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Create emotions

Stand out: present your vehicles not only statically, create emotions with exciting driving experiences for customers and experts that will be remembered.

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

During Test Drives, you can enter into discussion with your target audience and gain unfiltered feedback about your products.

Participation options

- Offer Test Drives with your newest emissionfree car innovations
- Live demonstration of your company's use cases
- Marketing and sponsorship opportunities along the route between Summit and Open Space



Test Drives review 2021 – a success story



20

International exhibitors



252

Cars



7.503

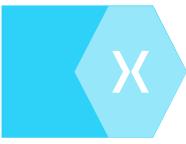
Test Drives in total

Important Information



General conditions

- Participation is open to all zero-emission vehicles (BEV, FCEV and PHEV)
- > All vehicles must have a valid road approval and a liability insurance
- > The individually route can be freely chosen from each exhibitor, the organizer will provide route suggestions for each departure point



Participation forms

- > Test Drives: IAA Visitor drives the vehicle himself and is accompanied by staff of the exhibitor (mandatory)
- > Test Drives with same arrival/departure point (Summit x Summit; Open Space x Open Space)
- > Test Drives with different arrival/departure point (Summit x Open Space; Open Space x Summit)
 - > Attention: Entry to the Summit is intended for B2B visitors and requires a valid admission ticket
- > Shuttle rides: IAA visitor will be transported by a driver appointed by the exhibitor



Usage times

- > Summit: 04.09. 8:00 am 6:00 pm; 05.09. 08.09.23, 9:00 am to 6:00 pm
- > Open Space: 05.09. 09.09.23 10:00 am to 8:00 pm; 10.09.23 10:00 am to 5:00 pm

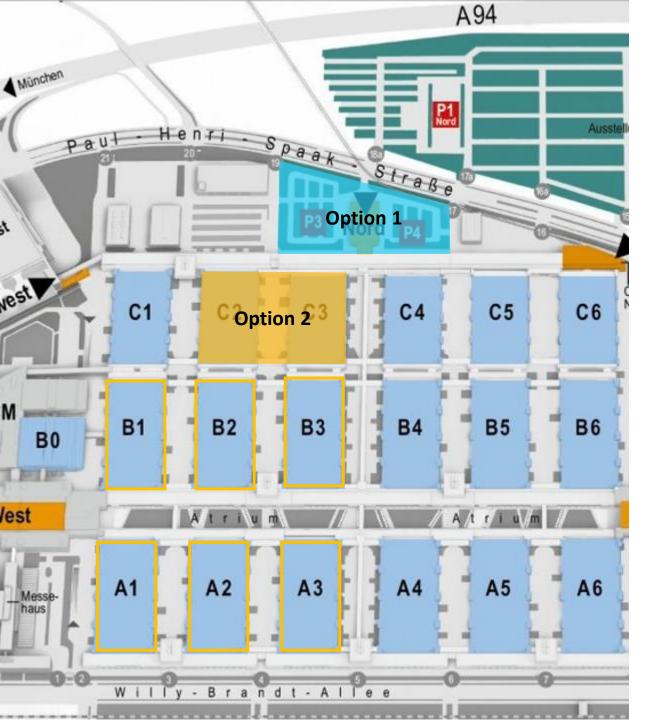
Arrival & departure points Summit & Open Space

Summit

- > Specific location near the exhibition halls currently under review
 - Departure for Test Drives
 - Departure for shuttles (cars)
 - > Infrastructure for car preparation & charging at the fair ground

Open Space

- Several departure points (possible)(Königsplatz, Wittelsbacher Platz, Ludwigstraße, Apothekenhof, Max-Joseph-Platz)
- > Each exhibitor gets a fixed departure point
- Departure for Test Drives
- Departures for shuttles (cars)



Arrival & departure points Summit

Option 1

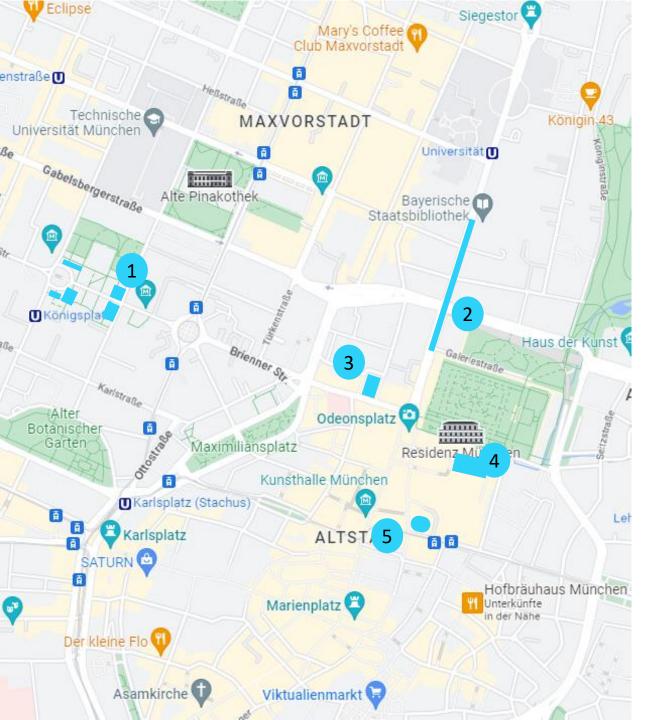
> Entrance North – P3 & P4 (Messe München / Munich Fairground)

Option 2

Hall C2 / Hall C3

Both options are currently under review!

^{*}The organizer explicitly reserves the right to make changes.



Arrival & departure points Open Space

- 1 Königsplatz
- 2 Ludwigstraße
 - Wittelsbacher Platz
- 4 Apothekenhof
- 5 Max-Joseph-Platz

Common arrival & departure points for several brands

Brand exclusive arrival & departure points



Registration containers

Design & equipment:

- > Container painted in light blue (RAL: 240 70 30) and partially branded incl. wall covering inside, flooring (linoleum), basic lighting, canopy, over night weather protection (tarpaulin)
- Lockable counter, 2 high chairs, electricity connection (3kW) and internet connection (16MBit, WiFi)
- Guiding, barriers, temporary marking of the stopping areas
- Attention: all containers are designed & equipped in exactly the same way. Individual branding or design is not allowed.

Extras:

Platform set up for vehicle presentation on top of the container (optional)





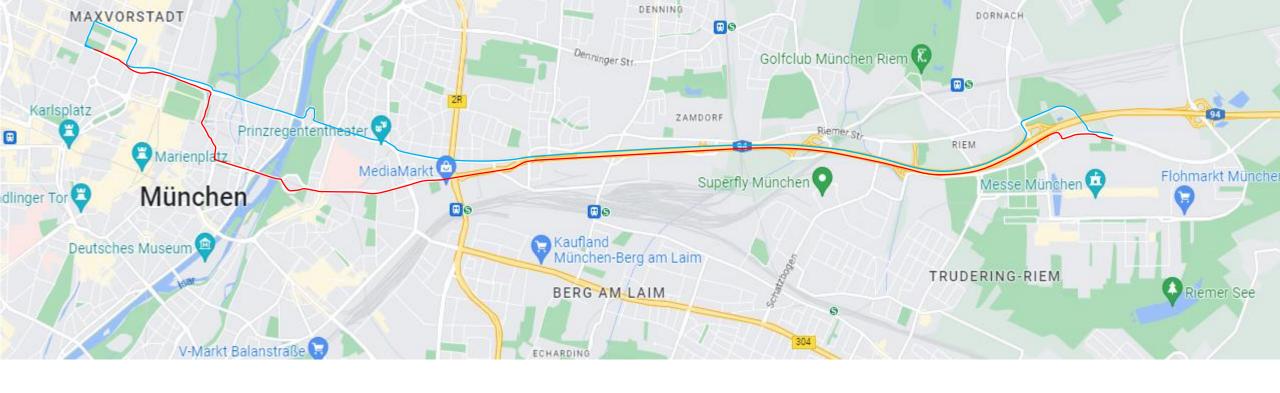
| | exhibitor | non exhibitor |
|---|-------------|---------------|
| ½ container at an arrival and departure point (incl. equipment, entire event) | € 13,500.00 | € 23,500.00 |
| 1 container at an arrival and departure point (incl. equipment, entire event) | € 27,000.00 | € 37,000.00 |
| Service charge* (participating hybrid, hydrogen or fully electric vehicle, entire event) | € 1,800.00 | € 2,800.00 |
| Charging infrastructure & power consumption (Summit)** (participating hybrid or fully electric vehicle, entire event) | € 1,750.00 | € 1,750.00 |

| | exhibitor | non exhibitor |
|---|-------------|---------------|
| Exhibition platform on a container at the Summit (only available with exclusive booking of a container) (incl. set-up/lifting the vehicle, entire event) | € 10,000.00 | € 10,000.00 |
| Exhibition platform on a container at the Open Space (only available with exclusive booking of a container) (incl. static calculation, approval procedure with the responsible agencies. Set-up/lifting of the vehicle, entire event) | on request | on request |
| Provision of necessary special infrastructure (e.g. sensor technology along the route for demonstration use cases) | on request | on request |

^{*} Includes one night parking space per vehicle, personnel costs (hall attendant, fire guard, stewards, staffing of the gate), integration of the vehicle and exhibitor information in the IAA MOBILITY app.

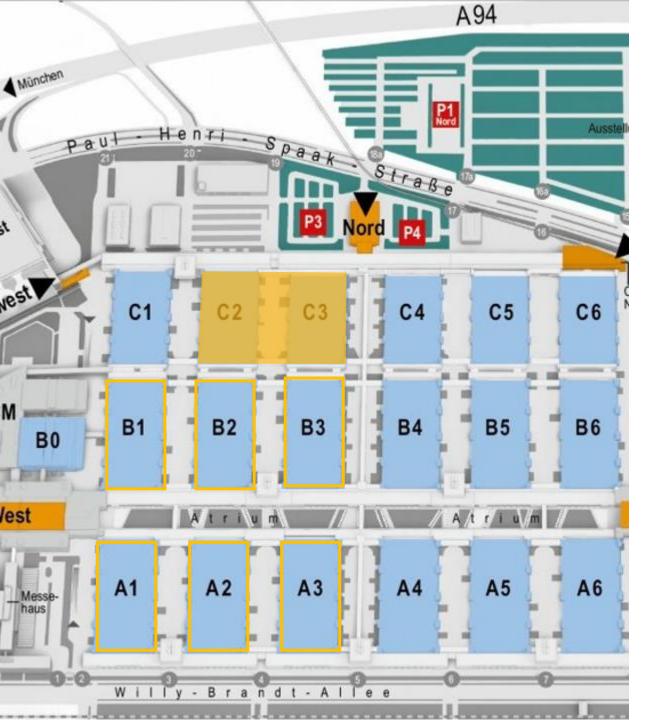
^{**} Includes power connection (11kW) and electricity consumption; the exhibitor must bring wall boxes or similar facilities for charging.

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.



Possible routing between Summit x Open Space

- > Summit > Open Space, Open Space > Summit
- > 11 KM route length per direction
- > Promotional signage along the route
- Attention: Entry to the Summit is intended for B2B visitors and requires a valid admission ticket



Charging infrastructure Summit

> C2 or C3: Nightly charging & car preparation (dry & indoors)

Both options are currently under review.

Public charging points near the Open Space

Galeriestraße

- Galeriestr. 4/4a (4x)
- Liebigstr. 5 (2x)
- > Prinzregentenstr. 18 a/b (4x)

Marstallplatz

Maximilianstr. 16/16a (4x)

Wittelsbacherplatz

- > Finkenstr. 4 and 4a (4x)
- Maximiliansplatz 13 and 13a (4x)

Max-Joseph-Platz

- Max-Joseph-Platz 4 (3x) (Underground parking)
- > Pacellistr.1/1a (4x)

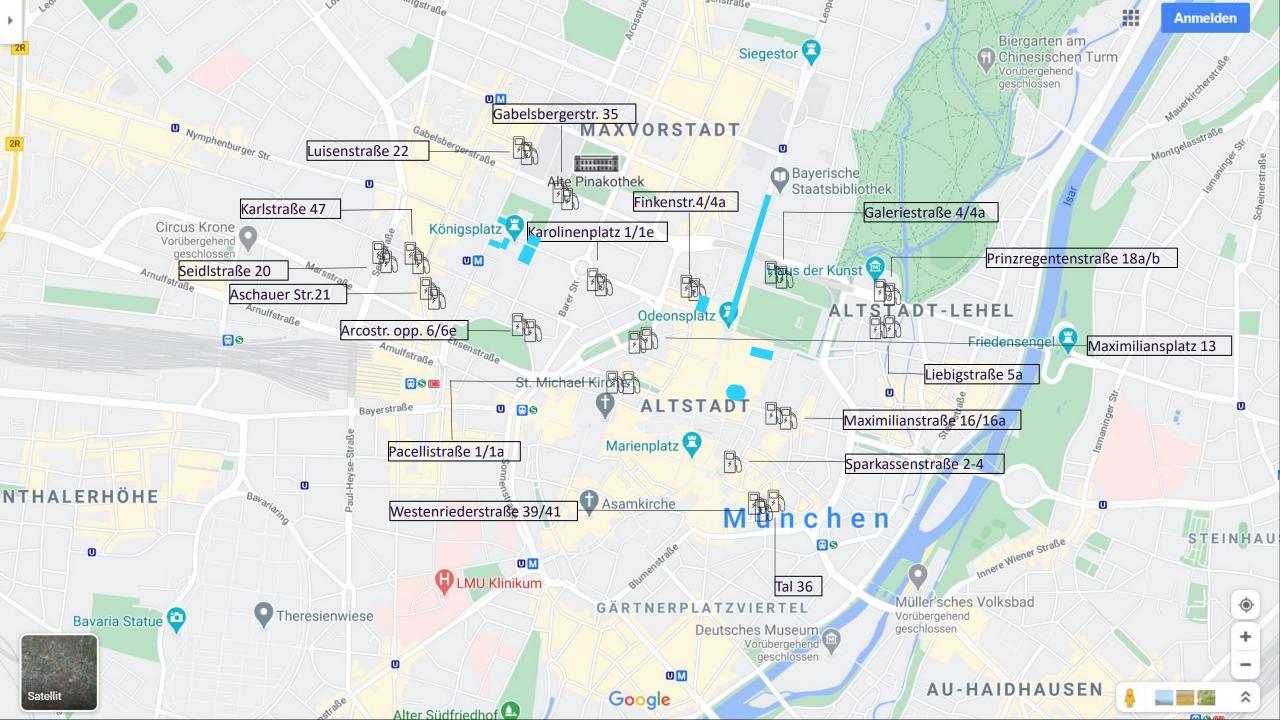
Königsplatz

- > Arcostr. opp. 6 and 6a / Sophienstr. 5 (4x)
- Aschauer Str. 21 (1xDC (50 kW),1x)
- Gabelsbergerstr. 35 (2x)
- > Karlstr. 47 (2x)
- > Karolinenpl. 1 and 1e (4x)
- > Seidlstr. 20 (2x)

Marienplatz

- > Sparkassen Str. 2-4 (1x)
- > Tal 36 (2x)
- > Westenriederstraße opp. Nr: 39 and 41 (4x)

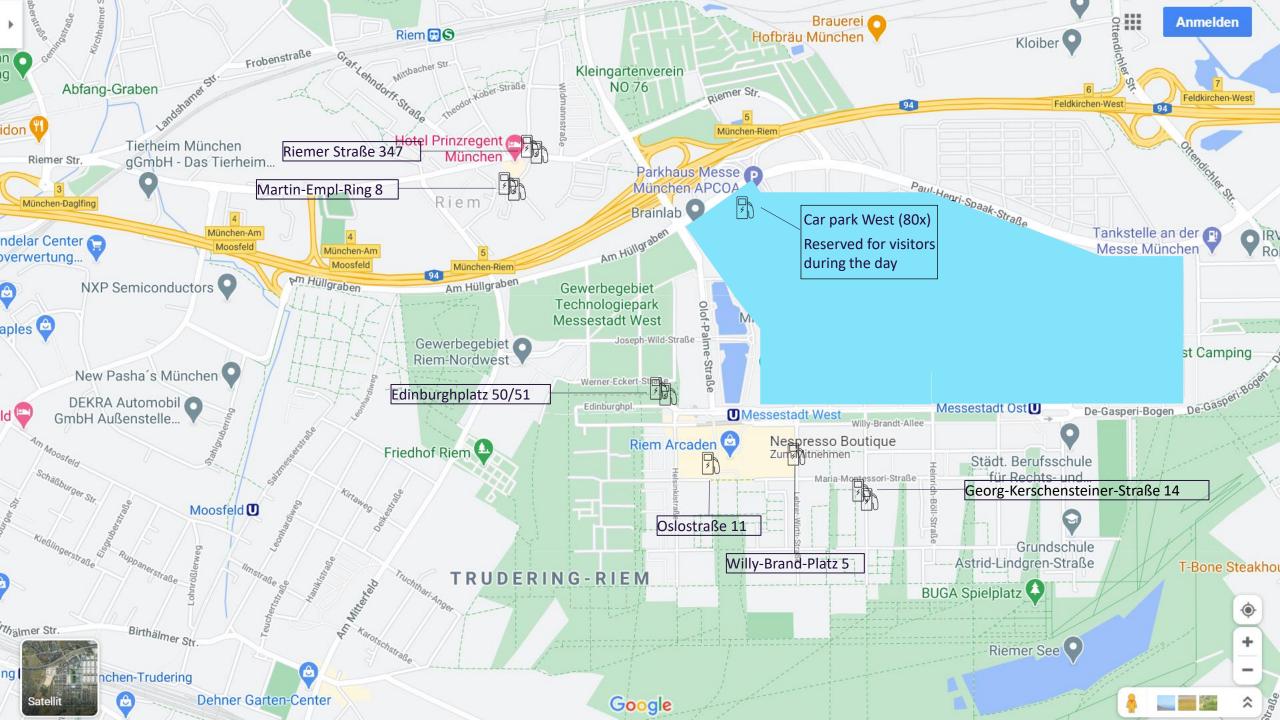
AC Charging capacity 22 kW Source: Bundesnetzagentur / 13.01.2023



Public charging points near the Summit

Near the Summit

- > Car park West: (80x; reserved for visitors during the day)
- > Edinburghplatz 50 and 51 (4x)
- Georg-Kerschensteiner-Straße 14 (2x)
- Martin-Empl-Ring 8 (2x)
- Oslostr. 11 (1xDC (50kW), 1x)
- > Riemer Straße 347 (2x)
- Willy-Brandt-Platz 5 (1x)



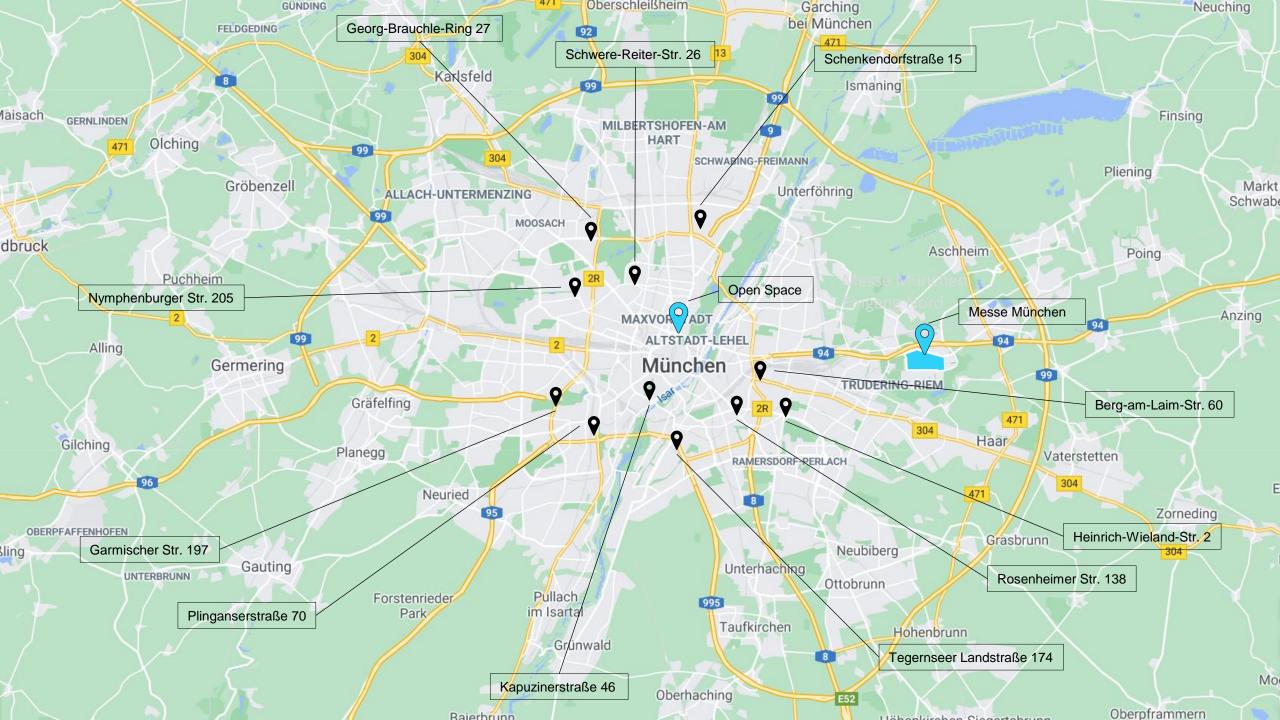
Car washes near the Open Space

From Königsplatz

- Garmischer Str. 197 (6 km, 15 min,1 car wash (Mo Sa 6am-10pm, So 12am-6pm))
- > Plinganserstr. 70 (4,8 km, 15 min; 1 car wash (Mo Sa 7am- 9pm))
- Kapuzinerstraße 46 (2,8 km, 10 min; 1 car wash (Mo - Sa 6am-10pm))
- Tegernseer Landstraße 174 (5,2 km, 18 min; 1 car wash (Mo Sa 8am-8pm))
- > Georg-Brauchle-Ring 27 (4,9 km, 12 min; 1 car wash (open 24h))
- Nymphenburger Straße 205 (3,1 km, 10 min 1 car wash (Mo - Sa 7am- 9pm))

From Ludwigstraße

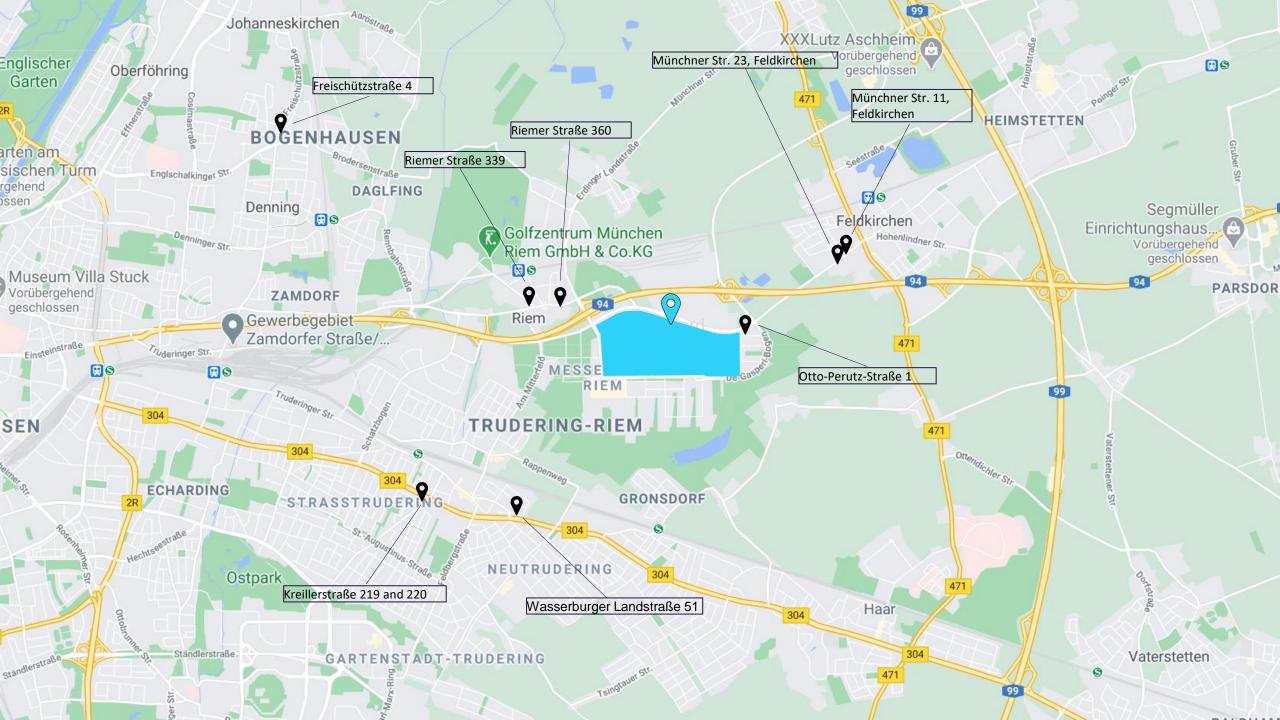
- > Rosenheimer Str. 138 (4,4 km, 14 min; 1 car wash (Mo-Sa 6am-10pm))
- > Heinrich-Wieland-Str. 2 (6,5 km, 19 min; 1 car wash (open 24h))
- Berg-am-Laim-Str. 60 (3,9 km, 13 min; 1 car wash (open Mo-Sa 6am-10pm))
- Schenkendorfstr. 15 (6,1 km, 11 min; 1 car wash (Mo - Sa 6am- 10pm))
- Schwere-Reiter-Straße 26 (3,4 km, 13 min; 1 car wash (Mo Sa 7am-8pm))



Car washes near the Summit

- Otto-Perutz-Straße 1
 (gas station nearby Messe Munich: 2 car washes, 4 wash-boxes, 2 self-dryer (Mo Sa 6am- 9pm))
- > Riemer Str. 339 (1,2 km, 3 min; 1 car wash (Mo-Sa 6am-9:30pm)
- > Riemer Str. 360 (1 km, 3 min; 1 car wash (Mo Sa 7am- 8pm))
- Münchner Str. 11, Feldkirchen (2 km, 5 min; 1 car wash, (Mo Fr 6am-9pm, Sa 7am-9pm))
- Münchner Str. 23, Feldkirchen (2 km, 5 min; 1 car wash, (Mo - Fr 6am-10pm, Sa 7am-10pm)

- > Kreillerstraße 219 (5 km, 10 min; 1 car wash, (Mo Sa 7am- 9pm))
- Kreillerstraße 220 (5 km, 10 min; 1 car wash, 6 wash-boxes (Mo - Sa 7am- 9pm))
- Wasserburger Landstraße 51 (4,9 km, 10 min; 1 car wash (Mo Sa 7am-9pm))
- > Freischützstraße 4 (7 km, 11 min; 1 car wash (Mo Sa 6am- 9pm))





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

CONTACTS

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