



2023北京国际摩托车展览会

Beijing International Motorcycle Exhibition

2023.5.19-5.22 中国国际展览中心（顺义馆）

# 展后报告

## SHOW REPORT



主办单位 *SPONSORS*

中国摩托车商会 *CCCM*

中国国际展览中心集团有限公司 *CIEC*



承办单位 *ORGANIZER*

北京华港展览有限公司

*CIEC Exhibition Co., Ltd.*

MOTOR CHINA 2023



# Motor China 2023 Key Figures

71,400 Square Meters



100,000 Visitors



1,226+ Motorcycles



1,278 Journalists



30 New Motorcycle and Product Launch Events





# Motor China 2023 Major Brands





# Motor China 2023 Major Cooperated Clubs



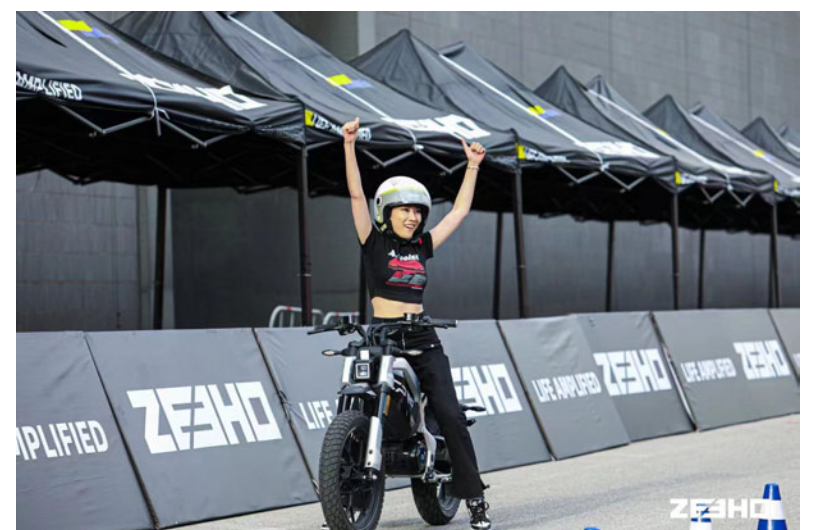
# Motor China 2023

## Major Activities

1,226 motorcycles were displayed on site. On the first day of trade visitors and media, 30 new motorcycle and product launch events were held, and nearly 70 new motorcycles were released.

Hall	Time	Brand	Site	Content
<b>MAY 19</b>				
	9:30-10:00	Opening Ceremony, South Entrance Hall		
W1	10:00-10:20	VOGE	W1-A21	Motorcycle Launch
	10:20-10:40	CFMOTO	W1-A11	Motorcycle Launch
	10:50-11:10	KOVE	W1-D21	Motorcycle Launch
	11:10-11:30	QJMOTOR	W1-E01	Motorcycle Launch
	11:30-11:50	BENDA	W1-G21	Motorcycle Launch
	11:50-12:20	JEDI	W1-G11	Motorcycle Launch
W2	10:00-10:30	ZONSEN	W2-E01	Motorcycle Launch
	10:30-10:50	DUCATI	W2-H01	Motorcycle Launch
	10:50-11:10	PIAGGIO	W2-F21	Motorcycle Launch
	11:10-11:30	KAWASAKI	W2-C01	Motorcycle Launch
	11:30-12:00	MAXXIS	W2-B11	Motorcycle Launch
W3	10:00-10:30	TRIUMPH	W3-E21	Motorcycle Launch
	10:30-10:50	YAMAHA	W3-F01	Motorcycle Launch
	10:50-11:10	KTM HUSQVARNA	W3-B18	Motorcycle Launch
	11:10-11:30	KYMCO	W3-H31	Motorcycle Launch
	11:30-12:00	QIYI	W3-D11/C13	Product Launch
	12:00-12:30	TARO	W3-A21	Motorcycle Launch
	09:30-11:00 13:00-15:00	TAICHI	W3-G11	Product Launch
W4	10:00-10:30	INDIAN	W4-C11	Motorcycle Launch
	10:30-10:50	HARLEY-DAVIDSON	W4-F11	Motorcycle Launch
	10:50-11:10	BRP	W4-D21	Motorcycle Launch
	11:10-11:30	GOWOW	W4-E13	Motorcycle Launch
	13:00-13:20	RA	W4-G21	Motorcycle Launch
	13:20-13:50	HANWAY	W4-F21	Motorcycle Launch
<b>MAY 20</b>				
W2	13:00-15:00	HH SPORTS	W2-G21	Product Launch
<b>MAY 21</b>				
W2	13:00-15:00	HH SPORTS	W2-G21	Product Launch
W3	09:30-11:00、 13:00-15:00	TAICHI	W3-G11	Product Launch

BMW, ZONSEN, CFMOTO (ZEEHO), VOGÉ, KOVE and TIMSUN held stunt competitions, test drives, and other outdoor activities.

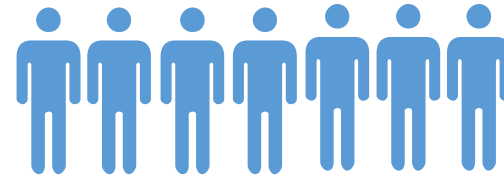




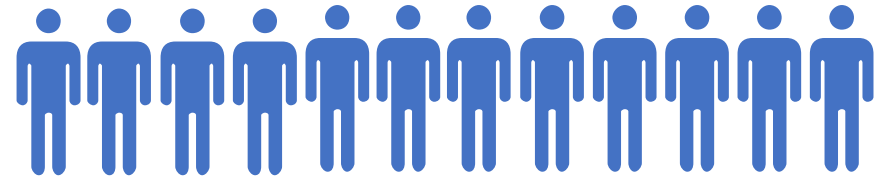
# Motor China 2023 Media Analysis

1,278 journalists and Kols from more than 400 media took reports on the exhibition, and the number of online communication of exhibition topics reached 3 billion times.

2021  
780 persons



2023  
1,278 persons



\* Due to the pandemic, the exhibition was not held in 2022.



Web Search

11,000,000+ times



WeChat articles

2,629,320+ times



WeChat videos

119,539+ times



Weibo topic

305+ million times



Tiktok

202,625,984+ times



Kwai

18,209,976+ times



Bilibili

2,581,975+ times



ixigua

936,358+ times

Domestic Versus Imported: The Showdown of New Releases at 2023 MOTOR CHINA (Domestic Edition)



MOTOR CHINA 2023: E-Motorcycles Sidelined – The Backpedaling of “Oil-to-Electric” Transition



Preview of Exhibitors and New Product Release Schedule at Beijing International Motorcycle Exhibition 2023



CHINA INTERNATIONAL EXHIBITION CENTER (SHUNYI HALL)

# MOTOR CHINA

2023.5.19-22

Beijing International Motorcycle Exhibition

**Sponsors**  
China Chamber of Commerce for Motorcycle (CCCM)  
China International Exhibition Center Group Corp. (CIEC Group)

**Contacts**  
Tel: +86-10-68512676 / +86-10-84600353  
Mail: bettyyu@motorcycle-caam.org.cn / yuning@ciec.com.cn

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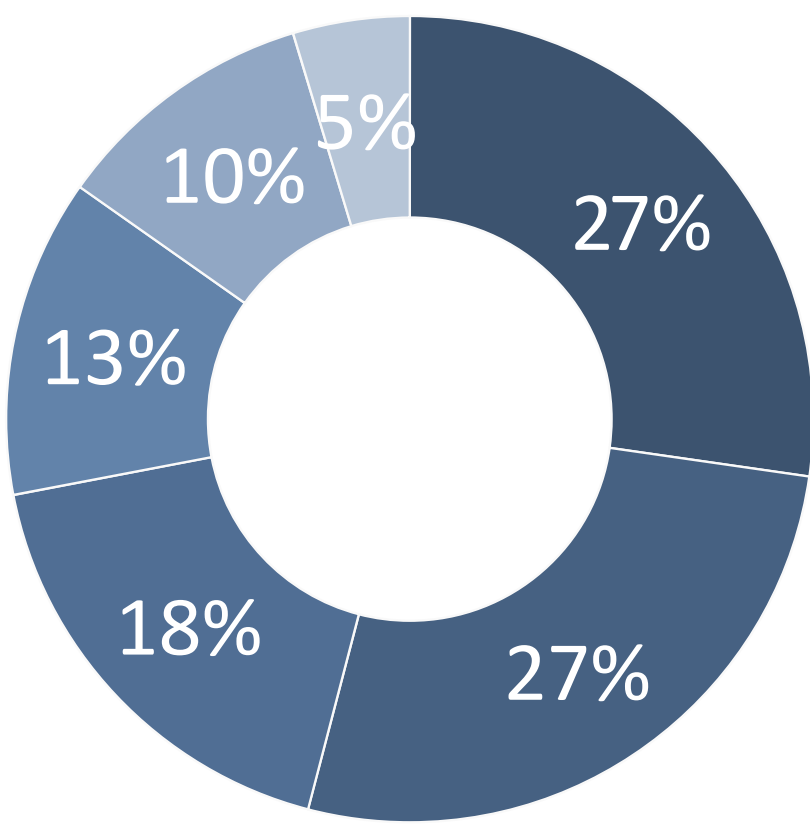
WWW.MOTORSHOWCHINA.COM

China's Motorcycle Industry Forum 2023 in Beijing: Enhancing Export Product Structure Optimization.



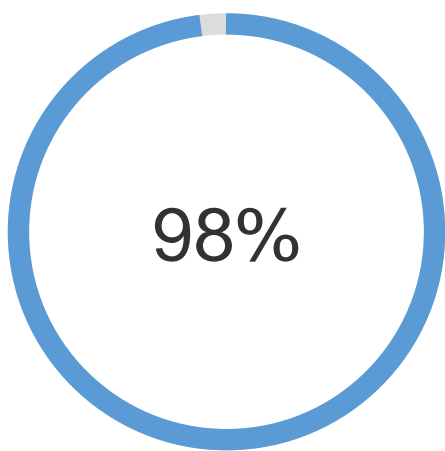
# Motor China 2023 Exhibitor Analysis

## Economic Sector of Exhibitors

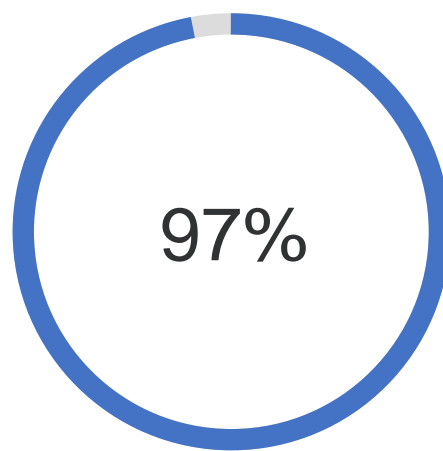


- Vehicle Manufactures 27%
- Clothing and Equipment 27%
- Parts and Components 18%
- Technology and Service 13%
- Peripheral Products 10%
- Clubs and Others 5%

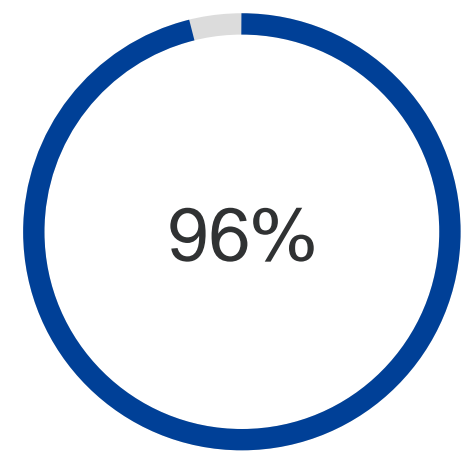
## Satisfaction Survey of Exhibitors



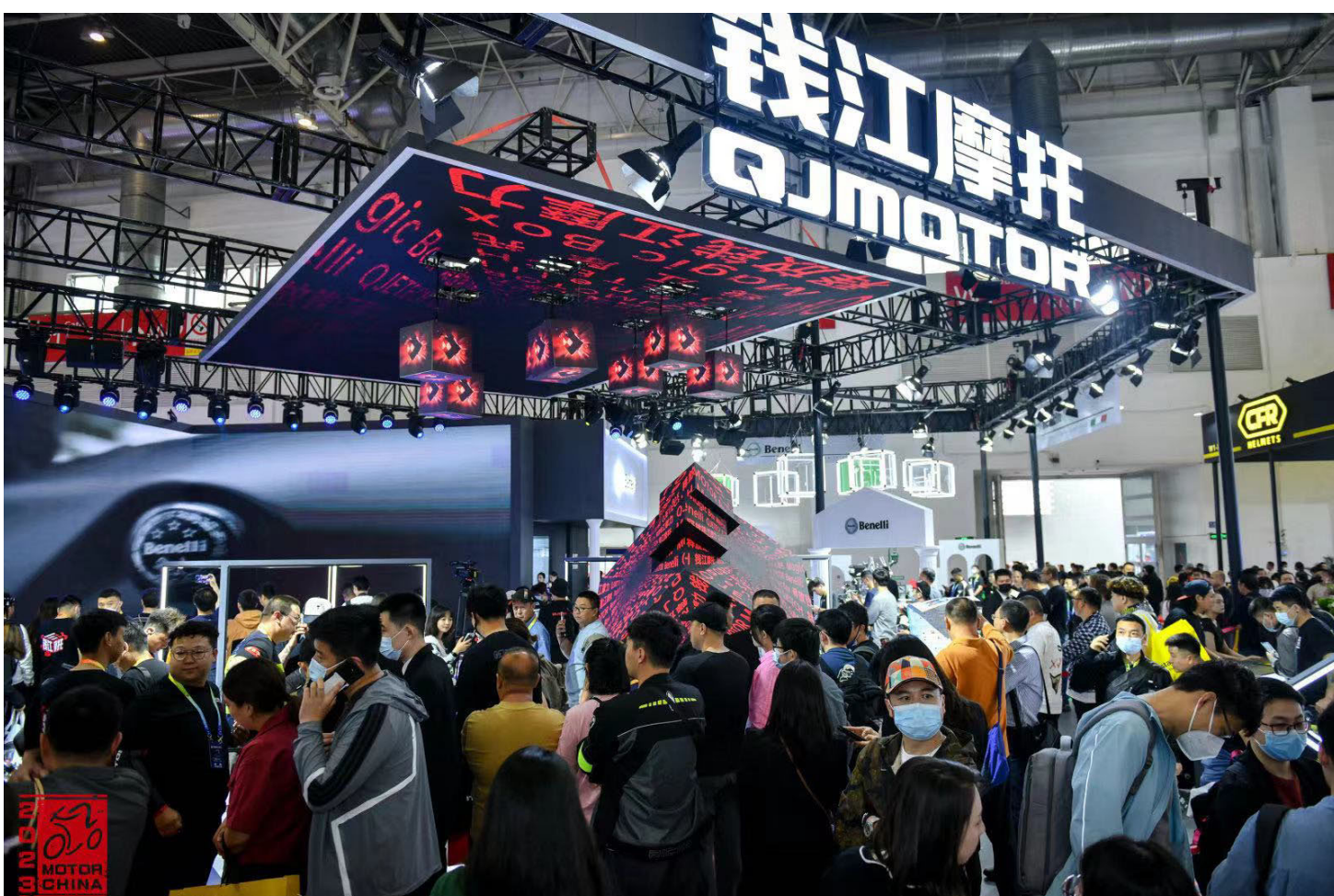
Quality and Quantity  
of Visitors



Overall Result



Exhibition Operation





# Motor China 2023

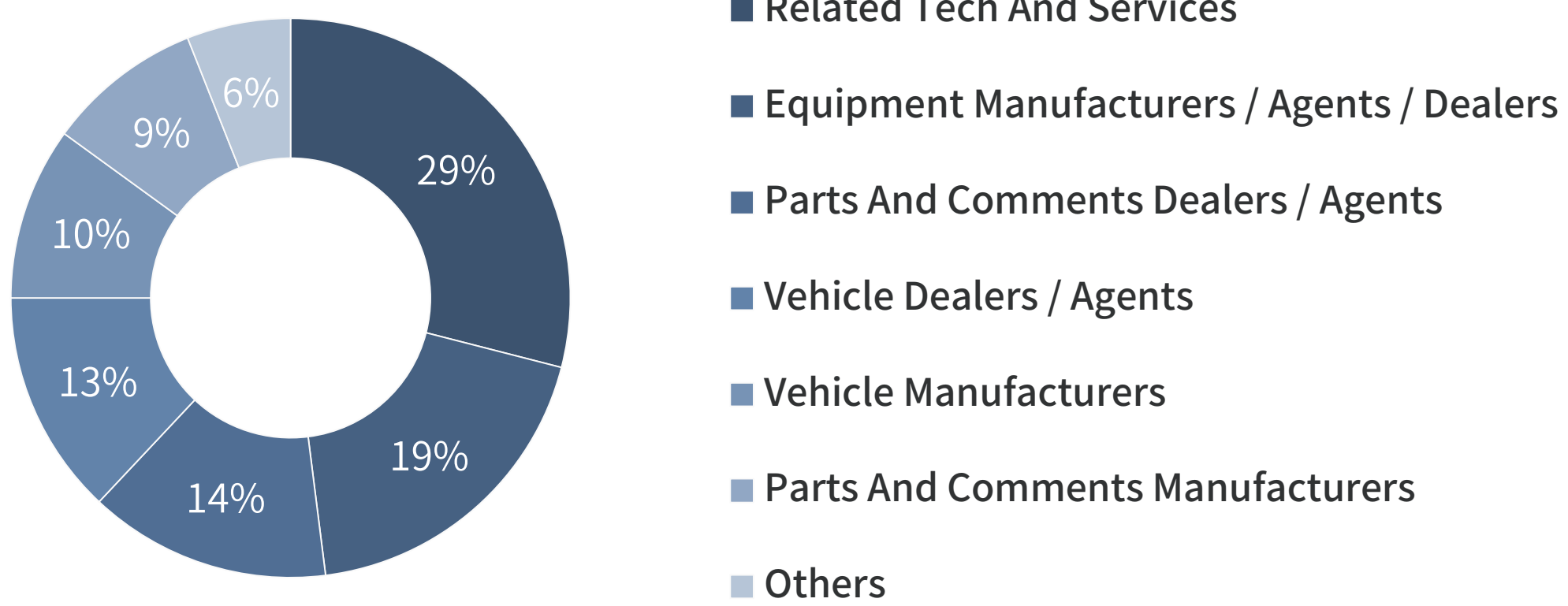
## Visitor Analysis

### Visitors

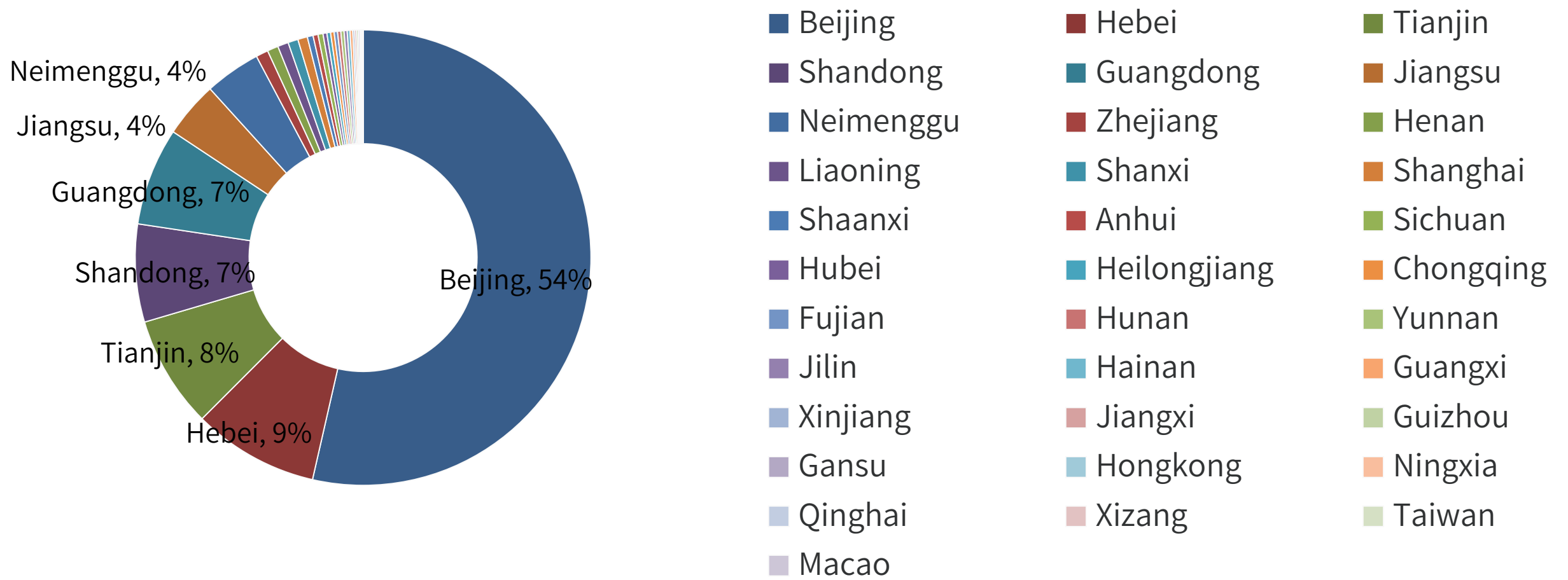


\*Due to the pandemic, the exhibition was not held in 2020 and 2022.

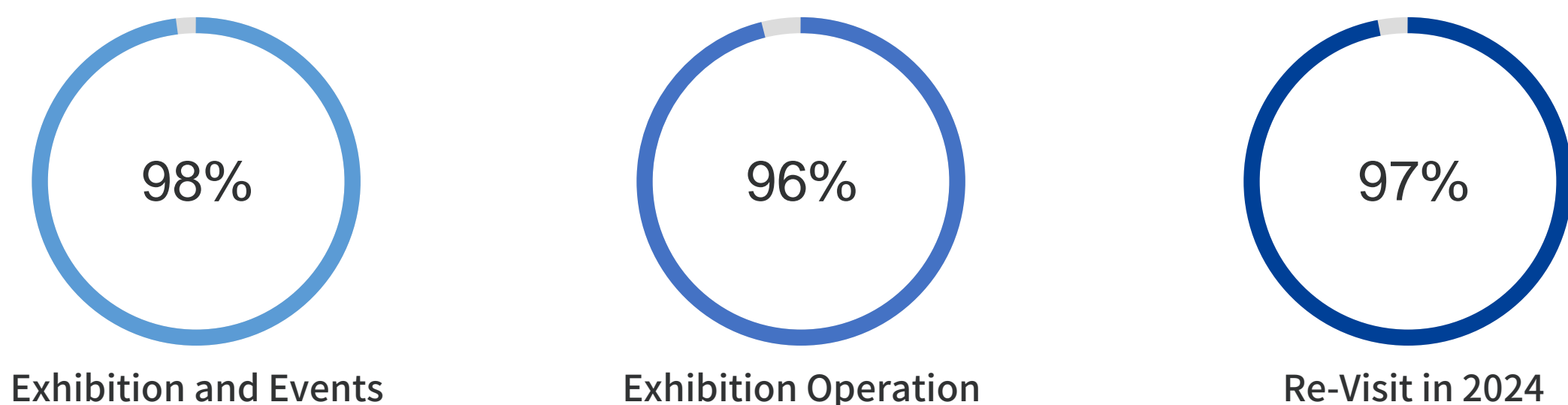
### Economic Sectors of Trade Visitors



### Visitors By Region



### Satisfaction Survey of Visitors





# MOTOR CHINA

## 北京国际摩托车展览会

### More To Be Expected

### 2024.5.17-20

中国摩托车商会

电话：010-68512676

手机：13701280724

邮件：yuzhijie\_cccm@126.com

北京华港展览有限公司

电话：010-84600333

手机：13401191083

邮件：lichen@ciec.com.cn



微信公众号



官方微博

[www.motorshowchina.com](http://www.motorshowchina.com)