

IT'S ALL ABOUT MOBILITY
SEP 7—12, 2027 IN MUNICH

IAA» MOBILITY



Each of us plays many different roles in mobility: we are pedestrians, train passengers, cyclists, bus riders, drivers, subway riders, scooter users, airline passengers, and more. Every mode of transportation serves an important purpose and is essential. We cannot afford to pit one form of mobility against another, because connected mobility can only succeed through collaboration, not competition. We also share common goals: reliable infrastructure, guaranteed personal mobility for everyone, and the intelligent use of data to make mobility smarter and more efficient. Together, we can achieve more.

IAA MOBILITY — IT'S ALL ABOUT MOBILITY!

IAA MOBILITY is the world's leading platform for mobility, sustainability, and tech.

Under the motto **It's All About MOBILITY**, IAA MOBILITY 2027 showcases innovations in sustainable and intelligent connected mobility while bringing together the entire mobility ecosystem.

IAA MOBILITY takes place at two locations across Munich: The IAA Summit is the B2B platform for industry professionals and is held at the Trade Fair Center Messe München in Riem. It concludes on Friday of the event week. The IAA Open Space is the public-facing format, spanning key areas throughout Munich city center. It remains open through the weekend, is free of charge, and accessible without a ticket.

IAA MOBILITY brings together automotive and bicycle manufacturers, suppliers, technology companies, startups, policymakers, and leading research institutions. It is recognized as one of the most important global gathering places for the mobility industry, serving as the stage for world premieres, groundbreaking innovations, and strategic announcements. As such, it acts as a barometer for developments in electric mobility, software-defined vehicles, autonomous driving, and connected infrastructure.

IAA Summit

THE premier meeting place for mobility decision-makers, executive-level exchange, and high-value networking.
Venue: Trade Fair Center Messe München, Riem.

The IAA Summit is the B2B centerpiece of IAA MOBILITY and takes place from September 7—10, 2027, from 9:00 a.m. to 6:00 p.m. at the Trade Fair Center Messe München. It is the central meeting place for decision-makers and innovation leaders from around the world. Approximately 500 international speakers will share their insights with industry professionals across six stages through keynote presentations, panel discussions, and fireside chats. In addition, executives, experts, and policymakers can experience the latest mobility innovations at first hand through live demonstrations and test drives. The exhibition grounds feature cutting-edge technology demonstrations, including prototype vehicles that are not approved for public roads — available for exclusive test-drive experiences.



Learn more:

<https://www.iaa-mobility.com/en/visitors/iaa-formats-2027#b2b>

IAA Open Space

The mobility festival that brings the future of mobility to life.

Venue: Munich city center.

The IAA Open Space is Germany's largest inner-city event. It is open from September 7–12, 2027, daily from 11:00 a.m. to 9:00 p.m. Its exhibition areas extend throughout downtown Munich, stretching from Marienplatz and Odeonsplatz to Königsplatz. The IAA Open Space offers an engaging program for visitors of all ages and the entire family. At the heart of the concept is the opportunity to inspire people about the future of mobility by allowing them to experience its many facets at first hand. A key feature of the IAA Open Space is the Citizens Lab at Munich's Marienplatz. As part of IAA MOBILITY, it serves as an open dialogue platform where citizens, visitors, industry experts, and policymakers come together to discuss the future of mobility and collaboratively develop solutions.



Learn more:

<https://www.iaa-mobility.com/en/visitors/iaa-formats-2027#b2c>

History of the IAA / IAA MOBILITY

1897

The Internationale Automobil-Ausstellung (IAA) is one of the world's oldest and most important mobility exhibitions. Its origins date back to 1897. At that time, it was a one-day exhibition in Berlin featuring just eight vehicles — the birth of the IAA.

1939

Over the following decades, the IAA evolved alongside the automotive industry. Until 1939, the IAA was held primarily in Berlin and established itself as the leading platform for innovation — from the first production vehicles to the era of mass motorization.

1951

As part of Germany's post-war economic recovery, the IAA was relaunched in Frankfurt am Main in 1951, where it grew over the following decades into one of the world's leading automotive trade shows.

1992

The event also evolved structurally over time. In 1992, the IAA was split into two separate formats: Passenger Vehicles (Frankfurt) and Commercial Vehicles (Hanover), which have alternated annually ever since. Throughout its history, the IAA has consistently reflected technological trends — from mass motorization and vehicle safety to electrification and digitalization.

2021

A fundamental new chapter began in 2021: The IAA relocated from Frankfurt to Munich and was reimagined as IAA MOBILITY. Rather than serving as a traditional auto show, it has since become a comprehensive mobility platform addressing not only automobiles and bicycles, but also sustainable mobility, urban infrastructure, digitalization, and new mobility concepts. A defining characteristic is its hybrid format, combining the trade-focused IAA Summit at the Trade Fair Center Messe München with the publicly accessible IAA Open Space in Munich city center.

TODAY

Today, IAA MOBILITY represents the structural transformation of the industry — from a focus on the automobile to a comprehensive understanding of mobility — and continues to serve as a key international meeting place for industry, policymakers, media, and the public, with a history spanning more than 125 years.

» IAA MOBILITY 2027