



IAA MOBILITY
Shuttlebus

#MBIAA21

eCITARO



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SHUTTLE BUS

Sales Brochure

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Shuttle Bus intro

FOR LASTING EXPERIENCES

Create emotions

Stand out: present your newest vehicles in action. Create memorable emotions on the route between Summit and Open Space.

Boost your profile

Stage your innovations and your brand accessibly. Show that the emission-free future of mobility has already started for your company.

Gain valuable feedback and visibility

During the Shuttle Bus Service, you can enter into discussion with your target audience and gain unfiltered feedback about your products. On the route between Summit and Open Space you will generate a high visibility for your company in the city of Munich.

Participation options

- › Participate on the Shuttle Bus Service with your newest emission-free bus innovations
- › Turn the journey time into a mobility experience for visitors. Reach your target group in the vehicle with individual infotainment or entertainment formats.

Important information



› General conditions

- › Participation is open to all **zero-emission vehicles** (BEV, CNG, FCEV)
- › All vehicles must have a **valid road approval and a liability insurance**
- › Drivers, branding as well as fuels must be **organised by the exhibitor**
- › Possibility of limiting the max. amount of vehicles per exhibitor
- › The organizer specifies the routes for the shuttle buses



› Participation forms

- › Shuttle rides: IAA visitor will be transported by a driver appointed by the exhibitor.
- › Mobility experiences in the vehicles during the ride are designed to make the journey time as entertaining as possible for visitors.
- › If you do not have any ideas on suitable formats, at least understand the request as a chance to provide passengers with all the information they need to know about your vehicle or company - e.g. charmingly carried out by the bus driver via the loudspeaker system installed in the vehicle.



› Usage times

- › **Loop 1: Summit <-> Open Space:** 05.09. - 08.09.23, 08:30 am to 06:30 pm
- › **Loop 2: Open Space:** 05.09. – 09.09.23 09:30 am to 08:30 pm; 10.09.23 09:30 am to 05:30 pm

Bus stops Summit & Open Space

Summit

- › Entrance West (currently under review)
- › For details please see page 6

Open Space

- › Several bus stops (currently under review)
(Königsplatz (Karolinenplatz), Brienner Straße/Oskar-von-Miller-Ring,
Ludwigstraße/Von-der-Tann-Straße, Hofgartenstraße/Alfons-Goppel-
Straße, Alfons-Goppel-Straße/Maximilianstraße)
- › For details please see page 7

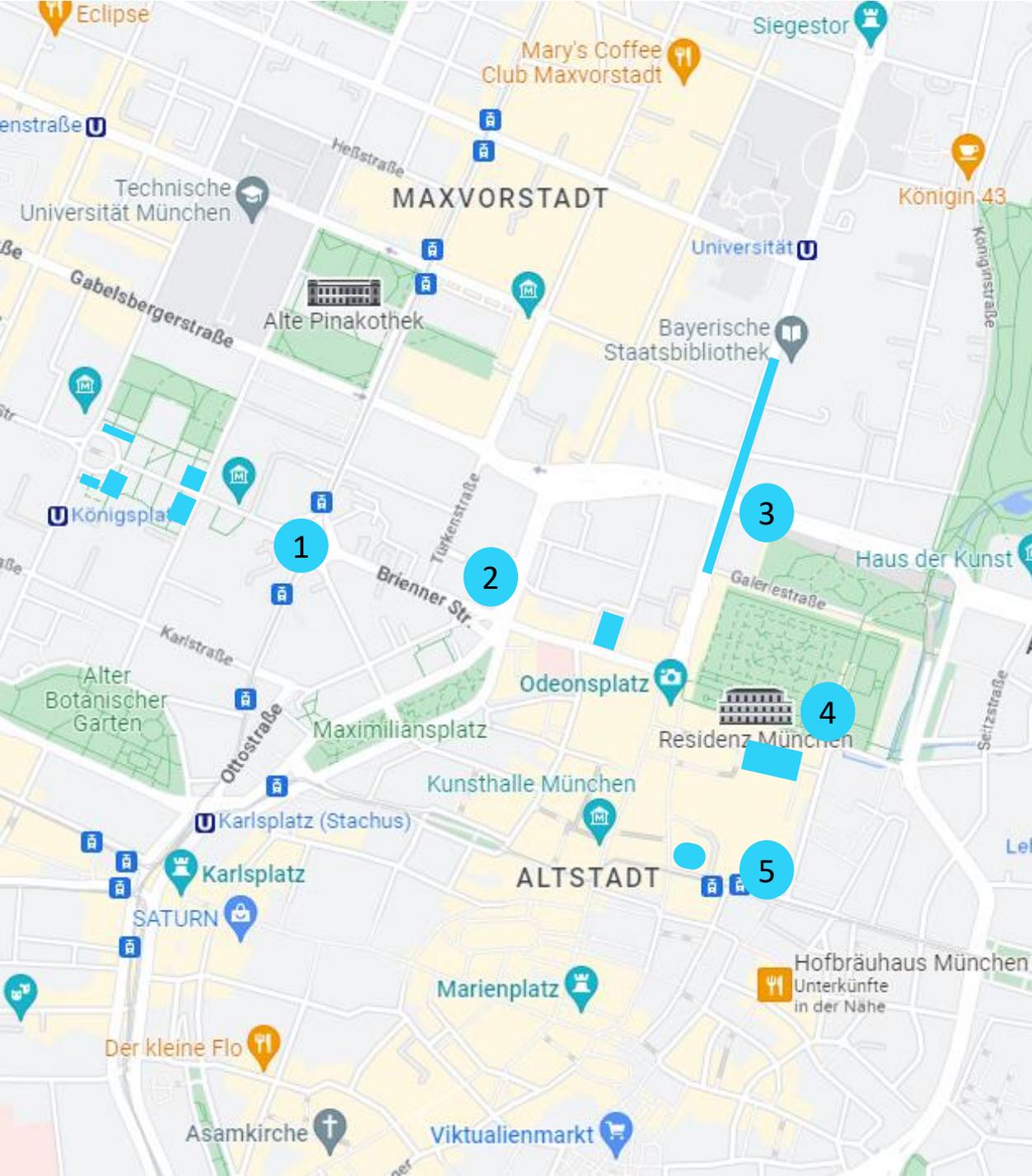


Bus stop Summit

- 1 Entrance West

currently under review

*The organizer explicitly reserves the right to make changes.



Bus stops Open Space

- 1 Königsplatz (Karolinenplatz)
- 2 Brienner Straße/Oskar-von-Miller-Ring
- 3 Ludwigstraße/Von-der-Tann-Straße
- 4 Hofgartenstraße/Alfons-Goppel-Straße
- 5 Alfons-Goppel-Straße/Maximilianstraße

currently under review

*The organizer explicitly reserves the right to make changes.

IAA Shuttle Buses

PRICES



Participation fee*

(participating CNG, hydrogen or fully electric bus, entire event)

€ 2,500.00

Charging infrastructure / power consumption (Summit)**

(participating fully electric bus, entire event, depending on electricity power and specific power connection)

on request

* Includes one night parking space per bus, personnel costs (fire guard, stewards, staffing of the gate); Drivers, branding as well as fuels must be organised by exhibitor. Possibility of limiting the max. amount of vehicles; integration of buses and exhibitor information in the IAA MOBILITY app.

** Includes power connection. Electricity is charged according to consumption; the guest must bring wall boxes or similar facilities for charging.

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.

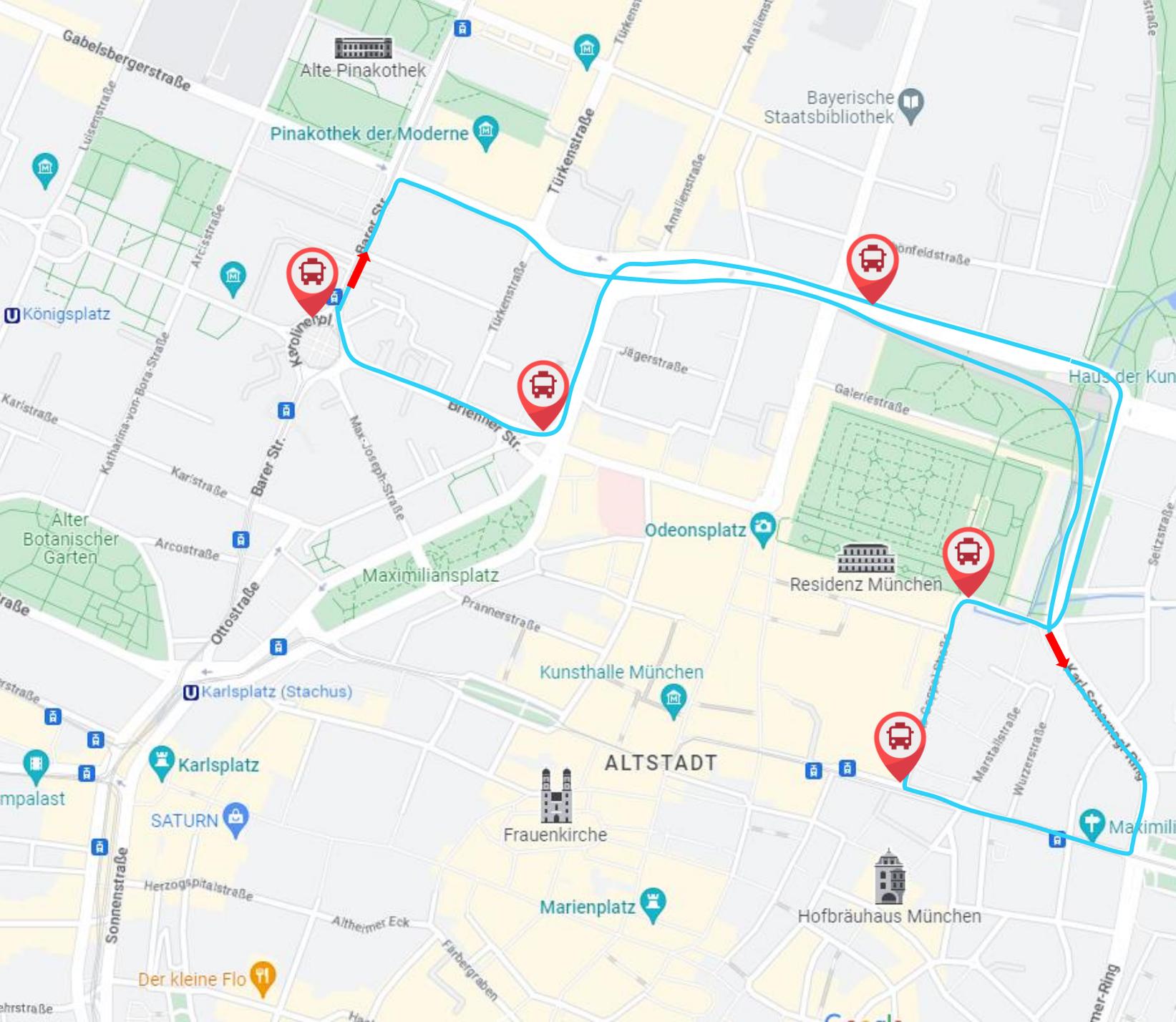


Summit <-> Open Space Loop

Summit & Open Space (car & bus)

- > Summit > Open Space, Open Space > Summit
- > 11 KM route length per direction

Specific bus stops and routing is currently under review



Open Space Loop

Only Open Space (bus & minibus)

› 5 KM route length

Karolinenplatz -> Maximilianstraße -> Hofgartenstraße -> Ludwigstraße -> Brienner Straße -> Karolinenplatz

Specific bus stops and routing is currently under review

*The organizer explicitly reserves the right to make changes.



*DO YOU HAVE ANY QUESTIONS,
SUGGESTIONS OR
IDEAS FOR IMPROVEMENT?*

CONTACT

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