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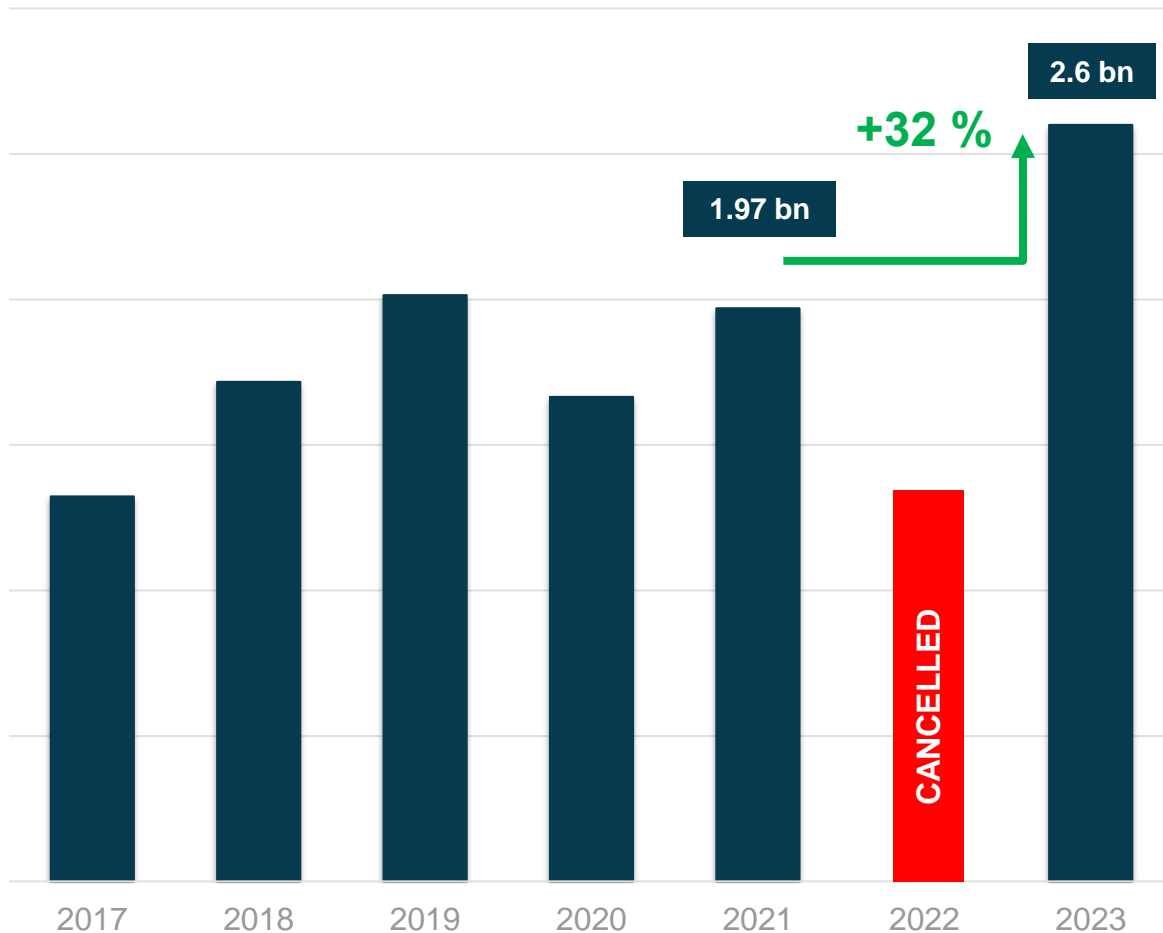
Shanghai Auto Show 2023

Media Analysis

Chosen Highlights & Trends

Report timeframe: April 18th – April 27th, 2023

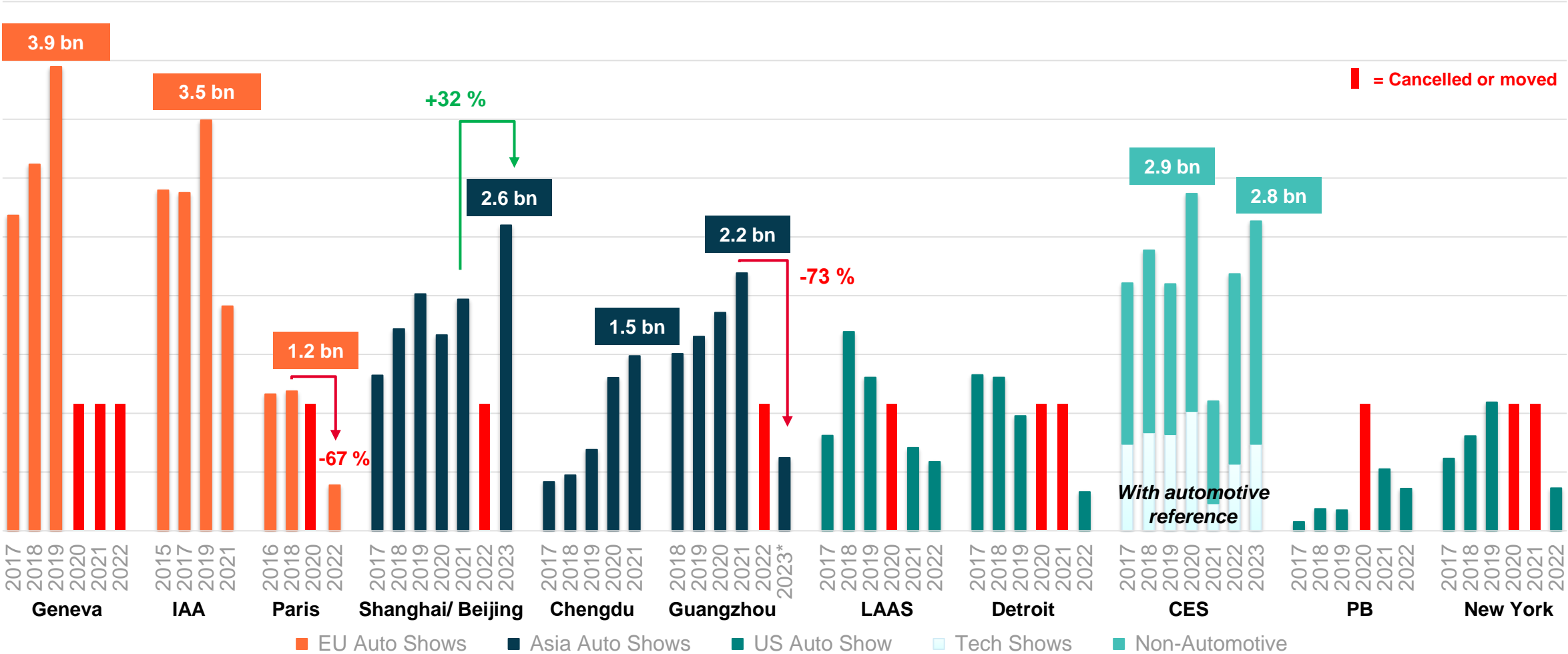
Visibility of the Shanghai Auto show 2023



After the Shanghai Auto Show 2022 was cancelled due to Corona, the 2023 event experienced a great increase of media interest.

Compared to the Show in 2021, the event recorded an increase gain of more than 32% in visibility on Media.

Visibility of Auto Shows in the past years.

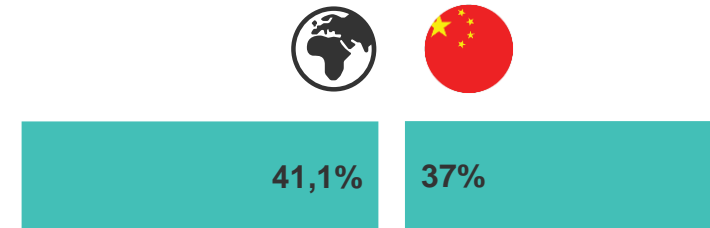


Hot Topics & Trends International vs. China

The 2023 Shanghai Auto Show showcased a significant increase in NEVs with 92 out of 150 new models being presented as electrified vehicles. Intelligent and digital features such as intelligent driving chips, LiDAR, and smart cockpits are becoming standard configurations. Chinese auto brands are making strides in the premium market segment, with BYD launching high-end Yangwang models and Chinese brands' passenger car market share reaching 49.9% in 2022.

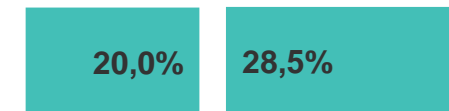
Electrification/NEVs

For Premium/luxury, JV and Chinese auto brands, Auto Shanghai 2023 is an important platform for showcasing NEVs. Official data shows that a total of 150 new models were presented this year, among these, the number of NEVs increased to 92.



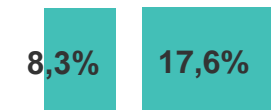
Intelligentization and Digitalization

System intelligence is now becoming a standard configuration. High-computing power, intelligent driving chips, LiDAR, smart cockpit, and big/multiple screens are widely applied in vehicles.



Chinese Brands

Chinese auto brands targeted premium segment, represented by BYD with the launching of high-end Yangwang models at the show. The official data showed that the market share of Chinese auto brands' passenger cars has reached 49.9% in 2022.

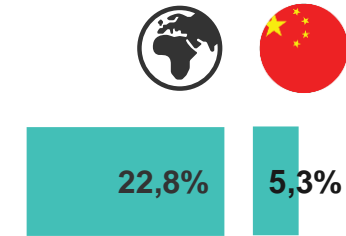


Topics & Trends International vs. China

International carmakers are emphasizing their commitment to the Chinese market, with a focus on creating products "in China and for China." The presence of overseas executives at the Shanghai Auto Show highlights the importance of understanding the Chinese market. Autonomous driving technology was also a focus, with companies such as Huawei and Xpeng Motors presenting their latest developments, while a BYD executive expressed skepticism about achieving fully autonomous driving.

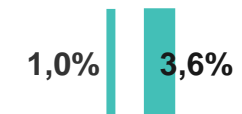
In China and For China

International carmakers see China as their one of the most important markets in their global strategies. More and more international carmakers such as VW Group, BMW, and Mercedes-Benz emphasize their "in China and for China" commitments at the show.



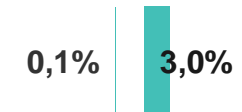
Overseas Executives

The gathering of executives from international carmakers such as VW Group, BMW and Mercedes-Benz in Shanghai is a highlight. Media commented that "going to China personally to understand the changes of the Chinese market is a compulsory course for these leaders."



Autonomous Driving

Many electric car and tech companies are working on self-driving technology. Huawei and Xpeng Motors present their latest technologies in autonomous driving, while a BYD executive argues that fully autonomous driving is "basically impossible."

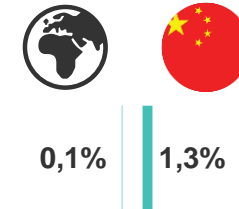


Topics & Trends International vs. China

At the 2023 Shanghai Auto Show, BMW faced accusations of discrimination from Chinese internet users, who claimed that workers at its MINI booth favored foreign visitors during an ice cream giveaway. A range of automotive technology and supply chain companies, including Bosch, Continental, Huawei, CATL and others, presented their latest technologies. The show also aimed to boost market confidence and promote automobile consumption, while Tesla's absence was noted by the media, with some attributing it to a lack of product launches and the protest of a disgruntled Tesla owner at Auto Shanghai 2021.

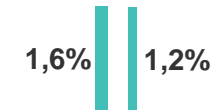
BMW MINI Booth

Chinese internet users slate BMW with accusations of discrimination at the show, claiming workers at its MINI booth favored foreign over domestic visitors during an ice cream giveaway.



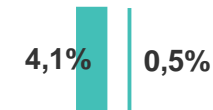
Tech and Supply Chain Enterprises

Automotive technology and supply chain enterprises such as Bosch, Continental, Huawei, CATL, and Horizon Robotics present their technologies at the show, such as CATL's unveiling of its Condensed Battery technology.



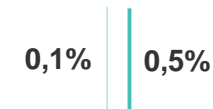
Boosting Auto Consumption

Auto Shanghai 2023 not only provides a stage for vehicle and industry chain enterprises to showcase new products and technologies, more importantly, it also boosts market confidence and promotes automobile consumption.



Tesla Absence

Media coverage attributes Tesla's absence from this year's show to a lack product launches and looks back on the protest of a disgruntled Tesla owner at Auto Shanghai 2021.





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