

IAA MOBILITY 2023

Final Report

IAA»
MOBILITY

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VDA

Verband der
Automobilindustrie



Messe München

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1. IAA MOBILITY – development of the concept



“The first mobility revolution started in Munich 135 years ago. And the second revolution, towards environmentally friendly mobility, is at home here at the IAA MOBILITY.”

Olaf Scholz, Chancellor of the Federal Republic of Germany, on September 5, 2023

The mobility festival **IAA MOBILITY 2023**, held from **September 4 to 10**, was a resounding success and attracted over 500,000 thrilled visitors to the second event of its kind in Munich. The show's motto was **Experience Connected Mobility**. Its aim was to bring together all the players in sustainable and future-oriented mobility, thus underscoring its status as a globally recognized platform for mobility, sustainability and technology.

The new concept, realized for the first time under COVID conditions in 2021, was successfully adapted and improved for 2023. This year, the B2B and B2C groups were separated, with the Summit (on the exhibition grounds) directed at trade visitors, while on the Open Space (in the city center) a large number of exhibitors delighted the private visitors. On the Saturday alone, over 100,000 visitors attended the Open Space to explore the impressive exhibition areas and experiences on offer.

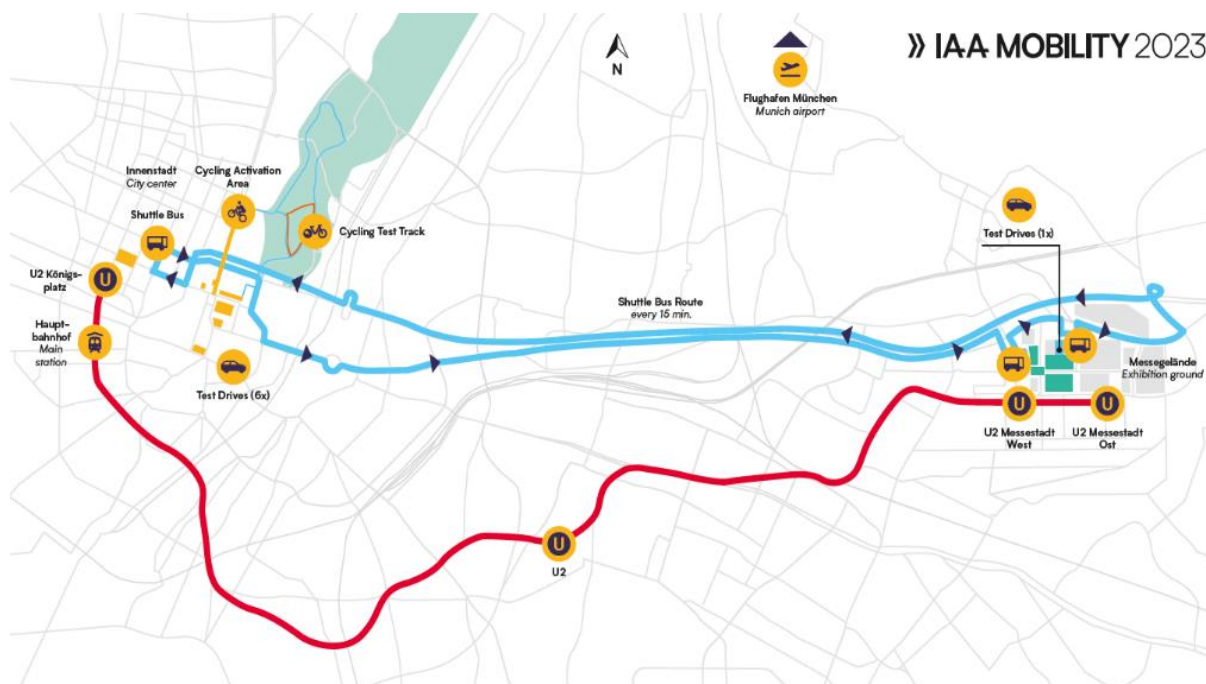
The opening times were also adjusted. On the Monday the Summit was open only for the press, and from Tuesday to Friday it was presented to the broader trade public. Private and trade visitors could explore the Open Space from Tuesday to Sunday.

The IAA Conference took place at the Summit and showcased important topics surrounding mobility with top-class speakers from politics, business, digital companies and public life. This year the IAA Experience was also an absolute crowd-puller when it came to experiencing new products and systems. The Summit and the Open Space both offered a very extensive range of opportunities for trying out the latest vehicles in the car, cycling and micromobility, and bus segments.

The PR strategy focused on the media reach, with 3,700 accredited journalists from 82 countries among the guests. They contributed to a 70% increase in international reporting as compared with 2021. This vast international reach was reflected in the international profile of the visitors.

Figure 1

Locations of formats at the IAA MOBILITY 2023 in Munich



2. Visitor structure and behavior

This year again, the visitor structure was analyzed using data collected in an extensive, representative visitor survey conducted at various locations at the Summit and on the Open Space by the firm Gelszus Messe-Marktforschung GmbH, and registration data on the exhibition grounds. One of the results that emerged was a clear increase in the number of trade visitors. The average proportion of trade visitors came to 67%, which was significantly above the level in 2021 (51%).

2.1 Visitor numbers rise sharply

Over 533,000 visitors came to the IAA MOBILITY 2023 in Munich, which was over 120,000 more than in 2021 and represented a rise of over 30%.

The visitors on the exhibition grounds were counted by the turnstiles at the entrances. Visitors to the Open Space were counted on the basis of two different sources of data. On the one hand there was an installed sensor system encompassing the individual areas of the Open Space, and on the other the users of the IAA App were counted. Technologies of the company PwC were integrated into the App for this purpose. A secured minimum use quota was used to ensure the uniqueness of visits (so returning visitors were not counted multiple times). The two sources of data were combined to generate the total number of unique visitors. The necessary calibration values were continually determined at ten-minute intervals.

The days with the most visitors were Monday/Tuesday and Saturday, with over 100,000 visitors in Munich's city center. At the Summit, most visitors attended during the first days.

Table 1

Visitors numbers by day and venue

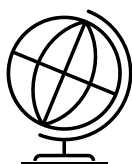
	Summit	Open Space	Total	Total in 2021	Increase
Monday / Tuesday	21,201	78,973	100,174	51,668	94%
Wednesday	16,759	77,500	94,259	58,427	61%
Thursday	14,139	65,900	80,039	66,185	21%
Friday	9,343	66,300	75,643	74,184	2%
Saturday	-	105,460	105,460	84,819	24%
Sunday (until 17:00 h)	-	78,210	78,210	72,096	8%
Total	61,442	472,343	533,785	407,379	31%

Whereas the majority of visitors attended the IAA MOBILITY on one day (62%), nearly one quarter attended on two days (23%) and almost 10% came on three days. One welcome finding was that many visitors were at the IAA for the first time (61%).

2.2 Visitors' origins

Share of visitors
from abroad:

22%



Twenty-two percent of visitors to the Summit came from countries other than Germany, which reflects the international character of the mobility platform and continues the trend seen in the years before the COVID pandemic (10% in 2021; 22% in 2019). The share of visitors from abroad was strongly influenced by the Summit that was largely attended by trade professionals, although the share of foreign visitors on the Open Space came to 10%. After the European countries, which accounted for the largest proportion of foreign visitors (64%), Asia was the second-best represented market at the IAA MOBILITY, on 23%. The visitors surveyed travelled to the show from a total of 56 countries. The countries topping the visitor league table were China and Austria (8% each), France (7%), Italy (7%), the Netherlands (6%) and the US (5%).

Among the German visitors, the largest groups came from the host state of Bavaria (66%) and the neighboring state of Baden-Württemberg (15%). This means that southern Germany accounted for four fifths of visitors (82%). The third-best represented state was North Rhine-Westphalia on 5%.

Table 2

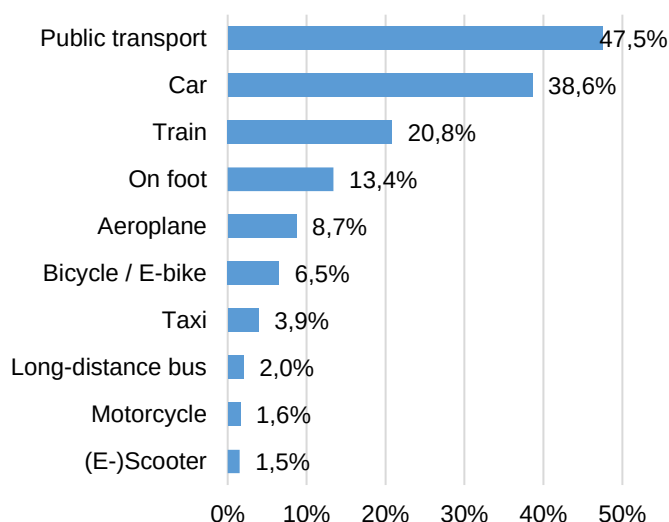
Foreign visitors by origin

Region	2023	2021	2019	2017	2015	2013
European Union	51%	61%	59%	72%	61%	68%
Southern/Eastern and Central Asia	23%	14%	19%	9%	16%	9%
Other European countries	13%	13%	8%	7%	7%	8%
North America	6%	5%	5%	4%	6%	6%
Middle East	2%	1%	4%	3%	5%	2%
South and Central America	2%	3%	4%	3%	3%	3%
Australia/Oceania	1%	1%	1%	1%	2%	3%
Africa	2%	3%	1%	1%	1%	1%

2.3 Visitors – travel

The IAA MOBILITY is a mobility platform and this is also reflected in the way visitors traveled to the event. For example, almost half of visitors covered the last leg of their journey on local

Figure 2

Means of travel to the IAA MOBILITY

public transport (48%), while 39% came by car and one fifth came by train (20%). Taking visitors to the Open Space in isolation, fewer of them came by car (31%), but more came by bicycle / e-bike (12%). This is greatly influenced by the distance between visitors' homes and the show. Half of the visitors to the Open Space live no more than 50 kilometers from the site and they therefore made up the largest visitor group (54%), whereas visitors to the Summit often indicated traveling 300 kilometers or more to attend (44%).

The long journeys are also reflected in the number of overnight stays. More than half the visitors (51%) indicated that they had stayed overnight in or near Munich. Forty-five percent of visitors had stayed in Munich, and 6% had stayed in the surrounding area. So the IAA MOBILITY has a direct impact on hotels and gastronomy.

2.4 Visitors – age, gender and job

The average age of the IAA visitors was 37 years, and this was reflected in the fact that the largest age group was the 31 to 40-year-olds (26%), as in 2021. In all, 67% of visitors were aged 40 or younger.

Not only age – also the proportions of men and women are very interesting. The share of women has risen again in comparison with the preceding years, and so over one quarter (27%) of all visitors were women (24% in 2021; 20% in 2019).

Private visitors' average net household disposable income was €4,120 per month. One quarter of visitors indicated that they had a net income of €6,000. This income group was the best represented at the IAA this year (on 24%) and its showing was even better than it was in 2021 (17%).

The visitor survey revealed the high quality of the visitors: 52% of trade visitors indicated that they held managerial positions; of these, 8% were in top-level management. The relevance of the trade visitors attending the show also increased, with the proportion of decision-makers in purchasing and procurement amounting to 74%. Seventeen percent of visitors said they had final decision-making powers, while a good quarter were involved in decisions (27%) and another third had an advisory role in decision-making processes (31%).

The majority of trade visitors came from the automotive business, i.e. motor-vehicle manufacturers (34%) and suppliers (28%). One in ten trade visitors was from a digital company (11%), while 6% of trade visitors came from the field of research and science, and another 6% from corporate consulting (cf. Figure 4).

Figure 3

Age structure of visitors to the IAA MOBILITY

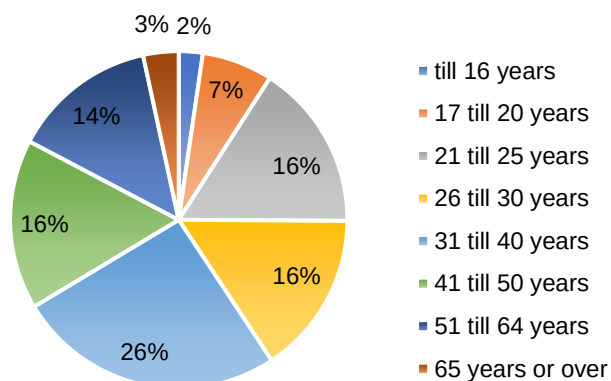
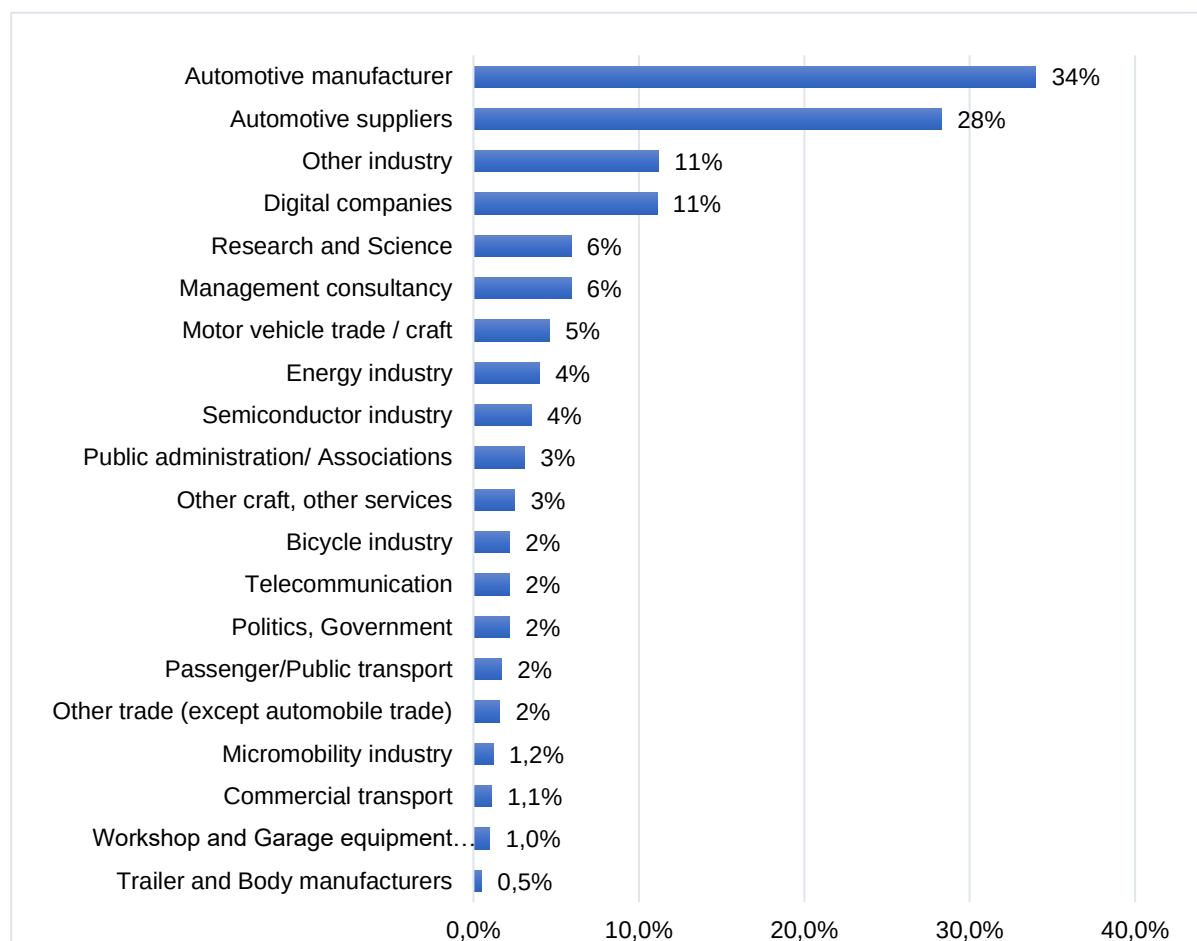


Figure 4

Trade visitors by business sector

2.5 Visitor interests – products and topics

Visitors were surveyed about the exhibition areas and products in which they were especially interested, and a markedly increased interest in passenger cars emerged (72%; 66% in 2021) (cf. Table 3). Second place was taken by (e-)bikes / (e-)scooters / pedelecs, which aroused the interest of more than one quarter of visitors (28%), with minibuses coming in third place (15%).

When asked about the mobility topics of the future, visitors clearly expressed an interest in autonomous driving (37%). A whole 53% of visitors said they could imagine buying a self-driving car. This topic was followed by electrification and zero-emission mobility (35%), and sustainability (32%). Visitors were also interested in the topics of design (31%) and sustainable / climate-neutral mobility (23%).

Table 3

Visitors' main interests in various exhibition areas and thematic areas (multiple responses allowed)

Top 5 exhibition areas/products		Top 5 Thematic areas	
72%	Passenger cars	37%	Autonomous driving
28%	(E-)bikes / (e-)scooters / pedelecs	35%	Electrification and zero-emission mobility
15%	Minibuses	32%	Sustainability
14%	Digital services in vehicles	31%	Design
13%	Mobility providers	23%	Sustainable / climate-neutral mobility

2.6 Visitor interests – IAA remains very relevant for planning purchases

45%
of visitors intend to a
buy a vehicle



Many visitors don't come to the IAA MOBILITY just to see the latest models from the car, bicycle or micromobility segments – their visit feeds into their plans to buy a new vehicle. For example 45%, i.e. almost half the visitors, indicated that they were planning to buy a vehicle in the coming six months. Most visitors wanted to buy a car (32%), an e-bike (9%) or a bicycle (9%).

There was most interest in vehicles with a conventional powertrain (39%), followed by battery-electric powertrains (28%) and plug-in hybrid drives (16%).

Visitors intending to purchase a car expect to pay €49,595 on average, which is nearly €1,500 less than in 2021. On the other hand, a good third of visitors said they wanted to spend from €50,001 to over €100,000 on a new vehicle.

In the cycling segment, city bikes (28%), mountain bikes (23%) and racing bikes (13%) were the most popular candidates among visitors planning a purchase. These visitors wanted to spend €1,923 on average. The largest group (30%) was those who would invest up to €1,000. Close to 20% would spend over €3,000 on a new bicycle.

Among the e-bikes, the great favorites are e-city bikes (31%), e-mountain bikes (25%) and e-trekking bikes (13%). The largest group here (26%) is happy to spend between €2,001 and €3,000 on their new e-bike.

2.7 Visitor satisfaction – top scores and intention to return

The IAA MOBILITY concept was a hit with visitors and was rated by 92% of them as good to excellent. Ninety-four percent would recommend the IAA MOBILITY to business partners and/or friends/acquaintances, and 93% would visit the next IAA MOBILITY. The conceptual changes in this year's IAA MOBILITY, with the separation of offers for trade visitors (Summit) and private visitors (Open Space) was given a score of good to excellent by a huge share of visitors (81%).

92%
of visitors gave the IAA
MOBILITY concept a
positive rating



Trade visitors awarded top grades for the internationality of the exhibitors (92%; 75% in 2021), the IAA experience / atmosphere at the IAA (90%), and how well the exhibitors could reach their target markets and sectors (86%; 81% in 2021). This year, the concept achieved improvements in trade visitors' scores for all aspects, from an (already positive) average of 78% in 2021 to 85% in 2023.

The top grades from private visitors showed a similar distribution. Here, too, the internationality of the exhibitors came in first place (90%; 77% in 2021), although this score was equaled by the entertainment/experience value (90%; 84% in 2021) with its excellent realization in the new concept. The next two places went to the presentation of innovations / new developments (89%; 88% in 2021) and the quality of visitor information provided by the organizers (87%; 79% in 2021).

For 85% of the visitors, the IAA MOBILITY is the most important sector platform for mobility. This ties in with the finding that 90% of visitors enjoy the varied experiences and the comprehensive range of mobility companies, and would also visit the exhibition again in the future (91%). Fifty-eight percent of visitors expect the significance of the IAA MOBILITY to increase in the next two years.

2.8 Visitor interest – the interest in new mobility remains unbroken

A visit to the mobility platform is associated with many objectives and interests. Among the trade visitors, these are principally general market orientation (50%), obtaining Information about new developments / innovations (44%), and the observing the competition (40%). The trade visitors achieved all of these objectives to a degree of around 90%, which once again underscores the benefits of the event.

The private visitors focus on different aspects. Once again, many visitors attend the show to see cars they could not see elsewhere (50%), while 41% want to acquire an overview of innovations and new models. Twenty-six percent of private visitors indicated that cars and bicycles were their hobby. Many visitors also want to obtain an overview of the range of mobility offers on the market (21%). Here, too, the IAA helped them to achieve their goals in 97% of cases.

Table 4

Private visitors' main reasons for visiting the IAA (multiple responses allowed)

Reason	Total	Summit	OS
Overview of innovations / new models	41%	41%	42%
Overview of mobility offers on the market	21%	14%	23%
To see cars not seen elsewhere	50%	45%	51%
Cars / bicycles are my hobby	26%	45%	22%
Interest in bicycles / (e-)bikes	18%	14%	20%
Interest in environmentally friendly technologies / sustainability / alternative powertrains	22%	17%	24%
Interest in connectivity in cars / automated driving	18%	31%	17%

3. Exhibitors – more variety, more internationality, more tech

In total, nearly 750 exhibitors from 38 countries made presentations at the IAA MOBILITY 2023 on an area of 140,000 sq m, with over 300 world premieres and innovations (cf. Table 5). That is both a slight increase in the number of exhibitors and an increase in the number of countries represented, which demonstrates the event's important standing in an international comparison. China actually more than doubled the number of its exhibitors, from 29 in 2021 to 75 this year. The exhibitors included global players in the automotive industry, suppliers, providers of new mobility solutions, innovative tech firms and aspiring startups.

At the Summit, 680 exhibitors occupied a total of 35,216 sq m. The use of space at the Summit was heavily tailored to this separate target group. There were fewer vehicles on display, and instead more exhibits and visions of the future. The area used for the Summit was almost identical to that at the previous IAA. Stand construction was more intensively integrated as a networking option.

93%
of exhibitors gave
the IAA MOBILITY
a positive rating



The exhibitors' stands on the Open Space were designed to appeal to the B2C target group. The total area of 17,296 sq m was shared by 67 exhibitors' stands, some of which were very complex.

The satisfaction of the exhibitors was reflected in the scores they awarded. For example, nine out of ten exhibitors rated the IAA MOBILITY as positive in terms of companies, and 95% would recommend the mobility platform to business partners. These very good results motivated 91% of exhibitors to state that they would return to exhibit again in 2025.

Table 5

Basic data from the IAA 2023

	2023	Change vs. 2021	2021	2019	2017
Exhibitors	747	+0.4%	744	838	994
Countries represented	38	+18.75%	32	31	39
Total space occupied (sq m)	140,000	-16.67%	168,000	168,000	200,000
Net space occupied (sq m)	81,197	-10.08%	90,299	119,523	153,785
Of which occupied by exhibitors	52,512	-28.85%	73,806	105,482	138,615
» Hall space	35,216	-34.4%	53,687	88,615	121,175
» Open-air site	–	–	–	16,867	17,440
» Area (Open Space)	17,296	-14.03%	20,119	–	–
Special shows	28,685	+73.92%	16,493	14,041	15,170

3.1 Exhibitor structure – half of the exhibitors came from abroad

The second IAA MOBILITY in Munich showed that the international market was opening up markedly following the situation during the COVID pandemic in 2021. This year, the numbers of foreign and domestic companies were almost equal. Fifty-two percent of the exhibiting companies came from Germany (67% in 2021), while 48% came from other countries (33% in 2021). A closer look at the foreign exhibitors reveals that roughly the same number of companies came from other EU countries as from the rest of the world.

The top five best-represented foreign countries were China, the US, the Netherlands, France and Israel (cf. Figure 6). The IAA MOBILITY managed to build very well on its pre-COVID levels and increase the numbers of exhibitors from almost all of the top five countries.

Figure 5

Proportions of German and foreign exhibitors

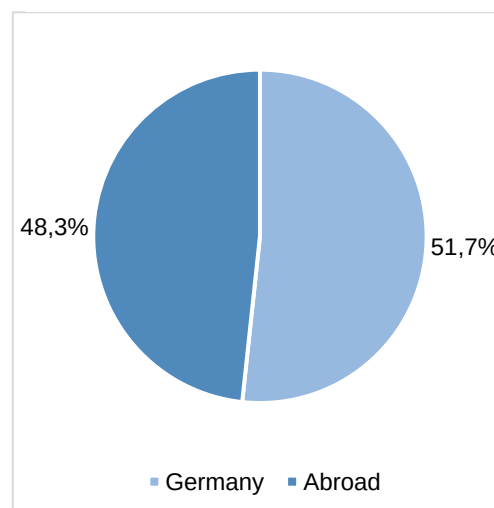
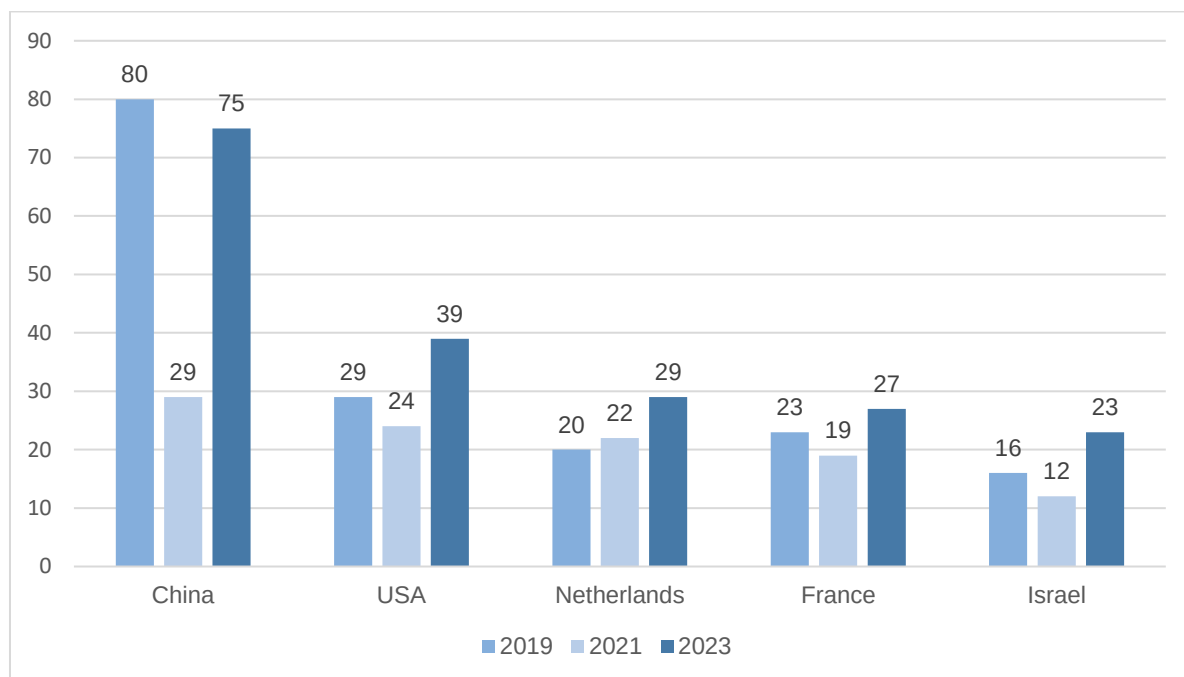


Figure 6

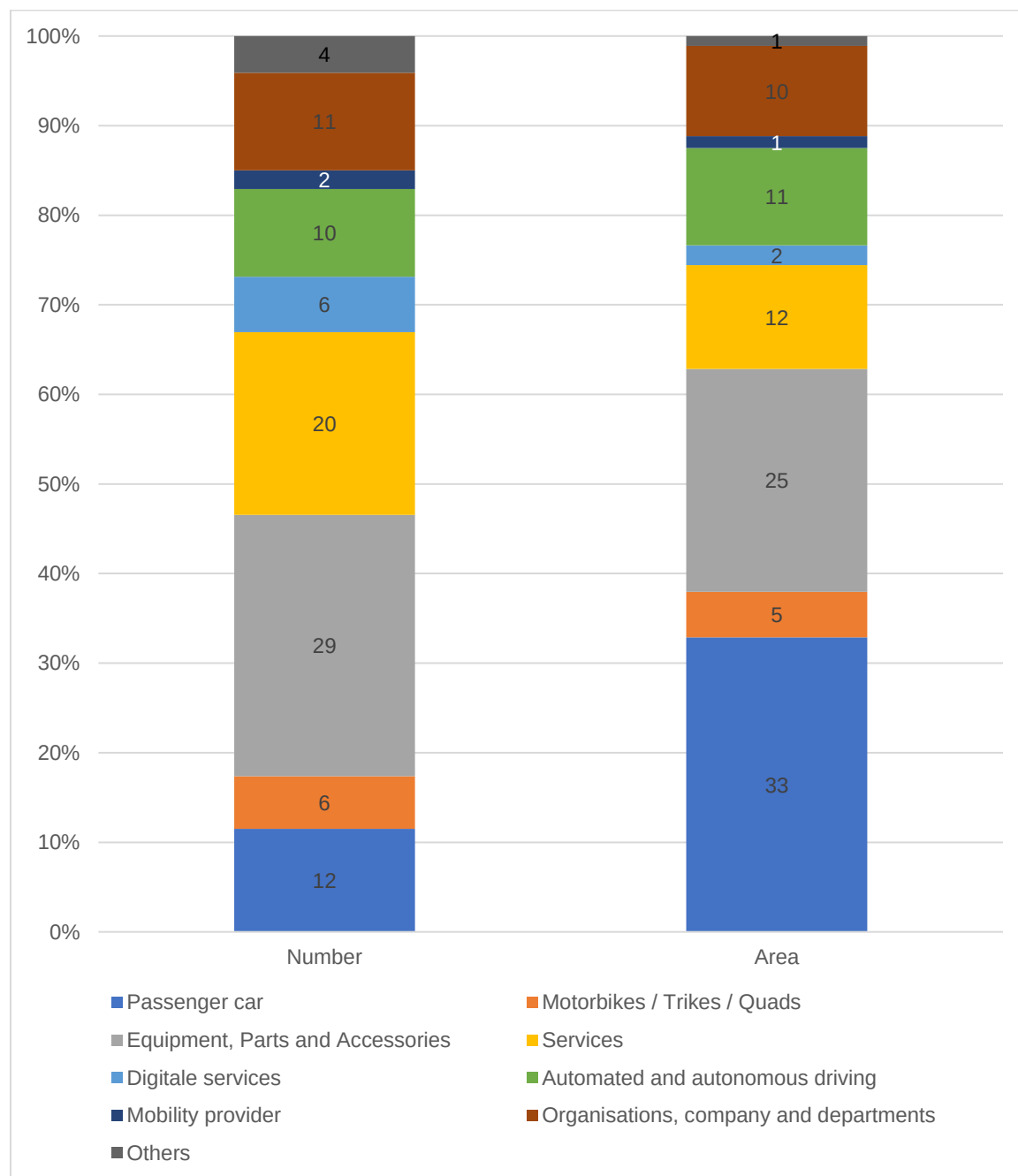
Top five countries by number of exhibitors in 2023 in comparison with previous years



Comparing the exhibition area and the numbers of exhibitors from the various product areas shows some major differences. Whereas exhibitors from the passenger car segment accounted for only about one tenth of the total, this segment occupied more than one third of the space. The largest group of exhibitors (209) was the suppliers (of parts and accessories), who occupied nearly one quarter of the space. The second largest product group was service companies, accounting for 20% and occupying nearly 12% of the space. Figure 7 shows the space occupied juxtaposed with the numbers of exhibitors from the various product groups.

Figure 7

Numbers of exhibitors and space occupied by large exhibitor groups in %



3.2 Exhibitors' assessments

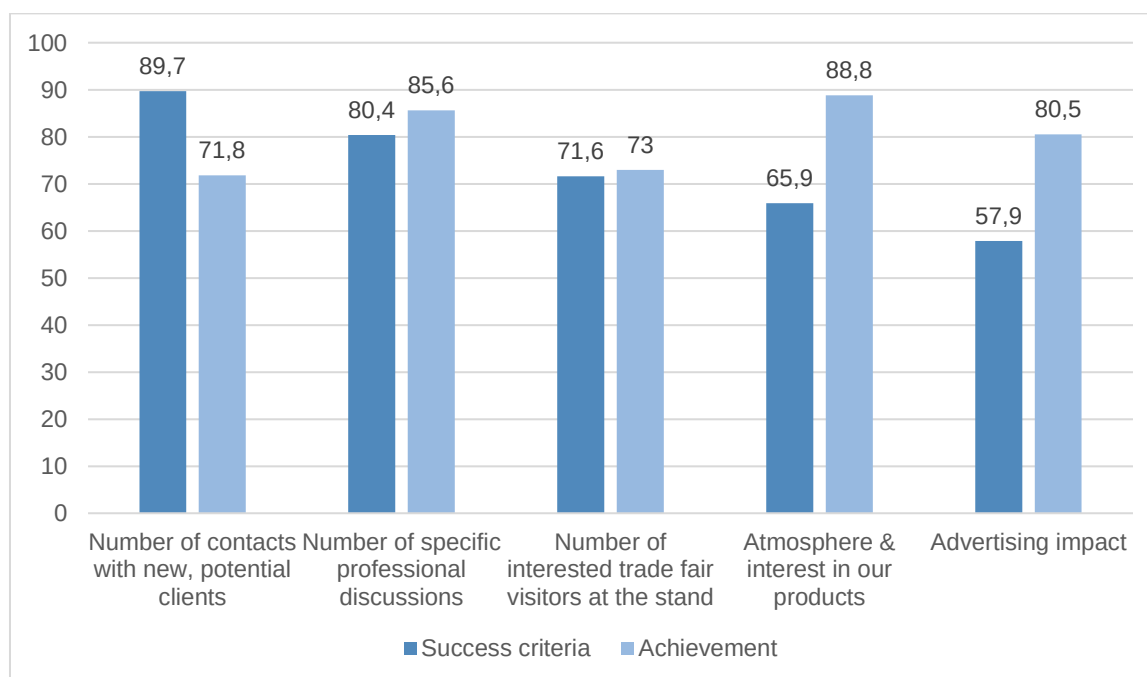
As in previous years, the exhibitors were invited to complete a survey and submit frank feedback. The result of the conceptual optimization focusing on B2B at the Summit and on B2C on the Open Space was rated as very positive by 82% of the exhibitors.

The most important aspects for the exhibitors were the internationality of the visitors (91%; 55% in 2021), the IAA experience / atmosphere (90%) and the quality of the visitors (89%; 83% in 2021).

The exhibitors' main focus while attending the IAA was the number of contacts with new, potential customers (90%), and almost three quarters of the exhibitors indicated that they had achieved this goal (72%). The second most important focus was the number of concrete technical discussions (80%), which was also achieved by a very large share of exhibitors owing to the concept optimization (86%). The survey results also show that over 80% of exhibitors achieved their objectives in most areas (cf. Figure 8).

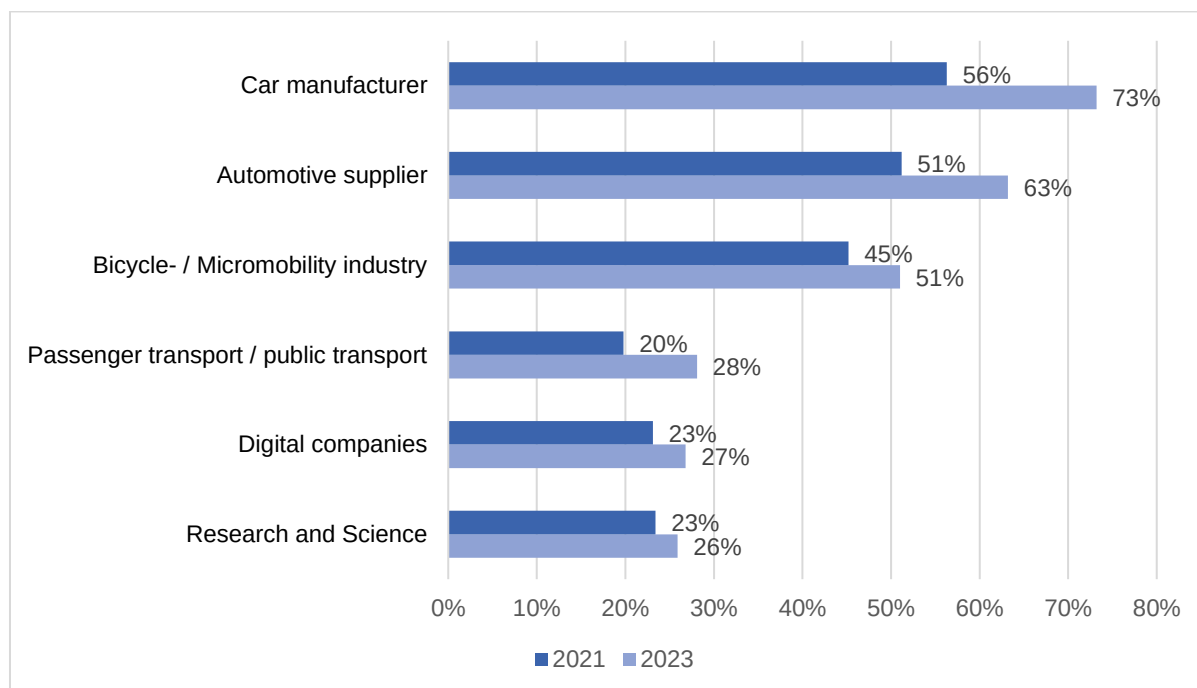
Figure 8

Proportions of exhibitors achieving their objectives and success criteria (top 5)



Among the specific visitor target groups and sectors which exhibitors wished to contact, first place is still taken by visitors from the motor vehicle manufacturers (73%; 56% in 2021) and suppliers (63%; 51% in 2021), closely followed by the cycling / micromobility sector (51%). One welcome development was that interest in the cycling sector increased significantly compared with 2021 (45% in 2021). Over a quarter of exhibitors indicated an interest in visitors from passenger transport / local public transport (28%; 20% in 2021), digital companies (27%; 23% in 2021) and research and science (26%; 23% in 2021).

Figure 9

Exhibitors' target groups of visitors

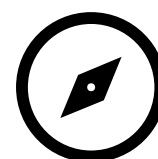
Almost three out of four exhibitors indicated that their success in reaching the above-mentioned target groups was good to very good (74%), which clearly demonstrates the benefit of the IAA MOBILITY and resulted in 81% of exhibitors grading the success of their corporate presence at the IAA MOBILITY as good to excellent.

One third of the exhibitors (34%) regarded the IAA MOBILITY as the most important sector platform offering a wide range of experiences (96%; 89% in 2021), and 72% actually rated this year's IAA MOBILITY as the best IAA they have ever exhibited at (54% in 2021).

The event's platform character has undergone a great positive change due to the new concept, and 83% of exhibitors ascribe a leading role in the sector to the IAA MOBILITY (68% in 2021). The IAA MOBILITY showed large improvements on all parameters, which contributed to the satisfaction of its exhibitors.

83%

see the IAA MOBILITY
in a leading role



The evaluation of the survey reveals how important the conceptual optimization of the IAA MOBILITY has been and will continue to be for the exhibitors, the visitors and the event itself. The needs of the individual stakeholders must be continually surveyed and implemented in the next concept. The IAA MOBILITY has successfully made the transformation to a wide-ranging mobility platform and 82% of the exhibitors expect that the scope and importance of the event will either continue to rise over the coming years or at least remain constant.

4. Sponsoring and partnerships

The IAA MOBILITY offered not only traditional forms of participation like the classical trade show stand. The many different sponsoring options and tailored packages allowed the customers to be creative on the platform and convey their own messages to the world. Sponsors and partners did more than just provide funding – alongside the exhibiting companies they also made significant contributions to realizing the vision of a mobility platform.

The mobility platform's offerings at the IAA Conference, curated dialogue areas, the Networking Area (sponsored by Allianz), the Smart Mobility Space (sponsored by PwC, Microsoft and the University of St. Gallen), the Press Center (sponsored by LG), the Visionary Clubhouse (sponsored by various day sponsors) and many other participation options gave firms an opportunity to play an active role at their first IAA MOBILITY, extend their reach, and connect with new target groups.

The sponsors and partners included established companies such as Amazon Web Services, Accenture, Allianz SE, PwC, LG Electronics, Microsoft, Google and many more partners as well. This was evidenced by the confidence shown in the IAA MOBILITY, and it also underscored the event's relevance in the fields of "mobility of the future" and technology.

Sponsoring at events like the IAA MOBILITY can provide companies with a launching point for thinking beyond their normal areas of business, exploring new business opportunities, and expanding their network in a range of sectors.

5. IAA Open Space – mobility happening in Munich’s inner city



“IAA MOBILITY 2023: Open Space – the city becomes The Strip”

VISION mobility, September 5, 2023

Concept and locations

The Open Space in Munich’s inner city was a festival of sustainable mobility, a discussion venue and a testing site all in one. As the perfect stage for urban mobility relevant to users and the venue for dialogue between brands, initiatives and others who were interested, it motivated 38% of visitors to make a spontaneous, unplanned visit to the Open Space (37% in 2021). It was framed by cultural offers, food concepts and live entertainment, and offered the best possible place for experiencing the mobility of tomorrow. All the offerings were readily accessible and free of charge. Many families also took advantage of them, and one fifth of visitors brought their child(ren) along to the IAA’s locations in the city center.

Following the premiere in 2021, international exhibitors again presented their innovations and visions for the future of mobility right in the heart of Munich. Alongside the familiar exhibition areas at Königsplatz, Wittelsbacherplatz, Odeonsplatz, Marienplatz, the Residenzhöfe, the Hofgarten and Max-Joseph-Platz, for the first time Ludwigstrasse was also used as exhibition space as far as Schellingstrasse.

Königsplatz



By far the largest single Open Space exhibition area was located on Königsplatz, with its backdrop of impressive classicist buildings. All the facets of the Open Space came together here. The large stage at the center of Königsplatz directly in front of the Propyläen completed the festival feeling on the Open Space and enhanced the IAA MOBILITY with an extensive array of cultural offerings. In addition to the latest innovations in mobility, visitors could enjoy a different mix

of entertainment every day and take part in a large number of activities.

During the day, the public area in front of the stage became a relaxed area to spend time and chill out with comfortable seating, an interactive program for children and families, breakdance performances, workshops and the world’s first Mascot Summit (organized by Blicki e.V.). In the evenings local artists created a great atmosphere in the live music space. There was a huge range of activities for people of all ages to admire, listen to or join in.

On four days the program of open air concerts stretched into the evening. There were 5,000 free tickets available for each concert. All the evening concerts were booked out. In addition to wonderful acts such as Levent Geiger and Moss

5,000

**tickets per concert,
all booked out**

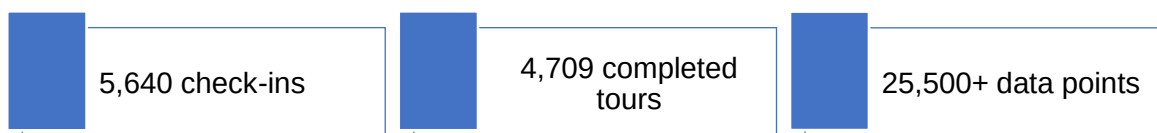


Kena, the headliners Bruckner, the KYTES and ELIF at the “EnBW HyperNight,” LEONY and GLOCKENBACH feat. ÁSDÍS ensured a real party mood at the IAA MOBILITY.

Next to the stage, Königsplatz was occupied by a wide variety of exhibitors with their stands – including the German automobile club ADAC, AVATR, EnBW, Ford, the TUM Hyperloop, Lucid, TEMPUS, Rimac, Tesla and XPENG Motors. This diverse mix of exhibitors attracted a large number of visitors to Königsplatz.

Another IAA MOBILITY 2023 highlight was the IAA MOBILITY METAVERSE connecting all the hot spots of the open-air OPEN SPACE with one other for the first time, in the gamified and innovative GUIDED XR TOUR digital experience. This combination of analog and digital elements was realized in cooperation with the Force of Disruption GmbH. The Tour concluded with the MIXED REALITY AREA, which offered exclusive experiences in virtual worlds on Königsplatz by means of virtual reality and mixed reality technologies.

The media posts of the GUIDED XR TOUR recorded 680,000 impressions across all channels.



Wittelsbacherplatz

Wittelsbacherplatz, with its compact size, hosted two larger brand presentations by Audi and Porsche. Test drives on public roads were available, departing from the rear of the stand areas.



Odeonsplatz, Ludwigstrasse and Hofgartenstrasse

Odeonsplatz connected the neighboring exhibition areas on Wittelsbacherplatz, Ludwigstrasse, the Hofgarten, the Residenzhöfe and Max-Joseph-Platz.

Exhibitors such as Bosch, BYD, DLR, the Motorworld Group, Opel, Renault, VW and Webasto gave presentations on various themes, and visitors had the chance to take vehicles from several manufacturers onto the roads for test drives. A range of food trucks and the Bavarian State Ministry of Food, Agriculture, Forestry and Tourism organized a delightful market offering regional specialties.

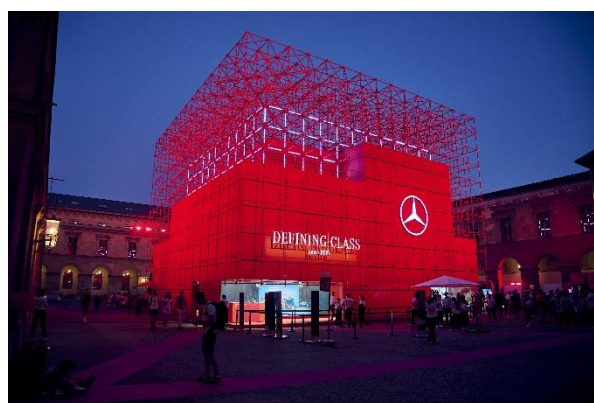


The expansive Ludwigstrasse extending northward from Odeonsplatz is one of the city's grandest boulevards. The various exhibitors such as ACE, the Bavarian State Ministry for Housing, Construction and Transport, Black Tea Motorbikes, Blicki e.V., Brose, holoride, Lego, the Ingolstadt mobility region, the Munich Police Department, Smart, Verge, and the association Christians in the Automotive Industry presented themselves in front of a backdrop of impressive historic buildings with Italian neo-Renaissance and neo-Romanesque elements.

The historic park in the Hofgarten was the perfect setting for exhibitors of concepts and products in the cycling and micromobility segment (e-bikes, cargobikes, etc.), which could be rented on site and tried out in the English Garden on the special signposted Cycling Test Track that was set up there for the first time. The exhibitors in the Hofgarten included 3T Cycling, Bosch ebike Systems, Ca Go Bikes, Company Bikes, EVOC Sports, Fritsch & Wetzstein Verlag, i:SY, Kettler, Mubea U-Mobility, Riese & Müller, Specialized, the Süddeutsche Zeitung, and Volkswagen Leasing.

Residenzhöfe

Once upon a time, the Residenz courtyards were the scenes of courtly festivals and ceremonies. During the IAA MOBILITY the combinations of historic buildings and contemporary presentations of forward-looking mobility concepts created unique images. The Apothekenhof hosted Mercedes-Benz, the Kaiserhof hosted CUPRA, and in the Brunnenhof the Autostadt offered attractions for children. Visitors could take cars on test drives starting and finishing at the Apothekenhof.



Max-Joseph-Platz



Max-Joseph-Platz was modeled on an Italian piazza. The area surrounding the central monument to the Bavarian ruler Max Joseph was occupied by three larger brand presentations by BMW, BMW Motorrad and Mini. This was also the point where the test drives departed and finished.

Program of accompanying events on the Open Space – the heart of the mobility festival

LIAA – the IAA mascot has finally arrived

The IAA mascot, a squirrel named LIAA, was originally developed for the Asian market, but after the successful test phase LIAA was also introduced on the global communication channels. LIAA quickly became a firm favorite with children and adults alike, and even charmed the international trade visitors – on the Open Space and at the Summit in equal measure.

On social media in particular, the special formats generated a remarkably positive response to LIAA. This digital success illustrates just how vital it is to adapt to modern communication channels and platforms.

Moreover, LIAA was successfully integrated into the graphical documents and into the visualization of the IAA MOBILITY.

From a strategic perspective, LIAA added an emotional aspect to the IAA communication. A mascot offers a unique opportunity for arousing feelings such as familiarity, sympathy and belonging. So LIAA is not merely a symbol but also a medium for emotionalizing the brand and deepening the ties with the target groups.



Citizens Lab

Visitors found a special forum on **Marienplatz**, where the Citizens Lab presented a cost-free dialogue space for joining in the discussion. Over 150 speakers took to the stage at the citizens' forum, which picked up many of the heavily debated aspects surrounding the mobility of the future.

150

speakers



Together with Munich residents, IAA MOBILITY visitors and representatives from politics, NGOs, science and business, every person could play an active part and contribute to a frank, solution-oriented dialog on the major topics in the mobility context. The discussions and workshops on the overarching topics of innovation, transport, nature and culture involved local and national associations, organizations and universities, and devoted equal coverage to technological and social topics.

The many program highlights included the daily children's program, inclusive city walks, a poetry slam and the visit by the Federal Economics Minister, Robert Habeck.

8 exhibitors

40 discussions on the stage

20 workshops



Family Trail

The Family Trail sponsored by Volkswagen was an interactive treasure hunt organized for children across the entire IAA Open Space, with 14 different stations to visit at exhibitors' stands. Children who completed the treasure hunt were awarded a special medal. This was an opportunity for them to learn traffic rules, master a special circuit, take their first steps toward a driver's license, discover environmentally friendly modes of transport, and learn more about the mobility of the future through play. They could pick up a card for collecting the treasure hunt stamps at all the Infopoints on the IAA Open Space and at the Volkswagen stand on Odeonsplatz.

14 stations

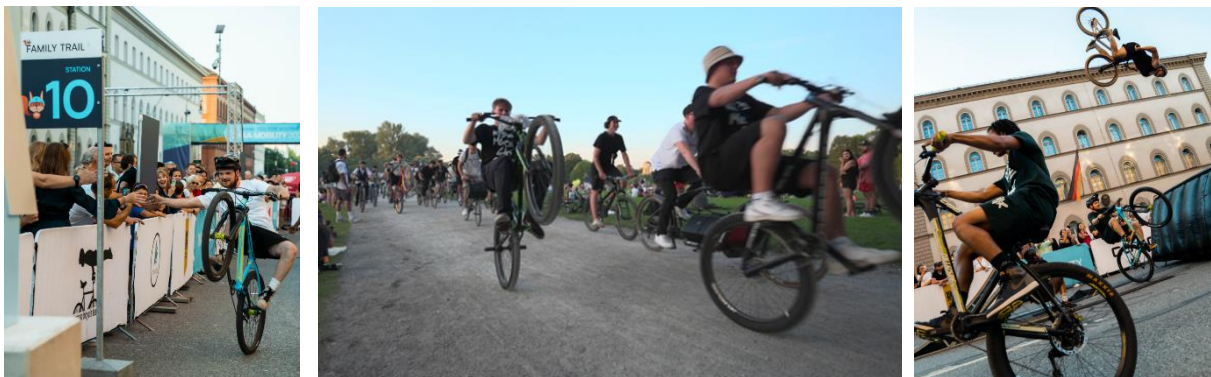
30,000 children took part

4,000 medals

Cycling Activations

A dedicated **Cycling Activation Area** covered 300 sq m and ensured maximum cycling fun along Ludwigstrasse. Its varied program focused on cycling, entertainment and try-outs over the entire duration of the event. The prizewinning **VeloStage** – a state-of-the-art e-cargobike with a professional stage and a sound system – also activated the public. This enabled 20 concerts and 13 DJ sessions to be held on the Cycling Activation Area and in the Hofgarten.

The **IAA RIDE OUT** was a mass bike ride inspired by the Bikelife Movement and headed by urban wheelie athlete Jake 100. The ride was accompanied by MTB and BMX athletes from CTBMX.DE and the VeloConcerts mobile DJ stage. Any visitor arriving by bicycle could join the Ride Out along the Cycling Test Track and Ludwigstrasse.



GoGreen Audit

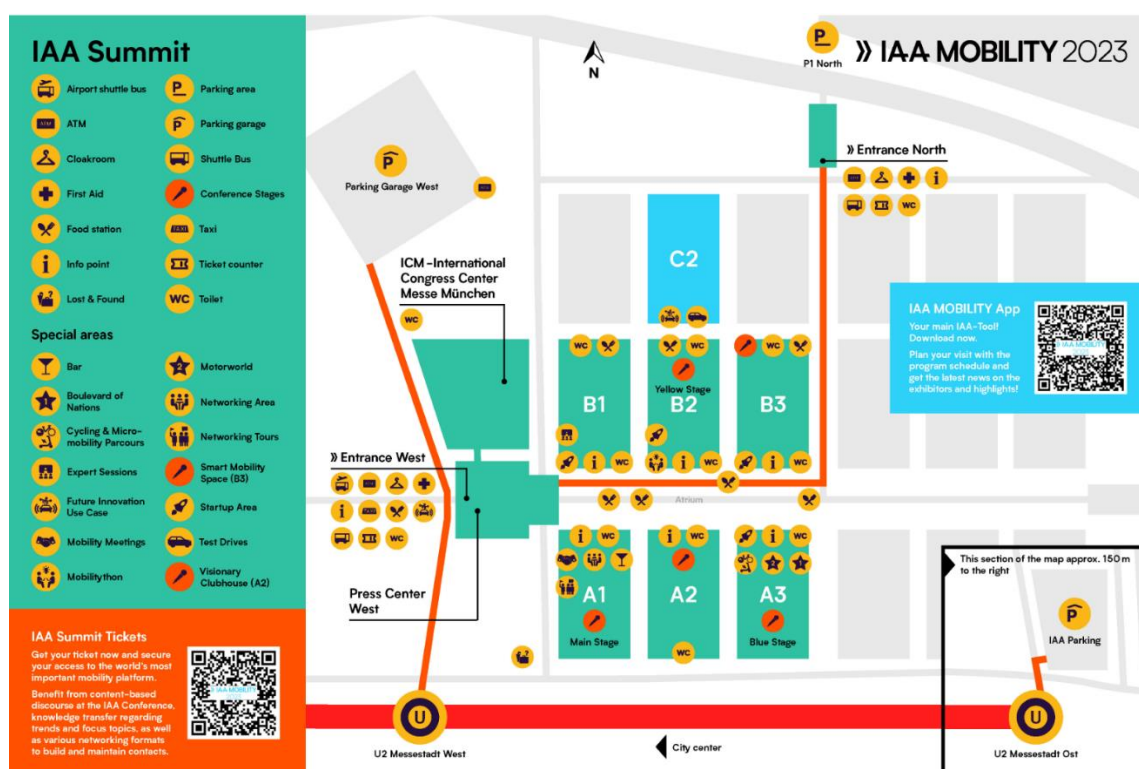
Following the successful partnership with myclimate in 2021, this year sustainability was again in the focus with compensation for the CO₂ emissions. Sixty-eight exhibitors took part in GoGreen and implemented CO₂ compensation. The climate protection payments made to compensate for around 7,600 tons of CO₂ supported five myclimate projects. One of them was a regional project in the Free State of Bavaria, called “Climate-tolerant forest conversion for permanently stable natural CO₂ sinks.” But not only the exhibitors had the possibility of joining the GoGreen Audit. Visitors, too, could purchase a “GoGreen Ticket” costing an extra four euros to do their bit for sustainably. It was a great success, as 23% of the Summit visitors decided to purchase this ticket.



Faz.net, September 8, 2021

Figure 10

Plan of areas occupied on the exhibition grounds



61,442
trade visitors
at the Summit

As well as the exhibitors' stands, this year the Summit had more startup areas than ever before, plus its first Smart City Area. In terms of content, the IAA Summit offered very interesting

formats, such as the IAA Mobilitython, the IAA Networking Tours, the IAA Expert Sessions, the IAA Career and a large number of specialist events.

IAA Startup Areas and IAA Mobilitython

A network of 92 startups – more than at the previous IAA MOBILITY in 2021 – with new approaches and innovative mobility concepts, attracted interested visitors on the well placed startup areas in Halls B1, B2, B3 and A3. Proximity to OEMs, suppliers and global players in the mobility sector was an “accelerator” for the young companies. In addition, the 14-day IAA “Mobilitython” competition offered creative teams a chance to develop solutions to challenges of established companies from the industry on-site.

92 startups

on around 2,200 sq m

Lidar, A.I., MaaS, Smart City, Last Mile, Bike, Automotive

The second Founders Night was held at the IAA MOBILITY 2023, where interested startups could connect with investors and successful founders. In total, 70 participants met together in the Visionary Clubhouse for an inspiring evening event.

The feedback from the startup exhibitors was very positive. Special mention should be made of the feedback on the location close to OEMs, on stand construction and on stand design, along with the good on-site support and the quality of the discussions and contacts at the show.

90%

of visitors gave the startup areas a positive rating.



Smart City Area

The Smart City Area presented visions for future-proof, mobile cities. The [German Smart City Association](#) created a joint stand with five co-exhibitors and was available for discussions on the spot on all aspects of sustainable urban planning with an eye to mobility needs. It was the first time that this important segment for the mobility of the future was present in this form, and it will be expanded at future shows.

IAA Networking Tours

The themed tours took trade visitors to exhibitors at the IAA Summit who were presenting their latest developments and innovations in the fields “The Future of Mobility”, “Technologies that make autonomous mobility reality” and “On the journey to sustainable mobility.”

87%

of visitors gave the
Networking Tours a
positive rating

This enabled trade visitors to contact a very specific group of up to six experts for technical discussions and to extend their network. A total of 17 exhibitors and 103 trade visitors took part in the Networking Tours.

IAA Expert Sessions

Expand expertise and engage in networking – this was a format for those interested in 90-minute deep dive sessions with experts in specific topics. Five exhibitors and two partners participated in the Expert Sessions. In all, approx. 300 trade

visitors used this format. They reported a high degree of satisfaction with the contents and 96% of them rated the Expert Sessions very positively.

IAA Career

At the IAA Career, 15 companies had staff available on their exhibition stands for discussions with potential employees and provided information about career opportunities. The Career format at the IAA Summit enabled professionals and people moving from another field to gain an insight into the future of the occupations in the mobility sector. It was even possible to have a job interview on site.

First time outside China: the World New Energy Vehicle Congress (WNEVC) and IAA specialist events added depth to the Summit

Several specialist events on the mobility of the future were held at the IAA, including:

The IAA Mobility Design Conference 2023; Emerging Markets in Africa: A Continent on the Rise; MEXICO SEMINAR. Successful Nearshoring: Mexico as a sustainable industrial location for automotive suppliers; Solar Mobility Forum: How Solar Makes Mobility Greener and More Efficient; Uncharted: the Global Automotive Outlook!; IKB sector forum – the transformation of mobility in the shadow of economic challenges – effects on the supply industry; Workshop on tourism and local public transport in Upper Bavaria.

Special mention should be made of the **WNEVC** – the World New Energy Vehicle Congress, which took place outside China for the first time and was a huge success for the organizers, with a total of approximately 900 participants. The WNEVC promotes technological progress, innovations and the development of electric vehicles. It aims to strengthen global cooperation and communication in this field and to drive forward the development of sustainable mobility solutions. This year, the conference motto was “Green Mobility, Win-Win Cooperation.” The top-level speakers included William Li (Chairman of NIO), Wang Chuanfu (Chairman and President of BYD), Oliver Blume (Chairman of the Board of Management at Volkswagen AG), Chen Hong (Chairman of SAIC Motor), Oliver Zipse (Chairman of the Board of Management, BMW AG), Wang Jun (CEO of Chongqing ChangAn Automobile) and Ola Källenius (Chairman of the Board of Management at Mercedes-Benz Group AG).

7. IAA Experience – a manifestation of “Experience Connected Mobility”



“People with a relaxed air stroll toward the new electric Mini, e-scooter ... While vehicles of all types are there to be seen, felt and experienced. That really works better at the IAA MOBILITY than at any other exhibition in the world.”

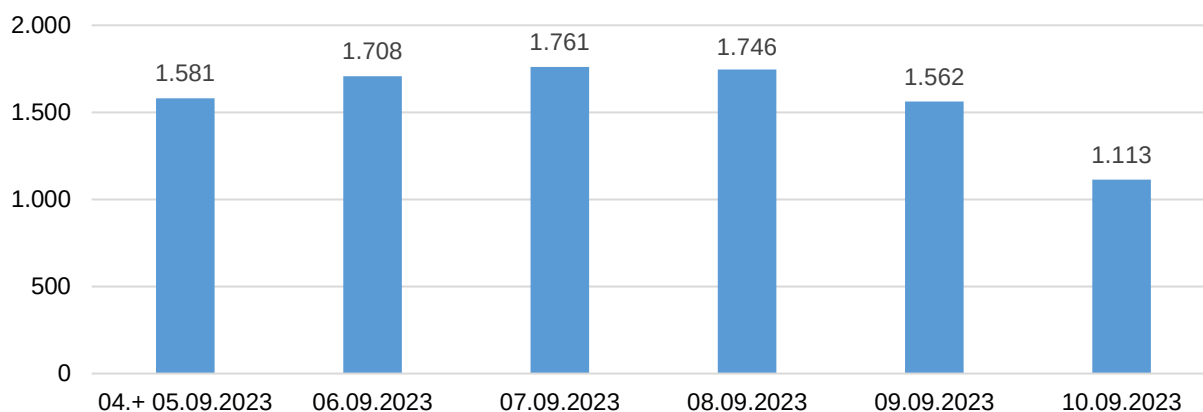
welt.de, September 6, 2023

The IAA Experience offered visitors a wide variety of possibilities for experiencing the climate-neutral mobility of the future. In all, 31% of visitors used the IAA Experience formats and of these, most visitors indicated that they took vehicles for test drives (20%). There were over 9,400 passenger-car test drives in over 180 sustainable vehicles – i.e. 20% more than in 2021! The test drives started at six different locations on the Open Space and one location at the Summit. In addition to zero-emission vehicles (BEV, PHEV, FCEV), the drivers could also experience the latest technologies and developments in real-life road traffic.

On Thursday, September 7, 2023, the range of vehicles available at the Summit was supplemented with the “company car test drive days” organized by the publishers ETM Verlag. On this particular day the trade visitors had another 25 vehicles at their disposal for test drives.

Figure 11

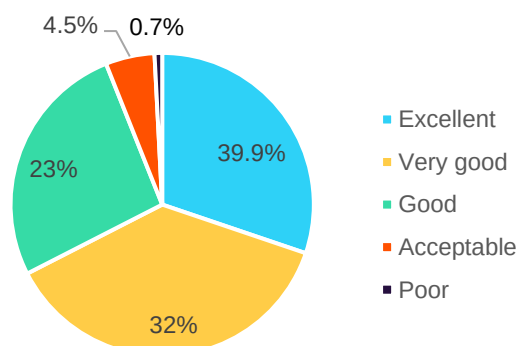
Number of test drives in passenger cars on each day of the event



Ninety-five percent of visitors taking test drives rated the them as good, very good or excellent. This is an improvement of 7 percentage points on 2021. Most test drives took place on the Thursday and Friday. By comparison with the IAA MOBILITY 2021, there was a marked increase in the number of vehicles and in the number of test drives on each day.

Figure 12

Ratings of test drives in passenger cars from the visitor survey





The Cycling Test Track was set up for the first time in Munich's green oasis, the English Garden. It provided two signposted routes of different lengths (1.4 km and 3.8 km) for visitors to test the innovations in the cycling and micromobility sector in a unique setting. They went for a total of 3,864 test rides at this premiere – accompanied by fabulous weather.



“After moving from Frankfurt to Munich in 2021 the IAA MOBILITY has now repositioned itself. Alongside the classical car-makers there are also numerous other means of transport and mobility concepts to be found at the show...”

Handelsblatt.com, September 7, 2023

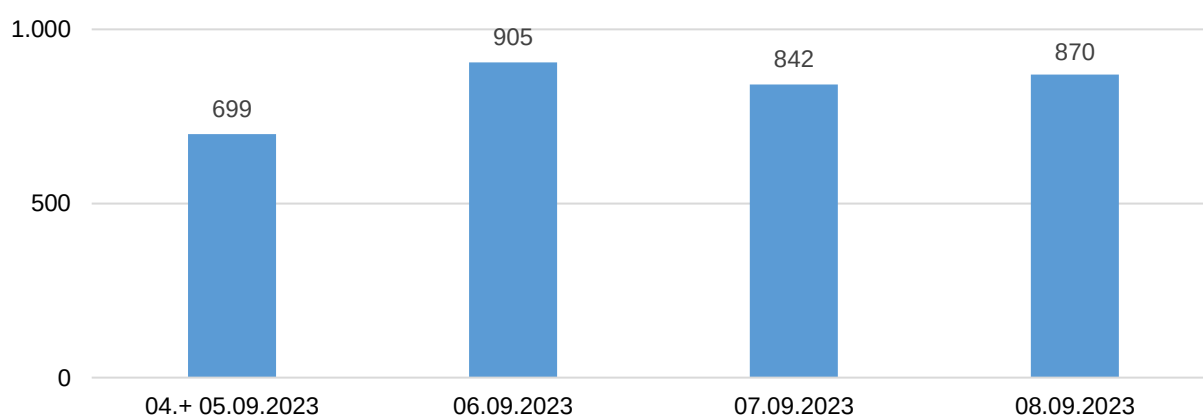
The Summit hosted the first Cycling & Micromobility Circuit for trying out cargobikes and last-mile delivery vehicles on 850 sq m of hall space. Several different curves and inclines ensured plenty of variety in the test conditions.

Five exhibitors with a large number of different vehicle models participated in the circuit. Visitors went on a total of 3,316 test rides on the circuit while the IAA Summit was open.

On Thursday, September 7, 2023, the tests took place to determine the winners of the “Cargobike of the Year” awards that were then presented. The industry prize, which was initiated by the HUSS Verlag, was awarded during the IAA MOBILITY for the first time in the three categories Light, Heavy and Trailer.

Figure 12

Number of test drives on the Cycling & Micromobility Circuit



Another highlight was the Future Innovation Use Cases highlighting products and projects from the fields of charging infrastructure, connected and autonomous driving, sensor technology and assistance systems, and the networking of local public transport and shared mobility in several places at the Summit and on the Open Space. Exclusive test tracks for the vehicles were created at the Summit.

Novel charging infrastructure solutions, for instance inductive charging of passenger cars and the latest fast charging pillars, were on display in the departure terminal at the Summit in Hall C2 and were therefore available on-site to charge test drive vehicles.



Other stationary projects, for example mobile charging options, app-based parking- and charging-space sharing, and connecting local public transport and shared mobility offerings via mobility hubs, were made accessible to visitors free of charge at several places on the Open Space and provided impressive demonstrations of what the mobility of the future has to offer in the context of multimodal transport.



8. IAA Conference – for visionaries



“Talking with one another and finding innovative solutions together is more important than ever when it comes to making the mobility of tomorrow sustainable. The IAA MOBILITY Conference 2023 has managed to connect the various players in the mobility sector with one another and provide an impulse for critical debates and frank exchanges.”

Dr. Sandra Wolf, CEO, Riese & Müller

The IAA Conference 2023 was a resounding success, with more than **500 speakers** and over **21,000 visitors**, as reflected in its overall ratings. International CEOs, experts, scientists and visionaries from all over the world met on three stages and two dialogue areas to discuss the latest developments and innovations in the mobility sector. Nine out of ten visitors (90%) gave the Conference a positive rating, and 44% of trade visitors said that attending the IAA Conference was an integral part of their visit to the IAA.

The cooperation with renowned sponsors like AWS, Accenture, LG Electronics and PwC enabled the IAA Conference to continue its development and successfully established additional forms of participation (e.g. in sponsoring).

				
Main Stage Hall: A1	Yellow Stage Hall: B2	Blue Stage Hall: A3	Smart Mobility Space Hall: B3	Visionary Clubhouse Hall: A2
43 slots 11,238 visitors	39 slots 3,785 visitors	31 slots 2,486 visitors	29 slots 1,640 visitors	36 slots 1,891 visitors

Moreover, institutions and partners such as the World Economic Forum (WEF), the University of St. Gallen, the Massachusetts Institute of Technology (MIT) Mobility Initiative, the Boston Consulting Group, Konzepthaus and Women in Mobility proved to be valuable cooperation partners for supplying content and impetus. In 2023, a total of **38 sponsors** and **12 conceptual curation partners** were involved in the program design.

132

keynotes and discussions



There were 132 discussions and keynote speeches that covered forward-looking key areas including electrification and charging, cycling and micromobility, and urban and rural mobility, plus the ongoing integration of connectivity and generative AI into the mobility of the future.

This broad spectrum of topics reflected the wide variety and innovative spirit in the mobility sector and underscored the relevance of the IAA Conference as one of the world's most important mobility forums. Selected content from the IAA Conference was streamed for the general public on YouTube.

Over 140,000 views were registered in the period from September 5 to 10, 2023. Most of the viewers came from **Germany**, followed by the **United States, India, Japan** and **South Korea**.

The appearance of key opinion leaders was particularly inspiring and successful on the media. They included the actress and film director Natalie Portman, the climate activist Sophia Kianni, the Mars-mission hopeful Alyssa Carson and the racing driver Sophia Flörsch, who described their visions and thoughts on topics such as affordable mobility, sustainability and female empowerment. The commitment of these public figures boosted the international reach of media in particular, some of which were new for the IAA. Top sources increasing the reaches were PEOPLE with 384 million views and t-online.de with 191 million. For 35% of the trade visitors these opinion leaders were instrumental in their decision to purchase a ticket to the trade show.

This year's top speakers included Olaf Scholz (German Chancellor), Oliver Blume (Chairman of the Executive Board, Porsche & Volkswagen Group), Ola Källenius (CEO, Mercedes-Benz Group), Dr. Sandra Wolf (CEO, Riese & Müller), Dr. Stefan Hartung (Chairman of the board of management, Bosch), Martin Brudermüller (Chairman of the Board of Executive Directors, BASF), Jochen Hanebeck (CEO, Infineon), Wendy Bauer (General Manager, Automotive & Manufacturing, AWS), Cristiano R. Amon (President and CEO, Qualcomm), Christophe Périllat (CEO, Valeo), Mate Rimac (founder and CEO, Rimac Automobili), Thomas Ingenlath (CEO, Polestar Racing), Steve Hansen (former Trainer of the All Blacks), Johann Jungwirth (Senior Vice President of AV, Mobileye), Sophia Kianni (founder, Climate Cardinals), Mujeeb Ijaz (founder and CEO, Our Next Energy), Angie Gifford (Vice President for Europe, the Middle East and Africa, Meta), Ulrich Homann (Corporate Vice President, Microsoft), Danny Shapiro (Vice President of Automotive, Nvidia), Carsten Spohr (CEO, Lufthansa) and Meredith Glaser (Executive Director, Urban Cycling Institute).



Visitors' assessments indicate the high quality of speakers

The huge interest in the conference formats was also reflected in the satisfaction of the conference visitors. Ninety-two percent of all trade visitors found the quality of the speakers to be good to excellent. Trade visitors also indicated that the sessions they attended were of very high quality (93%) and very up-to-date (94%). The choice of topics at the Conference was rated as good to excellent by 90% of the trade visitors surveyed.

92%

of trade visitors gave the quality of the sessions a positive rating.

9. Communication and press work

In the period from September 3 to 12, 2023, **51,100 online reports were registered**, consisting of 24% national reporting and 76% international reporting. The IAA MOBILITY was most popular in Germany (30%), the US (26%) and China (17%).

By comparison, in 2021 there were 19,900 reports on international media and 13,900 reports on national media. This equates to a rise in 2023 of over **50%** in the quantitative reporting (online articles) and an increase of over **69%** in reach.

The enormous media reach at the IAA MOBILITY was boosted by 26 strategic media partners. The show cooperated with well-known media such as Bloomberg, the Business Insider Forbes, the Süddeutsche Zeitung and many others besides.

Accreditation and world premieres

In all 3,789 journalists from 82 countries were accredited (1,961 journalists in 2021). The share of international journalists was 48%. That equates to an increase of nearly 10% in the number of accredited journalists as compared with the IAA MOBILITY 2021. Exhibitors held 69 press conferences in total, with 300 world premieres.

PR strategy

The three main objectives of the PR communication were successfully achieved because the regional media described the added value that the IAA MOBILITY created for the city of Munich. The result was fair and appreciative reporting in the regional media. A dedicated communication strategy for China enabled a positive influence on international communication. This strengthened the perception of the IAA MOBILITY as a global platform in Munich. The third objective was to sharpen the profile of the IAA MOBILITY as a mobility event. To this end, this year's motto "Experience Connected Mobility" was underpinned in the media, which gradually took up the transformation of the event from a classical motor show to an innovative mobility platform was.

PR activities in advance of the IAA MOBILITY

Three press events were held during the build-up to the IAA MOBILITY 2023. The first one was an invitation to journalists in April to attend an “IAA MOBILITY Media Breakfast” in a relaxed atmosphere in Café Reitschule adjacent to Munich’s English Garden. This press conference kicked off the face-to-face press work and was largely attended by local journalists. From this point on, the tone used in reports about the IAA MOBILITY 2023 switched from rather negative to consistently positive.

The second press event was held in July, and combined the two target groups of national and international journalists. For the first time, the event was purely digital and was broadcast live from one of the most modern TV studios. At this event, the speeches, graphics and the inclusion of statements from important exhibitors and partners took the importance of the IAA MOBILITY as a mobility platform to a new level.



The third (larger) activity took place August in the PresseClub München as a press conference and was once again directed at the local media.

VIP walking tours

The IAA MOBILITY hosted a total of 75 walking tours for high-ranking representatives from the realms of national and international business and politics. The German guests included Federal Chancellor Olaf Scholz, four federal ministers (from the economic affairs, transport, environment and foreign ministries), nine ministers from German states, two state secretaries, six members of the German Bundestag and six members of the parliaments of federal states.



The international guests included six international ministers (from Lithuania, Morocco, Japan, the Czech Republic, Hungary and Israel), five members of the European Parliament, three representatives of the European Commission and ambassadors.

Furthermore, 16 (international) delegations took part in the VIP walking tours.

Visitor campaign 2023 – bringing “Experience Connected Mobility” to life

The communicative/creative approach adopted by the visitor campaign 2023 supplied impetus for thinking in diverse ways and managed to combine/unite supposedly contradicting topics. For this purpose, all the creative measures were built around the “Connector” – a graphic element consisting of two connected arrows facing each other. As a platform for holistic

mobility, the event had an overarching key visual and film (also using the Connector), and there was also a wide choice of motifs and films for target groups. These were customized for the various segments of the IAA MOBILITY (automotive, cycling, smart city, urban mobility, tech, etc.) and specific sections of the event (such as the Summit, Conference, Open Space), so that the media could address the target groups in language appropriate to them within the broad visitor spectrum.

The visitor campaign started with the Ticketshop going live in mid-May 2023. In line with the sharpening of the IAA MOBILITY 2023 profile for the Open Space (B2C) and the Summit with the Conference (B2B), the campaign focused on two primary target segments: the B2B trade visitors at the Summit/Conference, and the general B2C “mobility public” on the Open Space. The campaign pursued a “digital first” approach with broad, international objectives for attracting trade visitors (targeting the German-speaking region, the EU, the UK and the US) and more local objectives for appealing to the consumption-oriented public (Munich and relevant mobility conurbations close enough for day trips and spontaneous visits).

The IAA MOBILITY served all of its own media channels, from the website and social media (LinkedIn, Facebook, Instagram, X, TikTok) to YouTube. The digital activities were supplemented with programmed advertising, search engine advertising and semantic targeting in media relevant to the target groups. In addition, various prominent OOH placements (advertising in public spaces, roads and busy locations) for the B2C segment were used to raise visibility in the IAA MOBILITY’s immediate catchment area. With the COVID restrictions lifted, another highly potent target market was developed during the international campaign: China. The communication for the Chinese market used special channels, with WeChat as the focus and central pivot for all activities. All the content was oriented to the new campaign visual – the Connector – that was also used by a large proportion of the exhibitors for their communication in 2023, thus extending the message of connecting and inclusive mobility across all companies. The campaign was rounded off with the wide-scale deployment of selected international media partnerships spanning all relevant mobility sectors and core markets.

These measures resulted in a total of 270 million impressions (i.e. how often an advertisement was seen) and a broad brand awareness. The impressions in their turn led to 1.3 million clicks, which indicates an active interest and a deeper connection with the content. Furthermore, 187,000 users were guided directly to the Ticketshop.

Sixty million of the impressions were generated by the regional media measures alone, with the aim of attracting the attention of local residents shortly before and during the event.

270 m
impressions



Social media and digital measures

The social media strategy for the IAA MOBILITY 2023 was intended to be obviously different from that in 2021. The social media channels were switched over from event-based to “always on” mode. This means that the show’s own media channels were active not only several weeks before and during the IAA MOBILITY 2023 but were in constant use, independent of the actual event. Again the aim was to highlight the transformation from the IAA to the IAA MOBILITY since 2021 with more vigor, and to communicate clearly that the trade fair had turned into a mobility institution, a platform for information and exchange in the mobility sector reflecting the transformation of mobility, and thus also a sociopolitical transformation.

From January up to and including September 10, 2023 (after the IAA MOBILITY), the content generated was impressive across all channels, with over 108 million views and around 100,000 interactions. The figures were especially high in the summer months, shortly before the IAA MOBILITY and during the event. Instagram, LinkedIn and TikTok recorded keen growth in the numbers of followers. The main topics of social media discussions during the IAA MOBILITY were concentrated mainly on stands and exhibitors. Topics such as the role of German OEMs in comparison with China on the electric vehicle market and the opening speech by Chancellor Olaf Scholz also attracted a lot of attention. Every evening there was a highlight video with impressions of the day from the IAA Summit and the IAA Open Space. These highlight videos achieved very high numbers of clicks and likes, and the TikTok video from September 9, 2023, alone generated over 320,000 views with “Day 4 of IAA MOBILITY...”

What is more, TikTok stood out in particular because this entertainment platform (that was launched only in 2021) dominated user connectedness with innovative on-site reports directly from the IAA Open Space. This type of easily understandable reporting went down very well with the young users. Content showing people and unusual event highlights did especially well – such as the open air concerts on Königsplatz.

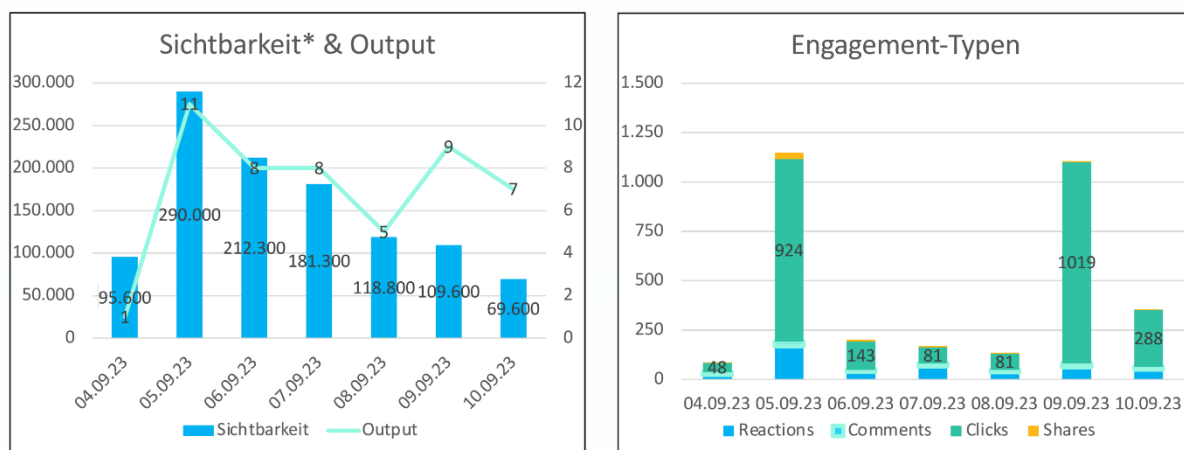
Growth of the show's own media channels during the IAA MOBILITY 2023:

Facebook

During the week of the IAA MOBILITY, the content on Facebook achieved high visibility with more than 250,000 views per day. About 39% of the approx. 840,000 users in this period were reached organically, 29% via paid media and roughly 35% via viral reach. Most of the interaction was in the form of clicks. Overall the contents were clicked more than 2,500 times.

Figure 13

Trends in visibility and engagement on Facebook

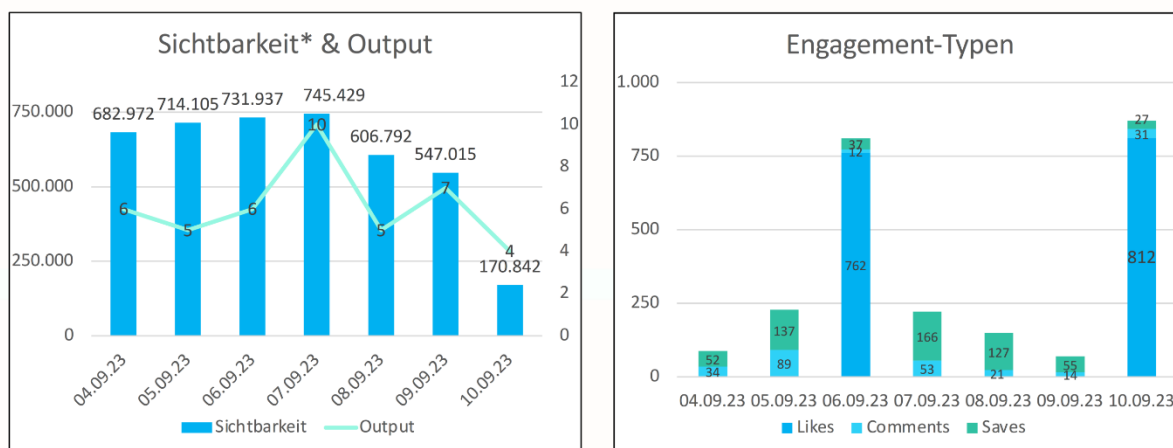


Instagram

The content on Instagram, too, achieved a high level of visibility. On average, about 600,000 impressions were recorded on each day of the IAA MOBILITY. There was a tangible rise in engagement on September 6 and 10, as the posts generated more than 800 likes on both days.

Figure 14

Trends in visibility and engagement on Instagram

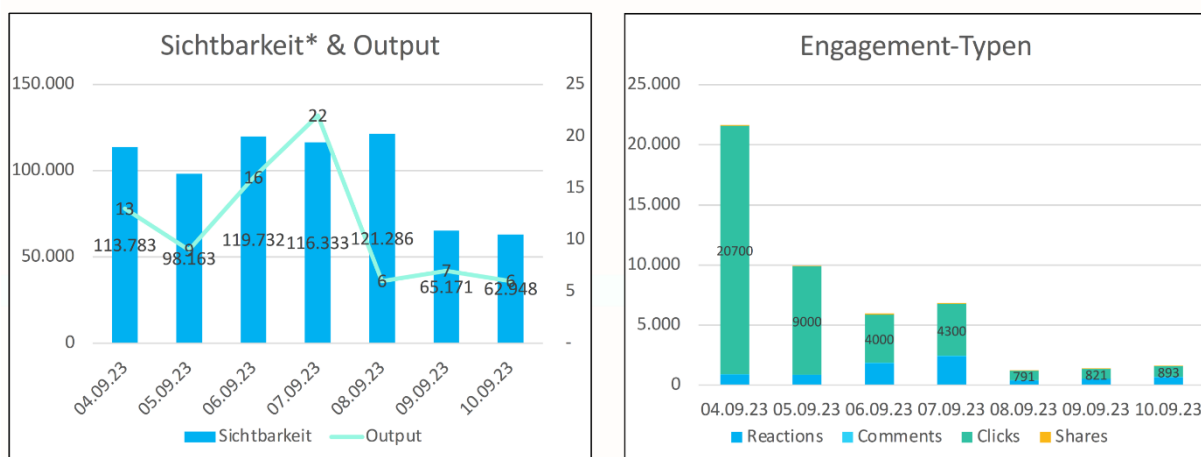


LinkedIn

The number of followers on LinkedIn grew by an average of 1,000 per day on the first days of the IAA. During the IAA MOBILITY the 79 published posts totaled over 697,000 impressions, and were clicked over 40,500 times in all.

Figure 15

Trends in visibility and engagement on LinkedIn

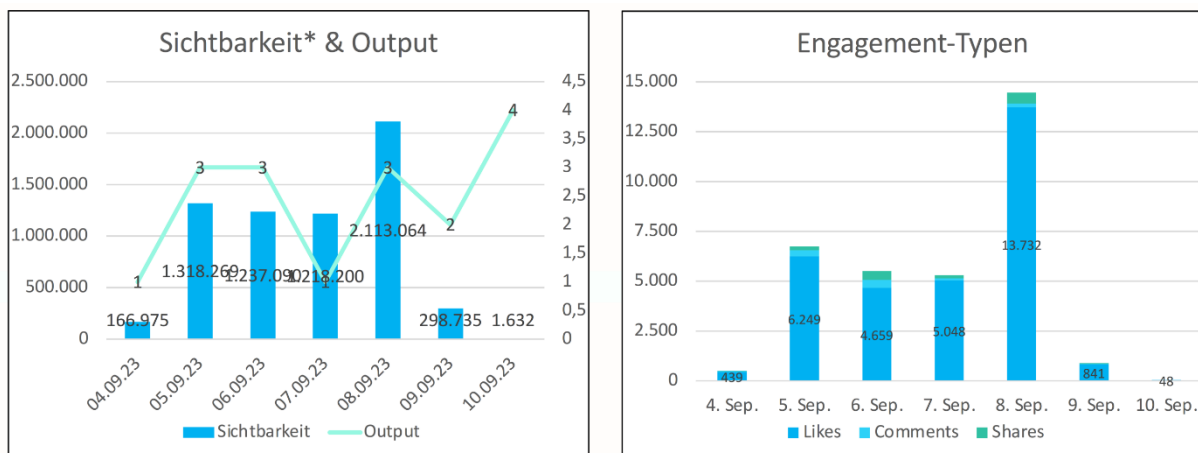


TikTok:

The TikTok channel added about 1,500 followers over the course of the IAA MOBILITY and now has almost 12,000 followers. The TikTok videos posted during the IAA MOBILITY were viewed more than six million times overall. More than 31,000 likes testify to the positive response to the videos.

Figure 16

Trends in visibility and engagement on TikTok



Communication by key opinion leaders

Communication by key opinion leaders during the IAA MOBILITY 2023 was a key aspect of the IAA marketing and communication strategy.

- **Natalie Portman** achieved a monumental total of **730,079** impressions, with LinkedIn emerging as her strongest communication channel. Her topics included the individual contribution to the fight against climate change. One focus was the question of affordable and sustainable mobility solutions.
- **Alyssa Carson** achieved **239,591** impressions. LinkedIn was also her main channel. She presented her ambitions for aviation and reported on her research in the field of astrobiology.
- **Sophia Kianni** totaled **246.965** impressions, also with LinkedIn as her strongest channel. She concentrated on worldwide climate awareness-raising and presented her non-profit organization Climate Cardinals.
- **Sophia Flörsch** achieved **43,885** impressions, and her main channel was LinkedIn. She spoke about her career as a racing driver, the challenges facing a woman in a male-dominated industry, and future automotive innovations.

The targeted communication by the opinion leaders emphasized the importance and relevance of the respective themes and underscored the impressive reaches of the public figures selected.

Website – the digital presence of the IAA MOBILITY

A total of over 820,000 visits were recorded on the IAA website from January to mid-September 2023, along with around 5.7 million page views, 3.8 million of which were unique page views. The average duration of visits in this period was about 2:20 minutes.

From January 1 to September 3, 2023, there were around 1.29 million visits that generated a total of 3.67 million page views. From mid-May 2023 onward, when tickets went on sale, the website recorded a continuous rise in page views, which grew stronger during the following months.

A particularly sharp rise in visitor numbers was observed one week before the IAA opened. The absolute peak in page views occurred on September 4 and 5, with 120,000 visits on the opening day (Monday) and 510,000 page views on the Tuesday. In the period from September 4 to 13 approximately 536,000 visits and 2.07 million page views were recorded.

Information and interests of the website visitors

Most virtual visitors came from **Germany** (first place, with a total of 850,000 visits), followed by the **United States** (second place, with 320,000 visits) and the **United Kingdom** (third place, with 150,000 visits). It should be mentioned here that China does not generate information via the classical websites but through its own channels.

English-speaking users showed a special interest in topics for trade visitors, which was manifested in 160,000 page views. By contrast, German-speaking users concentrated primarily on content for private visitors. In this context the “Plan visit” section was highly relevant for visitors in combination with subpages on opening times, directions to the show, and tickets/prices. The topics viewed most frequently on the website were the categories “Lead Topics,” “Cars” and “Future Technologies.” The IAA-relevant topics were also very popular.

During the IAA, the numbers of visitors to the website reached the level that was achieved shortly before the event. Toward the end of the event the visitor figures gradually diminished.

The following diagram illustrates the trend in visitor numbers as recorded over the period from January 1 to September 13, 2023.

Figure 17

Trend in the number of website visitors



Blog as content hub on the website

This year over 100 blog articles were written on the IAA MOBILITY's Lead Topics. The blog articles alone generated around 95,000 page views. They covered subjects such as sustainability, the mobility of the future, cycling and micromobility, developing livable spaces, and forward-looking technologies. In the run-up to the IAA MOBILITY and during the exhibition articles about world premieres and innovations at the IAA MOBILITY naturally also appeared in the blog.

The most popular articles were "5-Series BMW receives a special permit for the freeway," "The 10 most impressive bicycle routes to mark World Bicycle Day," "Sustainability and design for all the senses," "German premiere for the new Tesla Model 3 at the IAA MOBILITY 2023," "Mercedes-Benz takes ChatGPT into the car", "Car highlights of the IAA MOBILITY 2023" and the program on the IAA Open Space. It was noticeable that the articles in great demand were on topics relating to individual mobility, innovations and new technologies.

Visitor newsletter

A visitor newsletter was produced for the IAA MOBILITY 2023 with separate sections for the two target groups B2B and B2C. The B2B visitor newsletter concentrated on the topics relevant for trade visitors, which were mainly those featured at the IAA Summit and the IAA Conference. The B2C visitor newsletter informed subscribers about all the topics covered by the IAA Open Space and the IAA Experience. The newsletter's clear division between the two target groups emphasized the strategic focus of the communication. Both newsletters had unusually high open rates, which reflected the visitors' great interest in the event.

Visionary Club Podcast – heard around the world with top ratings, incl. AI host

In cooperation with the Boston Consulting Group and the Force of Disruption GmbH, the "Visionary Club Podcast" was published weekly on the most important platforms Spotify, Audible, Apple Podcast and Google Podcast, and other small platforms as well. For each podcast, key experts from the IAA MOBILITY partners and exhibitors were interviewed about a special topic which they discussed from their viewpoint. The objective of the marketing campaign for the IAA MOBILITY Visionary Club Podcast was to achieve an audience of at least 10,000 from a B2B target group that should be as international as possible. In fact the podcast exceeded its target by 20%. The campaign's advertising achieved more than 28 million impressions. The IAA MOBILITY Visionary Club Podcast was heard by over 12,000 listeners.

12,000
listeners



The creative, innovative and unique concept with an AI voice as the host was especially well remembered as a positive feature delivering high-quality content with a certain "fun factor" due to its gamification. The decision to use an AI voice instead of classical hosting gave the podcast guests the possibility of answering the questions openly, without the host steering them in any particular direction. This encouraged a frank and relaxed discussion between the guests.

Only 9% of the target group reached by the IAA MOBILITY Visionary Club Podcast came from Germany. The other 91% of the audience were international listeners.

The listeners on the Spotify platform gave the podcast a high score of 4.6 out of 5 stars.