support, while KEWS released six new models. TEYIN, BNK MOTO, and other internal combustion engine (ICE) motorcycle brands also introduced new models.

On the electric mobility side, Saige Black Knight unveiled six new models, TROMOX launched five flagship models, CHAMP released two lightweight, high-end electric motorcycles, and Haochen Electric Vehicle presented new models.

In addition, at CIMAMotor 2025, Pirelli introduced two high-performance tire models to the Chinese market for the first time, Ampace debuted its industry-leading 72V 90Ah large-format lithium battery cell, and DAINESSE staged the world premiere delivery ceremony of Valentino Rossi's Limited Edition Soleluna Vale46 Suit.

More than 100 new motorcycle parts and accessories were also unveiled concurrently.



Forums and Meetings



The 2025 China Motorcycle Chongqing Forum and CIMA Knight Selection Award Ceremony took center stage alongside CIMAMotor 2025. Held under the theme Together Toward Breakthrough, the 2025 China Motorcycle Chongqing Forum brought together over 300 elite attendees, including representatives from motorcycle manufacturers and parts suppliers, technology companies, design firms, e-commerce platforms, sales and service providers, government authorities and industry associations from China and abroad, as well as experts, scholars, and media professionals.

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 and inject new momentum into the high-quality development of China's motorcycle industry.

During the forum, the CIMA Knight Selection Award Ceremony was held. Six CIMA Knights were selected from 57 outstanding riders representing 22 provinces, municipalities, and autonomous regions across China, receiving the highest rider honor. The Selection injected new vitality into the promotion and development of China's motorcycle culture.

B2B Matchmaking Meeting & CIMA HONOR MANUFACTURING LIVE

Over the four-day event, dedicated Procurement Presentation Meetings and B2B Matchmaking Meeting were organized. More than 100 procurement demands were released, with over 200 domestic enterprises precisely matched with buyers, resulting in intended procurement orders totaling USD 320 million.

An innovative CIMA HONOR MANUFACTURING LIVE official livestream studio was launched, delivering 22 brand livestream sessions to showcase new products and technologies from Chinese manufacturers to a global audience.

In parallel, CIMAMotor collaborated with Tmall and Douyin E-Commerce to build an integrated "Exhibition + Local Lifestyle" model. During the exhibition period, the initiative achieved over RMB 225 million in e-commerce transactions, fostering a new growth engine for domestic sales through the integrated development of exhibitions, trade, and sales.



CIMAMotor Carnival Night, CIMA Town & Customizing Championship



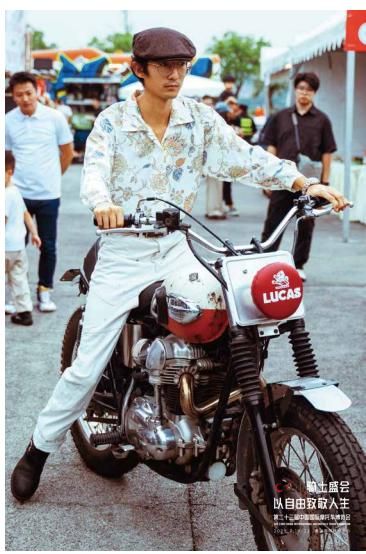
During CIMAMotor 2025, a series of rider-focused cultural activities were held, including CIMAMotor Carnival Night, CIMA Town, and the Customizing Championship. These events created a four-day, three-night immersive celebration for motorcycle riders nationwide. Featuring influencer sharing sessions, live band performances, and interactive prize draws, the program aims to establish a new national social and cultural hub for the rider community.

The Female Knight Selection Awards Ceremony honored three female rider representatives selected from 28 outstanding riders nationwide, promoting a positive and inclusive riding culture.

As part of the CIMAMotor Charity Campaign for Girls' Education, CIMA Knights and Labor Knights shared their stories of supporting girls' education. In collaboration with partner representatives, the organizing committee sponsored 40 underprivileged girls from remote areas, including Chongqing, Heilongjiang, Sichuan, Hubei, Liaoning, and Shanxi, demonstrating a strong commitment to social responsibility.

The Customizing Championship showcased 60 rare custom motorcycles from around the world, while the upgraded CIMA Livetown integrated regional cuisine and motorcycle lifestyle products, emerging as a new landmark for rider interaction, cultural experiences, and lifestyle engagement.

The CIMAMotor Cultural & Creative Store unveiled more than 20 new lifestyle products. At the same time, the 2025 CIMAMotor Favorite Motorcycle Models Selection recognized three annual popular models, chosen by public vote from 40 nominated motorcycle models.



Knight of Labor Festival & Knight of Labor Selection Awards Ceremony

Centered around the theme Labor Casting Glory, the Knight of Labor Festival highlighted the social value of motorcycles and motorcyclists engaged in flexible employment and urban services. Through a nationwide Knight of Labor selection, the event provided both online and offline platforms for workers to showcase their contributions.

In collaboration with the Chongqing Express Association, leading express delivery and on-demand service platforms—including China Post, SF Express, JD.com, Taobao.com, Meituan, Ishansong Express, and STO Express—were invited to participate and celebrate the festival together. From more than 100 outstanding riders nationwide, six Knights of Labor were selected and honored.

In addition, the event partnered with brands such as Uni-President and Eastroc Beverage to deliver drinking water and summer relief supplies to rider service stations across the city, offering greater social care and support to frontline delivery riders.



Flag-Raising Gathering in Chongqing & Riding Gathering

During CIMAMotor, 2,550 motorcycle clubs from across the country gathered in Chongqing, bringing riders together for a shared celebration. As part of the National Riding Gathering, 200 rider representatives took part in a city Riding Gathering, showcasing new motorcycle products and technologies while highlighting the culture of safe and responsible riding.



C-Turn Show, Slow Race, Gymkhana & TIMSUN Cup Motorcycle Stunt International Invitational Tournament

More than 400 top riders from across China made a high-profile debut at the C-Turn Show, where five teams stood out and were awarded the “Traffic King” titles.

The 10th TIMSUN Cup Motorcycle Stunt International Invitational Tournament brought together elite riders from China and abroad, delivering a thrilling series of head-to-head showdowns at the highest level.

In collaboration with manufacturers, the organizing committee also hosted the Slow Race and Gymkhana, providing riders with immersive scenarios to demonstrate riding skills and experience the excitement and cultural appeal of motorcycle sports.



New Vehicle Test Rides

Leading motorcycle brands such as Honda, ZONSEN, Cyclone, VOGE, CINECO, Zhangxue Locomotive, Yadea, BENDA, Keeway, Lifan, π2, Yu'an Suspension and Maxxis Tires hosted Test Ride event, allowing visitors to experience the latest models firsthand.



City Festivals

CIMAMotor 2025 activated advertising across Chongqing's iconic landmarks along the Liangjiang–Four Rivers area, major commercial districts, airports, and key roads and bridges, while also presenting a spectacular themed drone light show. The event extended beyond the venue into the entire city, delivering a high-standard "welcome home" for riders and showcasing the energy of a world-class expo alongside the passion of China's Motorcycle Capital.

The Secret Riding Routes Collection was launched in collaboration with the cultural and tourism authorities of Fuling, Jiangjin, Wansheng, and other districts and counties, highlighting unique and distinctive riding routes. Simultaneously, the organizing committee partnered with 220 merchants and 1,511 retail outlets across the city to introduce the "CIMAMotor City Heat Map", establishing an exclusive consumption ecosystem for visiting riders. Tens of millions of yuan in dedicated discount coupons were issued, complemented by 11 motorcycle-themed offline interactive events throughout Chongqing, inviting local residents and riders to celebrate together, experience motorcycle culture and trend-driven entertainment, and collectively promote the harmonious integration of motorcycle culture with urban life.



Publicity

Achieve platform-level promotional cooperation with Douyin, Tmall, and Autohome.

A total of 855 media outlets covered the exhibition, with 1,621 media reporters in attendance.

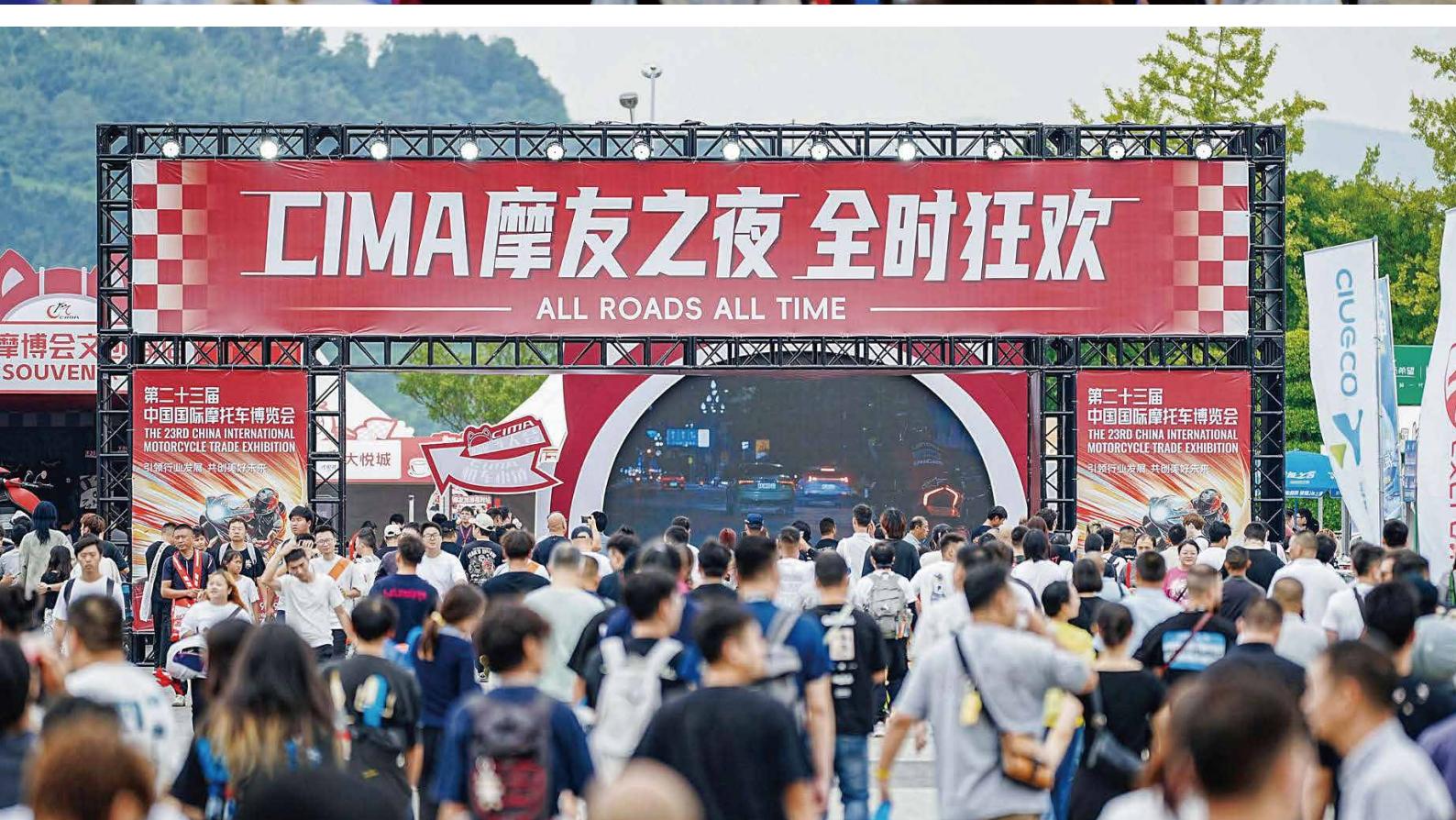
Over 400 celebrities from the motorcycle culture sector and more than 600 key opinion leaders (KOLs) participated, collectively reaching an audience of over 500 million fans.

The CIMAMotor 2025 had the joint communication from multiple perspectives among over 2,500 motorcycle club communities nationwide.

The top 7 express delivery platforms in China contributed to the collective publicity efforts.

The CIMAMotor 2025 generated a remarkable 6.479 billion discussions on Chinese Network platforms as of September 22, 2025.

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



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