

Lightweight
Asia 2020

Asia's Lightweight Automotive Trade Fair 2020

8-11 JULY 2020

Hall W5, Shanghai New International Expo Centre · China

Focusing on Lightweight Automotive Solutions

Showcasing the Most Advanced Products and Materials

Reviewing the Most Cutting-edge Technologies and Processes

**Invitation for
Exhibitors**

Concurrent
Event



**ALUMINIUM
CHINA
2020**

Organized
by



Reed Exhibitions®



Reed Exhibitions® Hengjin

Lightweight Asia 2020



A Must-attend

Lightweight Automotive Event

- One-stop sourcing platform for the automotive lightweight industry
- Full coverage of automotive lightweight materials, design, parts, processing technology, auxiliary equipment and solutions
- Sharing resources of more than 100,000 automotive buyers with concurrent events — the 16th Aluminium China (ALU), Shanghai International Automotive Manufacturing Technology & Material Show (AMTS) and Shanghai International Wheel Industry Exhibition & Intelligent Manufacturing Technology Forum
- Concurrent events - Asia Automotive Lightweight Summit and Logistics Vehicle Innovation Forum, which will focus on the future development of logistic vehicles



600+

Exhibitors



45,000 m²

Exhibition Area



25,285

Trade Visitors and Delegates

*Note: Data from Lightweight Asia 2019 post-show statistics

Core Focuses

① Research on the Sustainable Development of Materials for Lightweight New Energy Vehicles

According to the "Assessment Report on Aluminium Consumption of China's Automotive Industry (2016-2030)", China's new-energy-vehicle production is expected to reach 11.6 million by 2030 with a compound annual growth rate of 21.4%. At the same time, the continuous improvement of fuel efficiency standards and demand for vehicle weight reduction have also led to the demand for lightweight new energy vehicles, leading more and more automobile manufacturers to turn their eyes to aluminium. The assessment report predicts that aluminium consumption in China's automotive industry will increase from 3.8 million tons in 2018 to 9.1 million tons in 2030.

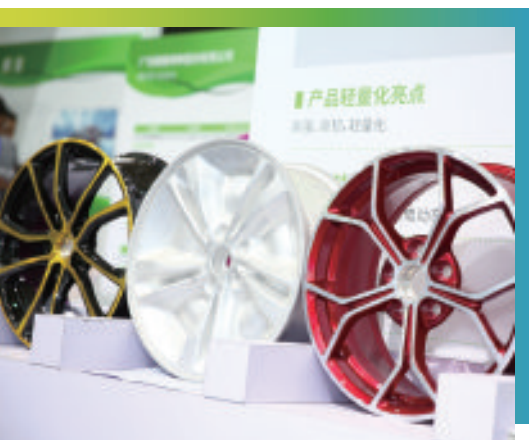
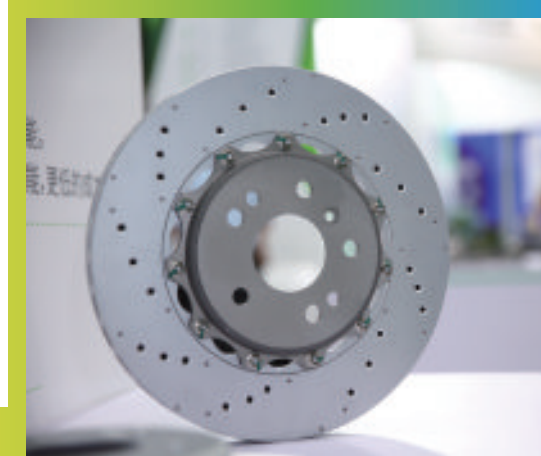


② Body Weight Reduction is the Key to Lightweight Vehicles

Research shows that if a vehicle's weight is reduced by 10%, fuel efficiency can be increased by as much as 6% - 8%. A car's body accounts for about 30% of its total vehicle mass. When operating at no-load, about 70% of its fuel is consumed by body mass alone. Therefore, a lighter car body will contribute positively to fuel economy, stability and safety.

③ Innovative Materials and Connection Technology that Attract the Attention of the Market

The "Made in China 2025" plan has set a clear target of 5% to 20% in vehicle weight reduction by 2020 through the application of high-strength steel, aluminium-magnesium alloys and automotive composite materials. As an essential component, the future vehicle body will comprise a mixture of multiple materials, with the advantages of each material fully leveraged by its appropriate body location. As this change brings about a new set of challenges, innovative materials and connection technology have become a crucial focus in the lightweight vehicle market.



④ Focusing on Lightweight Components such as Wheel Hubs and Related Equipment

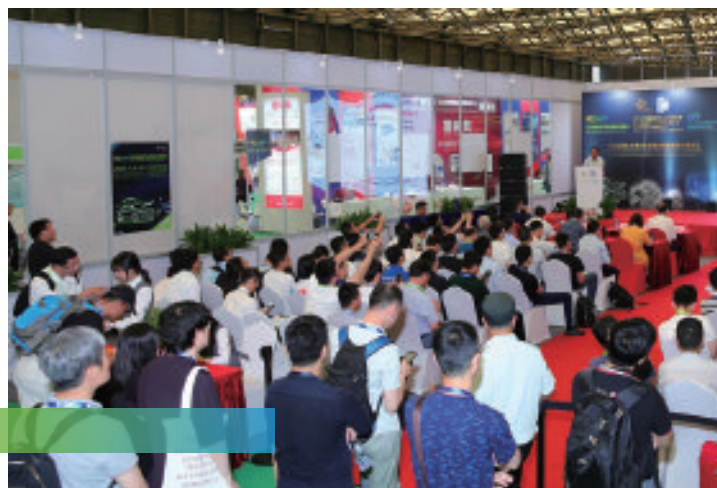
The wheel hub is an essential auto part, which plays a key role in automobile weight reduction. Lightweight materials, lightweight structure design and forming processes can effectively reduce the weight of wheel hubs. At present, the main material of lightweight wheel hubs is aluminum alloy or magnesium alloy. In the past two years, wheel hubs manufactured from carbon fiber composite material have also emerged in the high-end automobile market. In line with this development, as a major automobile producer, China will undoubtedly provide sufficient materials for the wheel hub industry, offering abundant opportunities for the R&D of wheel hub materials and technologies.

*Note: Data source: Internet

Asia Automotive Lightweight Summit

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- Forum on Metal Materials and Application Technology in Automotive Lightweight
- Forum on Automotive Non-metallic Materials and Process Technology
- Logistics Vehicle Innovation Forum
- Forum on Intelligent Manufacturing Technology of the Wheel Industry



Innovation Zone

- Lightweight Innovation Arena
- Lightweight Connection Technology Zone
- Lightweight Wheel Hub Zone







TAP Buyers

Target Attendee Program (TAP) buyers are senior executives or professionals from the lightweight automotive application industries, who attend Asia's Lightweight Automotive Trade Fair with clear purchasing plans or intention.



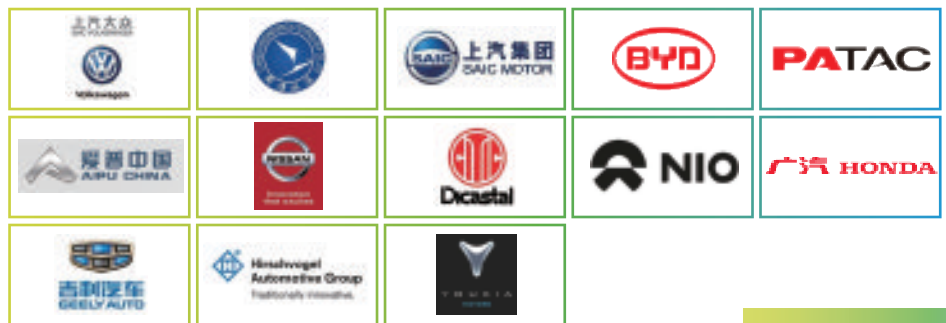
We offer:

-  One-on-one, in-depth communication with recommended purchasing decision-makers
-  Access to more sales leads
-  Increased exposure to target buyers
-  Knowledge of potential buyer needs before the exhibition

In 2019, the two exhibitions attracted **1,210** TAP buyers

Organized **399** matchmaking sessions including **265** domestic sessions and **134** international sessions

The estimated turnover was **723,475,000** CNY



* Note: Partial listing of TAP buyers from the automotive industry

Exposure by industry media and other channels



* Random order display

Exhibit Range

Raw materials

- Aluminium, magnesium, titanium alloy
- Steel
- Engineering plastic
- Composite materials
- Other

Processing technology and equipment

- Welding and joining technology
- Surface treatment
- Stamping, rolling and hydraulic molding
- Metal-cutting
- Casting
- Forging
- Extrusion
- Injection molding
- Molding
- Microcellular foaming
- Others

Automotive parts

Commercial vehicle parts

- Head
- Body
- Chassis
- Tire, hub
- Engine
- Interior and exterior decoration
- Other parts

Passenger vehicle parts

- Body
- Chassis
- Tire, hub
- Engine
- Interior and exterior decoration
- Other parts

Lightweight solution-related enterprises and design companies

Others



Suzhou HT Carbon Fiber Co., Ltd.
Xiao Chengbin, Marketing Manager

In recent years, with the advancement of automotive lightweight technology, carbon fiber composites are becoming increasingly popular in the industry. This year is the first time that HT Carbon Fiber has participated in Asia's Lightweight Automotive Trade Fair organized by Reed Exhibitions. During the exhibition, our cutting-edge carbon fiber composite products and lightweight solutions attracted the attention of participants. Unlike traditional metal materials, carbon fiber composites are still in the market-introduction stage for the automotive industry. Reed Exhibitions has provided a platform for extensive exchange with users and industries, which will prove to be very helpful for the promotion and application of carbon fibers in China. I would like to thank the Reed Exhibitions team for their efforts and hope that the exhibition will achieve greater success in the future.

Partial Exhibitor Listing

* Displayed in random order



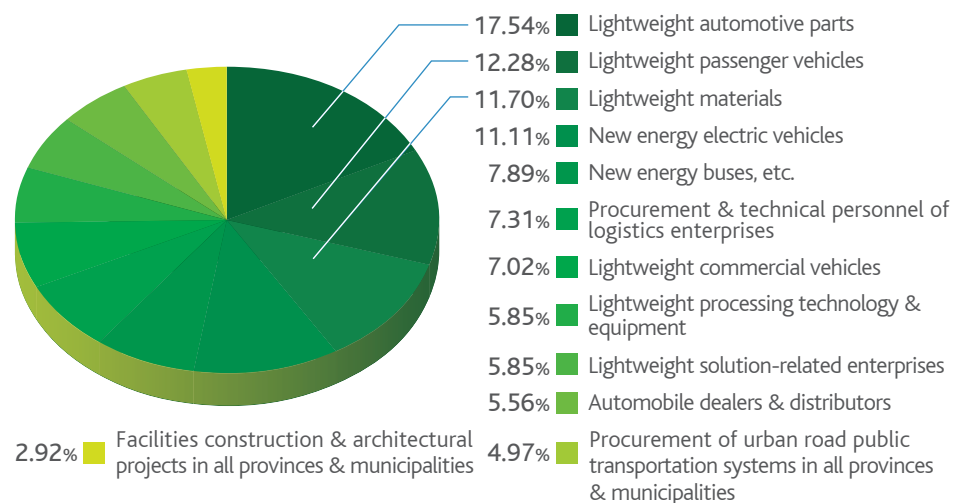
Henan Dowell Technology Co., Ltd.
Sun Zhongyao, Chairman

Henan Dowell Technology's participation in Lightweight Asia has allowed us to publicize our forged magnesium alloy hubs for vehicles, while obtaining the latest information about the industry. Many thanks for such thoughtful service and all the best to Reed Exhibitions.

Visitor Range – Automotive OEMs and parts suppliers

- Lightweight passenger vehicles
- Lightweight commercial vehicles, including all classes of buses and trucks, vans, tank trucks, lifting vehicles, special structure vehicles and semi-trailers
- New energy buses
- Lightweight automotive parts
- New energy electric vehicles

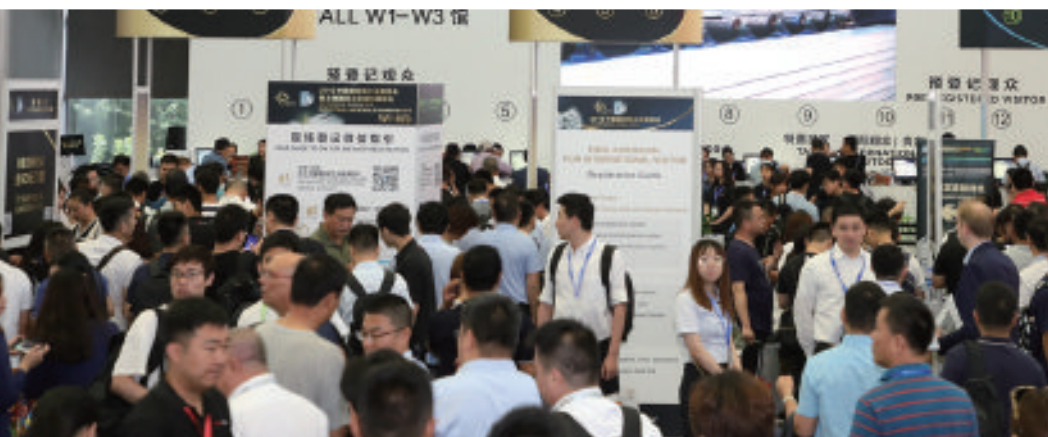
Visitor breakdown by end-user application industry



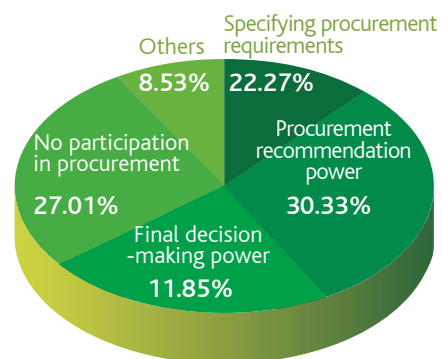
17.83% of visitors from design / R&D positions

13.69% of visitors from management positions

13.38% of visitors from procurement positions



Visitor Decision-Making Power Analysis



Satisfaction Survey



64.65% of trade visitors expressed complete satisfaction with Asia's Lightweight Automotive Trade Fair 2019

7.35% higher than 2018



51.61% of exhibitors expressed complete satisfaction with Asia's Lightweight Automotive Trade Fair 2019,

8.27% higher than 2018

* Note: Data from Lightweight Asia 2019 post-show statistics

Organizers



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