

Hu Min

Jiading District featured its world-class automotive industry at its booth at the 8th China International Import Expo from November 5-10.

Shanghai International Automobile City (Group) Co Ltd established an area in the Automotive and Intelligent Mobility Exhibition Zone.

The area, spanning around 300 square meters, featured four distinct functional zones. Through vehicle display, component array, digital screens and interactive experiences, it comprehensively presented the ecological advantages and innovative vitality of Jiading's automotive industry.

At the International Enterprises Exhibition Area, full-size vehicles, exquisite models, core component arrays, multimedia installations and graphic panels were featured to showcase the innovative achievements, cooperation progress and localized practices of multinational enterprises in Jiading.

NIO displayed its new model, the ET9, in this area. The model represents the culmination of NIO's decade-long technological innovation and serves as an intelligent electric executive flagship.

It sets new standards for executive flagship models in terms of design, space, comfort, audio, intelligent systems, autonomous driving, safety, three-electric systems and driving experience, representing a new breakthrough in the global intelligent electric vehicle field.

"NIO has established R&D and production facilities in some 10 locations, including Shanghai, Munich and Abu Dhabi, with products covering users in over 350 cities worldwide," said a

# Jiading makes a case for the auto sector at the CIIE



Visitors can try out the latest auto products at Jiading's Automotive and Intelligent Mobility Exhibition Zone. — Hu Min



George Patton

new energy vehicle sector.

Within the exhibition area, the Karlmann brand showcased its Zr model. Targeting young users, it integrates a sense of the future and technology co-created by Chinese and Italian design teams.

Equipped with a two-door and five-seat layout, it is the first to apply diamond-cut design language to vehicle development and is highly favored by users with personalized customization needs.

Another exhibit was the P01 intelligent sofa from Arkadia-life. Designed by internationally renowned Italian designer Luciano D'Ambrosio, the product is unique in integrating vehicle development and manufacturing processes, making it a cross-border work of the automotive industry and home art.

It not only achieves the integration of the two categories but also injects the precise functional genes of automobiles into the sofa, expanding



the functional boundaries of home products.

A George Patton vehicle was also eye-catching. Its body lines draw inspiration from armored vehicles, with a family-style "Wing of Victory" grille on the front face, paired with matrix LED lights, showing a tough and unique design style.

"We hope that through this exhibition area, people can see the whole picture through a single glimpse and understand Jiading's comprehensive advantages in attracting multinational enterprises to settle in," said a representative from Shanghai International Automobile City (Group).

Enterprises such as NIO, Karlmann and George Patton continue to place new businesses in Jiading, fully demonstrating Jiading's influence in the global automotive industry. We also look forward to more international enterprises entering Jiading and settling there."

As the main hub for developing smart, connected, new energy vehicles in Shanghai, Jiading wants to create a top-notch automotive industry center and a leading area for advanced self-driving technology, while also supporting both traditional cars and smart new energy vehicles, staying at

the forefront of industry change.

The "Jiading Innovation Laboratory" allows people to peek into the future of the automotive ecosystem. The area gathers cutting-edge products from six enterprises in fields such as auto parts, design, AI and medical care, demonstrating Jiading's innovative vitality and experimental capabilities in the field of electrification, intelligence, connectivity and sharing.

Zhi Jing Technology, headquartered in Shanghai International Automobile City, displayed its AI automotive design system. People can sketch car outlines on a drawing tablet, select design styles, and the AI system will call pre-trained models to quickly generate design schemes.

It is a high-tech enterprise focusing on providing full-link AI digital intelligence solutions for the vehicle industry, such as automobiles and rail transit. Its business covers AI-agent development, XR-digital review and verification, and AI digital exhibition hall development, among others.

XR equipment will also be used to build a professional multi-person collaborative review virtual scene. Users can intuitively view the 3D data, structural disassembly and spatial layout details of automotive design schemes in an immersive environment.



Johnson Health Technology's fitness products

exercise more fun.

The CIIE serves as a significant platform for showcasing Johnson's 50 years of innovative achievements and has enabled the company to secure a cumulative intended contract value exceeding 1.8 billion yuan (US\$252.64 million), highlighting its robust presence in the fitness technology sector for both Chinese and global markets.

# Vintage cars on display captivates the crowd

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THE International Auto Culture Experience Zone showcased 10 vintage cars at the 8th CIIE as a core section of the classic car exhibition.

Covering 600 square meters, it featured 10 vintage cars showcased by Shanghai Jiading Comprehensive Bonded Zone, including iconic models such as the Ferrari F40, Ferrari 250 GT Cabriolet and Ferrari 348Tb, demonstrating the evolutionary journey and timeless charm of the automotive industry and injecting new vitality into the pilot reform of automobile circulation and consumption.

All vehicles were assembled within a few days and were delivered to the venue by high-standard transport trucks.

The 10 vintage cars included the Ferrari F40, Ferrari 250 GT Cabriolet, Ferrari 348Tb, Jaguar E-Type, Rolls-Royce Phantom I Boat Tail, Rolls-Royce Phantom II, Lamborghini Countach 25th Anniversary Edition, Porsche 911S, Porsche 944 Turbo and Cooper T40.

These models not only represent the pinnacle of manufacturing craftsmanship in their respective eras but also witness the technological breakthroughs and design evolution of the automotive industry.

## Microcosm of an era

Global car enthusiasts hail the Ferrari F40 as the "holy grail" and consider it as the last road sports car designed with founder Enzo Ferrari's involvement, marking a significant milestone in history.

As the first-generation 911, the Porsche 911S established the 911 family as a benchmark for high-performance sports cars and remains highly respected by car fans worldwide.

Jiading Comprehensive Bonded Zone mainly handled the organization of 10 classic cars from abroad for display, along with managing transportation, venue access, exhibition setup and all related services.

The establishment of the

International Auto Culture Experience Zone is a key initiative of the CIIE to promote the "automotive industry + auto culture + auto future" trinity exhibition model.

Through the centralized display of these classic cars, visitors were able to experience the transformation of automobiles from transportation tools to industrial works of art that integrate technology, art and culture.

Each vintage car is a microcosm of an era, telling stories of industrial development.

Classic cars not only carry the historical memories of the automotive industry but also serve as important drivers for promoting automobile consumption, upgrading it, and expanding the after-sales market.

## Classic car industry ecosystem

Since 2023, Shanghai Jiading Comprehensive Bonded Zone has promoted the inclusion of classic car import and export business in policy pilots and collaborated with the China Automotive Technology & Research Center to conduct relevant research.

In 2024, the zone organized a delegation to research the classic car market in the United Kingdom, conducting in-depth research on vehicle certification, import and export processes and trading mechanisms.

It also reached preliminary cooperation intentions with international institutions such as the Goodwood Festival of Speed, F1 Authentics and Classicwise.

In the future, it will carry out multi-level cooperation in areas such as bonded storage, restoration technology and motorsport culture to promote the international development of China's classic car industry ecosystem.

In terms of carrier construction, it has built an international bonded motorsport service center covering 41,000 square meters, which will be developed into an integrated service platform integrating motorsports, classic cars and bonded artworks.

# Johnson merges AI and IoT to redefine healthy living at home

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JOHNSON Health Technology, a prominent leader in sports health science, participated in the CIIE for the fourth time.

Marking the group's 50th anniversary, it highlighted the new ecosystem of AI and IoT home fitness, showcasing its cutting-edge technological achievements in the smart fitness field and conveying the new concept of technology empowering a healthy life.

Johnson Health Technology showcased a series of products that integrate artificial intelligence and IoT technology. The goal is to redefine home fitness through innovative technology and to promote a comprehensive upgrade in the sports experience.

To further enhance interaction and experience, Johnson expanded its exhibition area to 600

square meters, the largest in its CIIE history.

The exhibition area was built around six modules — physical test, AI consultation (fitness plan), home scene training, gym scene training, training recovery and healthy diet, building a complete immersive closed-loop experience of "AI + health management."

It allowed visitors to personally experience the full process of intelligent health management, from assessment to execution, and from training to recovery. The initiative not only expanded the boundaries of "home fitness" but also promoted its evolution toward AI intelligence, personalization and scenarioization, helping the concept of "proactive health" take root in people's minds.

As a major highlight of this CIIE, Johnson launched several high-

tech sports and health products. Among them, the "Bowflex PR-1000S home gym station" made its global debut, demonstrating the in-depth integration of hardware innovation and digital ecosystem.

The newly released PR-1000S is equipped with the brand's classic resistance system, providing up to 90 kilograms of adjustable resistance and multiple pulley positions, which can accurately match the training intensity of different users and support more than 25 full-body training modes.

The rowing and strength training bench can be connected to Johnson's app via Bluetooth to synchronize training data, receive professional course pushes, customize plans and enjoy immersive real-scene teaching, making



Ferrari F40

Johnson Health Culture Center in Jiading District

