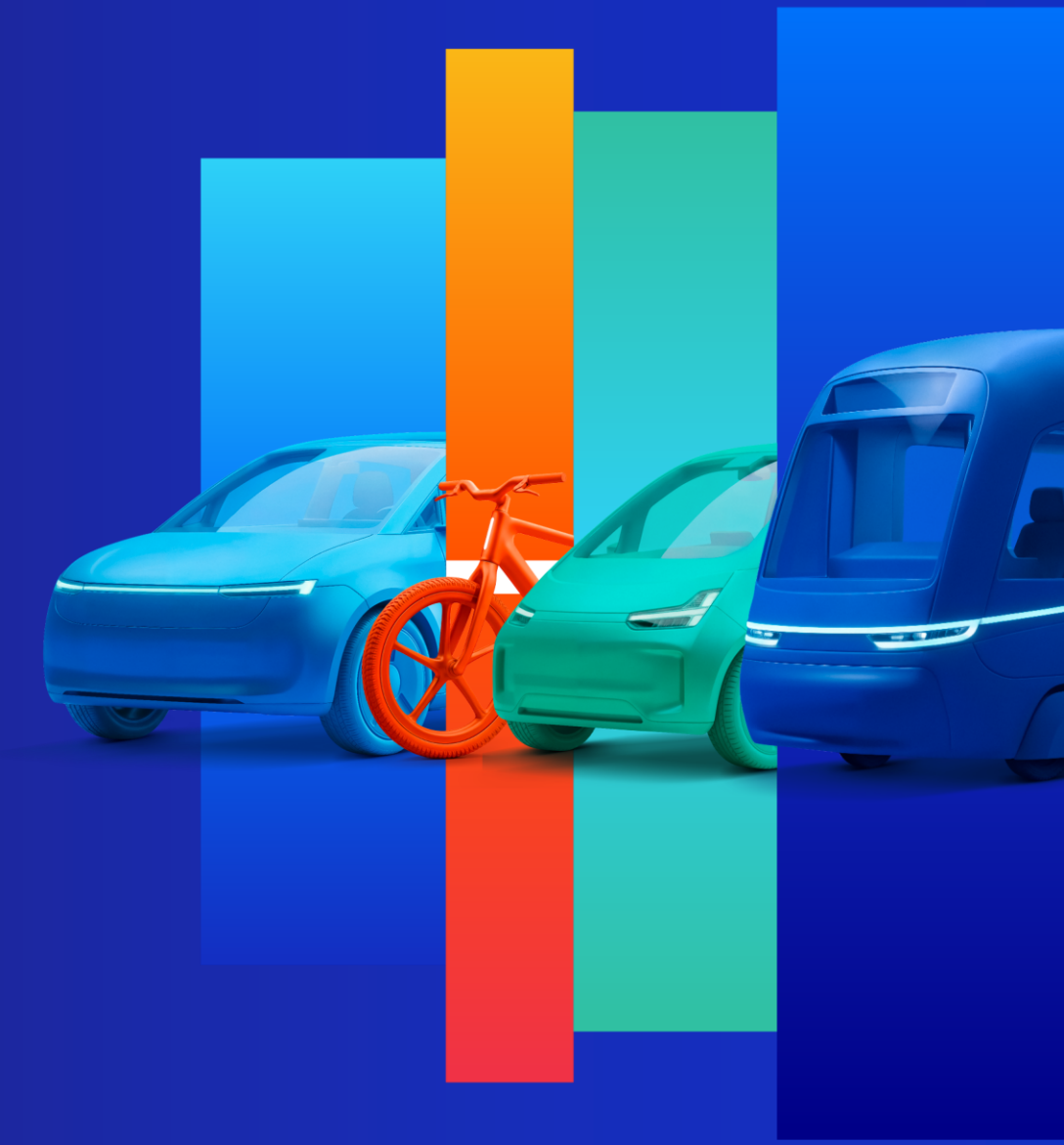
» IAA MOBILITY 2027

Test Drives

Sales Brochure

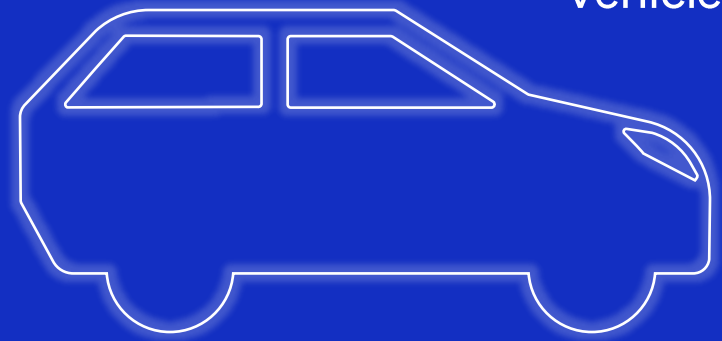


MUNICH
SEPTEMBER 7—12, 2027 | PRESS DAY SEPTEMBER 6

Test Drives review 2025

12,318
Test Drives in total

237
vehicles



23
exhibitors

- 30% more Test Drives than in 2023
- 27% more cars than in 2023
- 90% were purely electrically powered, 10% PHEVs
- Participation of motorcycles for the first time

Review 2025

IT'S ALL ABOUT
MOBILITY
Check

Polestar 2
IAA Mobility 2025
Ludwigstr. 10

IAA
MOBILITY
TEST DRIVES

IAA MOBILITY
KIA
Test Drives
Check-in

General information

General conditions

- Participation is open to all **zero-emissions vehicles** (BEV, FCEV, and PHEV).
- All vehicles must have a **valid road approval and a liability insurance.**
- The individual **route can be freely chosen** by each exhibitor. The organizer will provide route suggestions for each departure point.

Participation forms

- **Car Test Drives:**
  IAA visitor drives the vehicle themselves and is accompanied by exhibitor staff (mandatory)
- Test Drives with same arrival / departure point (Summit to Summit; Open Space to Open Space)
- Test Drives with different arrival / departure point (Summit to Open Space; Open Space to Summit)
- Attention: Entry to the Summit is intended for B2B visitors and requires a valid admission ticket

Usage times

- **Summit:**
  September 6, 8:00 a.m. — 6:00 p.m.;
  September 7—10, 9:00 a.m. — 6:00 p.m.
- **Open Space:**
  September 7—11, 11:00 a.m. — 9:00 p.m.;
  September 12, 10:00 a.m. — 5:00 p.m.

Arrival and departure points Summit and Open Space

Summit

- Departure point for Test Drives located at hall C2
- Infrastructure for dry car preparation, charging and night parking at hall C3

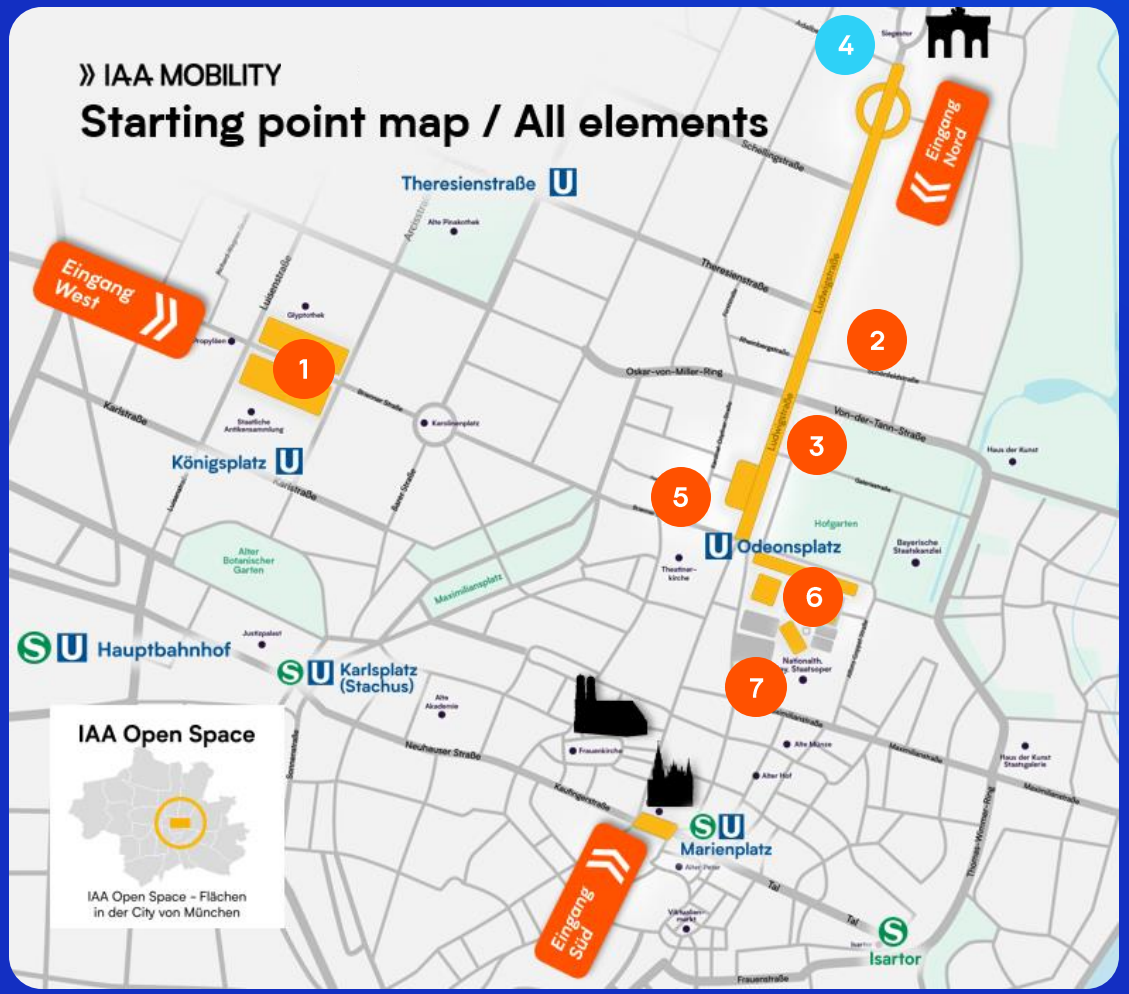
Open Space

- Departure points for several brands:
  - Königsplatz (Arcisstraße and Katharina-von-Bora-Straße)
  - StMELFT (Von-der-Tann-Straße)
  - Hauptstaatsarchiv (Schönfeldstraße)
- Brand-exclusive departure points:
  - Apothekenhof
  - Max-Joseph-Platz
  - Wittelsbacher Platz
- Each exhibitor gets a fixed departure point

Arrival and departure point Summit

- The Test Drives are located at hall C2
- Test Drives vehicle access and exit via gate 19
- Infrastructure for dry car preparation, charging, and night parking at hall C3

Arrival and departure points Open Space



Common arrival and departure points for several brands

1. Königsplatz (Arcisstraße and Katharina-von-Bora-Straße)
2. Hauptstaatsarchiv (Schönfeldstraße)
3. StMELFT (Von-der-Tann-Straße)
4. Akademiestraße (request in progress)

Brand-exclusive arrival and departure points

5. Wittelsbacherplatz
6. Apothekenhof
7. Max-Joseph-Platz

Registration containers

Design and equipment

- Container painted in light blue (RAL: 240 70 30) and partially branded incl. wall covering inside, flooring (linoleum), basic lighting, canopy, overnight weather protection (tarpaulin)
- Lockable counter, two high chairs , electricity connection (3 kW) and internet connection (16 MBit, Wi-Fi)
- Attention: All containers are designed and equipped in exactly the same way

Extras

- Platform set up for vehicle presentation on top of the container (optional and for an additional fee)

New branding option

- Custom interior wall design for a fully booked container (optional and for an additional fee)

Platform set up

- Platform set up for vehicle presentation on top of the container (optional and for an additional fee)
- Only available with exclusive booking of a registration container

Products and conditions

Test Drive pricing

	Exhibitor	Non-exhibitor
½ registration container at an arrival and departure point (incl. equipment, entire event)	€15,000	€25,000
1 registration container at an arrival and departure point (incl. equipment, entire event)	€30,000	€40,000
Service charge* (per participating vehicle, no matter if hybrid, hydrogen, or fully electric, entire event)	€2,000	€3,000
Charging infrastructure and power consumption (Summit)** (if necessary, per participating hybrid or fully electric vehicle, entire event)	€1,900	€1,900

	Exhibitor	Non-exhibitor
Exhibition platform on registration container at the Summit (only available with exclusive booking of a container) (incl. set up / lifting the vehicle, entire event)	€7,500	€7,500
Exhibition platform on a container at the Open Space (only available with exclusive booking of a container) (incl. structural calculation, approval procedure with the responsible agencies. Set up / lifting of the vehicle, entire event)	€9,000	€9,000
Custom interior wall design in a fully booked container	€2,750	€2,750

* Includes one night parking space per vehicle at the Summit, personnel costs (security, fire guard, stewards, staffing of the gate), integration of the vehicle and exhibitor information in the IAA MOBILITY app.

** Includes power connection (10 kW) and electricity consumption in the vehicle logistics hall at night. Wallbox or similar must be provided by the exhibitor.

All prices are exclusive of VAT and subject to change. We reserve the right to adjust the prices in line with rising inflation / material costs.

Exclusive sponsoring Summit

- 10x logo placements on covers for crowd barriers in the departure terminal
- 2x logo placements on graphic columns at the hall C2 Test Drives exit
- only 1x available

€4,990

Your contact person

Get in touch

Booking inquiries

Oliver JÄNISCH

Business Development &
Key Account Manager Automotive

oliver.jaenisch@vda.de
+49 171 1692837

Product inquiries

Simon SCHÖNBERG

Head of Experience

simon.schoenberg@vda.de
+49 151 57284068