



Post-show report from the Shanghai Automotive Thermal Management Exhibition

KUBO Kohei

1 Introduction

The Automotive Thermal Management Exhibition 2025 (ATME2025) took place from Wednesday, March 26 to Friday, March 28, 2025 at the Shanghai Automotive Exhibition Center in China.

ATME2025 is a specialized exhibition focused on thermal management technology for new

energy vehicles. The exhibition aimed to showcase the latest technologies, facilitate exchange, and promote technological innovation in the industry.

Held alongside the Automotive Powertrain Technology Exhibition, ATME2025 attracted over 300 companies and 10,000 attendees. The Mobility Devices Headquarters (MD Headquarters), where I work, exhibited for the third consecutive year.



Photo 1 Exhibition venue



Fig. 1 ATME2025 venue layout (cited from the ATME2025 website)

Photo 1 shows the exhibition venue and Fig. 1 shows the venue layout.

2 KYB's Exhibition

2.1 Purpose of Participation

In light of ATME2025's theme, the MD Headquarters built an exhibition booth with the following objectives:

- (1) Enhance recognition of KYB
- (2) Introduce electric oil pumps for cooling applications
- (3) Identify trends in new energy vehicles

2.2 Company Promotion Video

Over the past two years of exhibiting, we have learned that emerging Chinese electric vehicle (EV) manufacturers are not very familiar with KYB, especially its pump business. Therefore, our first step was to generate interest in KYB among them.

We decided to screen a video at our booth to introduce our company, including its history, participation in motorsports, and test centers, to make visitors from various fields aware of KYB.

2.3 Booth Wallpaper

Playing the promotional video has a strong impact, but visitors must stop to watch it.

Therefore, we displayed wallpaper showing our product history (Fig. 2), the MD Headquarters' roadmap (Fig. 3), and its production sites (Fig. 4) on the booth walls. This allowed visitors to quickly understand the products of both KYB and the MD Headquarters.

2.4 Sample Display

We showcased electric oil pumps for cooling applications at ATME2025. These pumps are produced by various manufacturers in the Chinese market, where EVs are very popular. Simply displaying the product does not convey KYB's unique features.

Then, we also displayed our mechanical oil pump for CVT Note 1), for which we hold the world's top market share, alongside pumps of different models. Additionally, we installed pump introduction panels to explain the features of KYB's pump products (Photos 2-4).

Note 1) Continuously Variable Transmission.

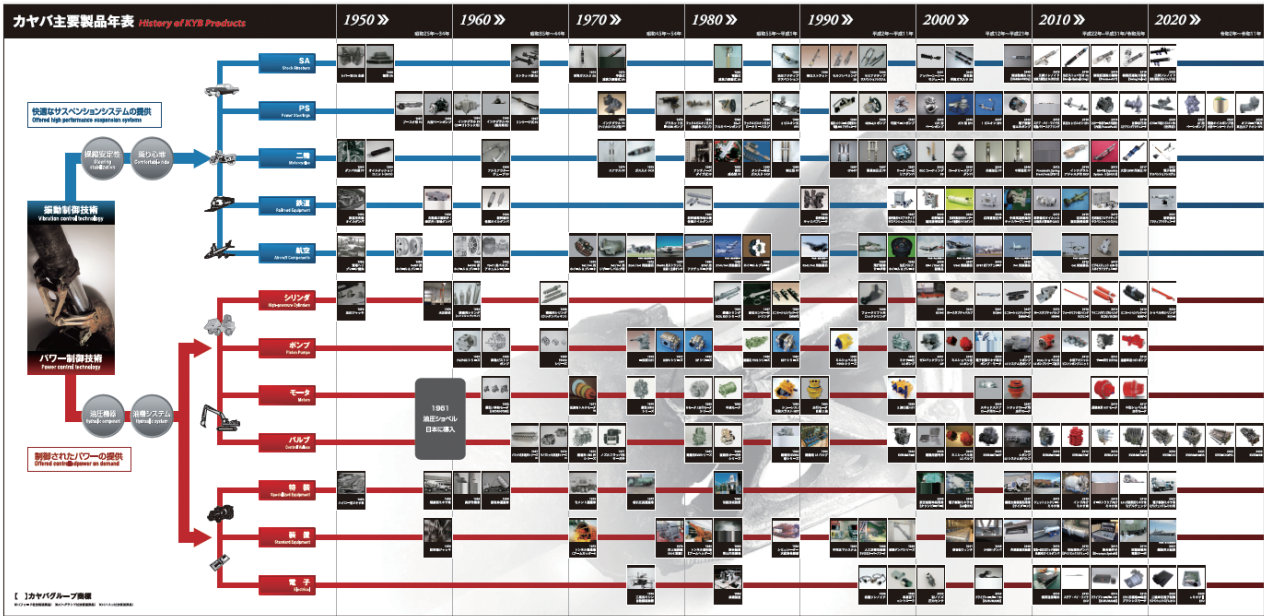


Fig. 2 Wallpaper 1—KYB product history

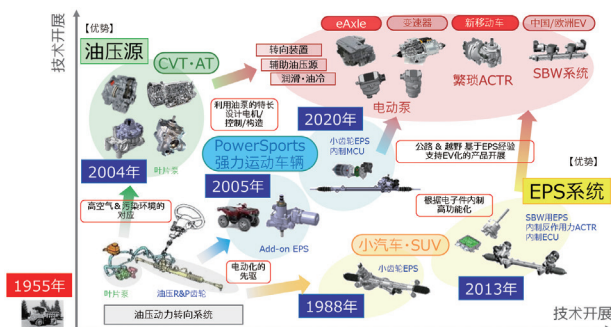


Fig. 3 Wallpaper 2_MD Headquarters' roadmap

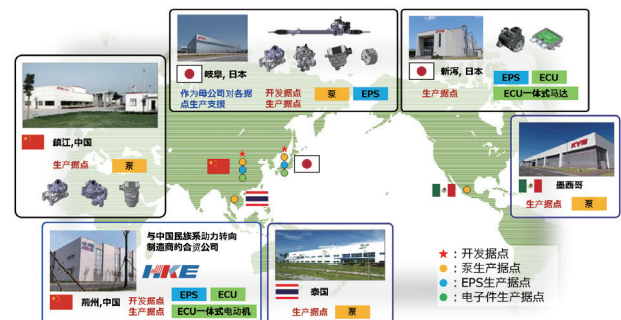


Fig. 4 Wallpaper 3_MD Headquarters' production sites

<Exhibits>



Photo 2 Electric oil pump for cooling applications (left)/for hydraulic sources (right)

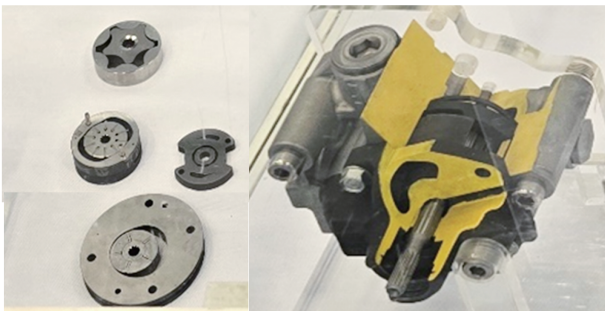


Photo 3 Pump parts (left) / Mechanical pump for CVT (right)



Photo 4 Displayed samples

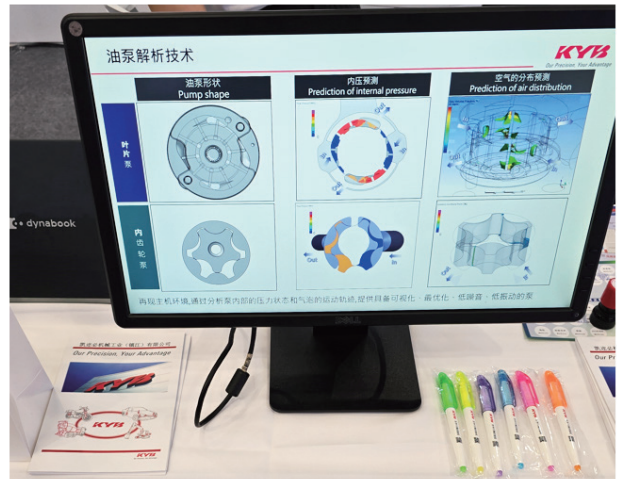


Photo 5 Analysis video

videos and wallpaper. However, only a few of them came to talk with us.

We noticed other booths that were bustling with activity, where visitors were interacting with product samples while talking. We quickly removed our samples from the showcase and displayed them outside so visitors could touch them.

This allowed more visitors to stop and pick up samples, providing more opportunities for communication.

Furthermore, we were interviewed by the organizer, perhaps because we were from Japan. Our product presentation was broadcast live (Photo 6).



Photo 6 Interview

2.5 Analysis Video

To educate more people about our area of expertise, pump technology, we created a video showing the results of fluid analysis studies (Photo 5).

The video helped visitors who were unfamiliar with pumps understand them intuitively and sparked their interest in KYB's technology.

3 During the Exhibition

Many people visited our booth at the opening of the exhibition, probably due to the effect of the

4 Other Companies' Exhibition

The booths were more visually striking and the videos were flashier than those at last year's exhibition. Companies tried to attract visitors and introduce their products in various ways, such as distributing novelty goods and setting up food and beverage corners.

In addition to KYB, some other Japanese companies also participated in the exhibition. This made us recognize the importance of the Chinese market in the EV industry.

5 In Closing

We extend our gratitude to the organizer and all those concerned for hosting this exhibition, as well as to all visitors (Photo 7). We hope our products will contribute to the further development of the entire industry.

Thank you very much for your support.



Photo 7 Group photo

Author



KUBO Kohei

Joined the company in 2009.
Pump Design Sect., Engineering
Div., Mobility Devices
Headquarters, Automotive
Components Operations.
Engaged in design of vane pumps.