

» IAA MOBILITY 2027

# Cycling & Micromobility

Sales Brochure

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



# Cycling & Micromobility review 2025

3,103

Test rides in total

1,041

Test rides on  
the parcours

29

exhibitors

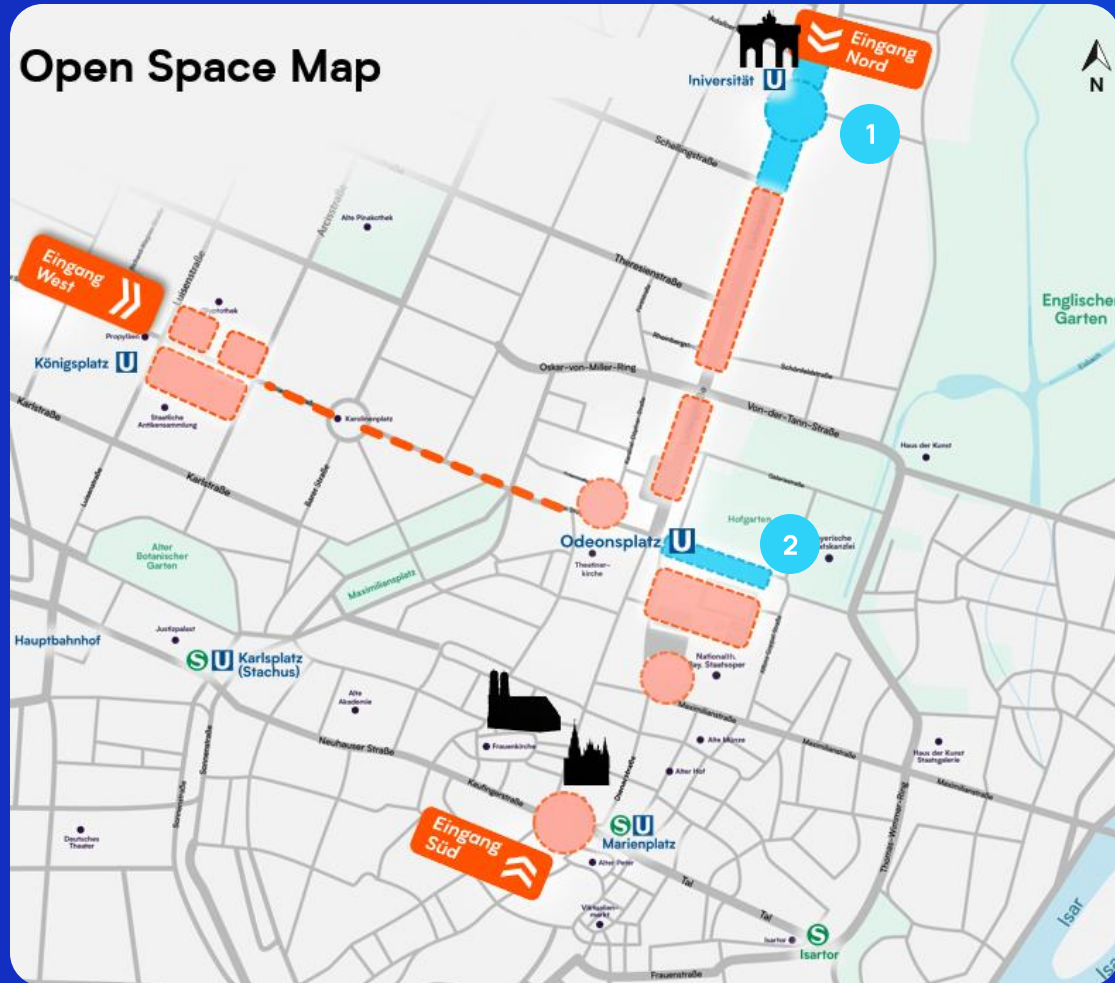


- » 4 new parcours obstacles
- » 2,427 sqm area exhibition stands
- » 3,7 km test track “Englischer Garten”

# Review 2025

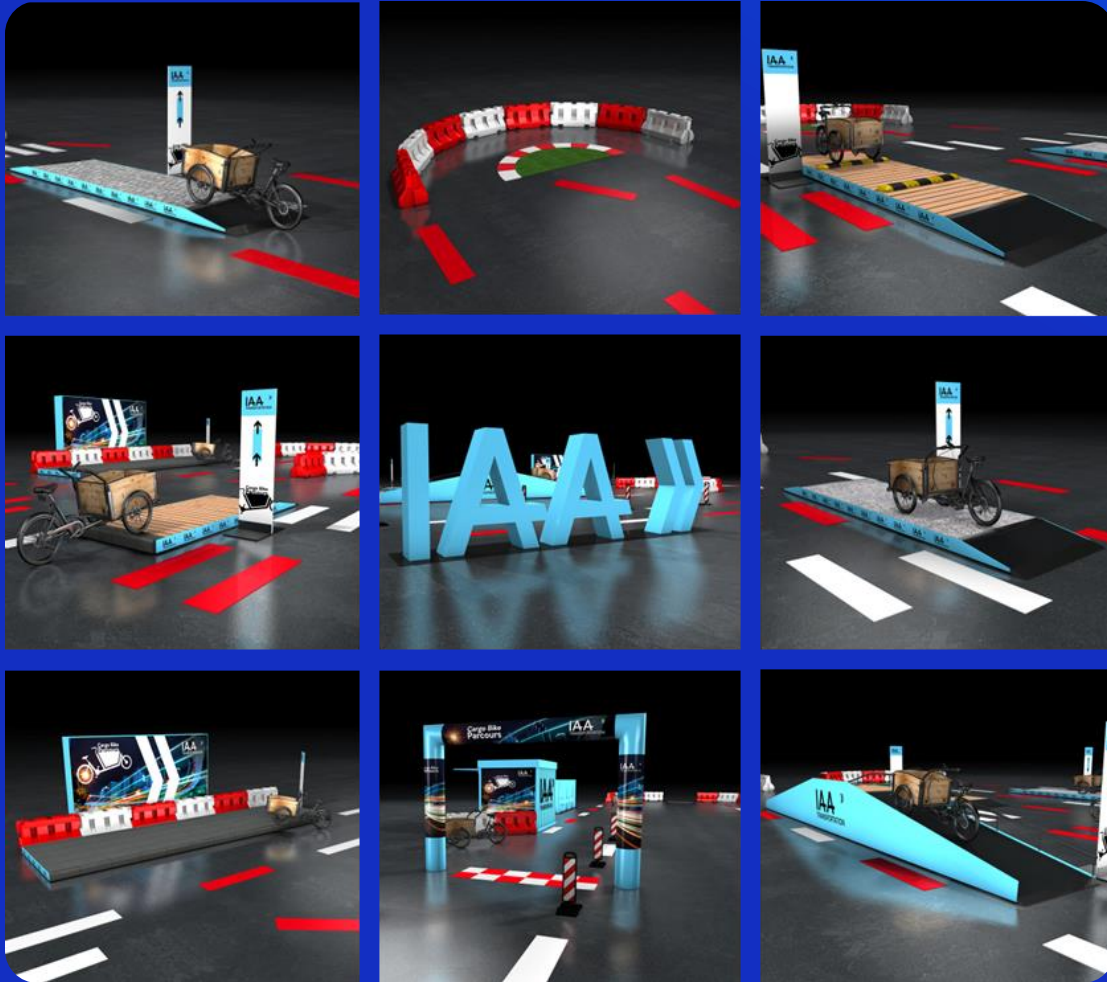


# Cycling & Micromobility Area and Cycling Accessories Area



- 1 Cycling & Micromobility Area (Ludwigstraße, 820 sqm exhibition area and 415 sqm parcours area)
- 2 Cycling Accessories Area (Hofgartenstraße, 600 sqm)

# Cycling & Micromobility Parcours



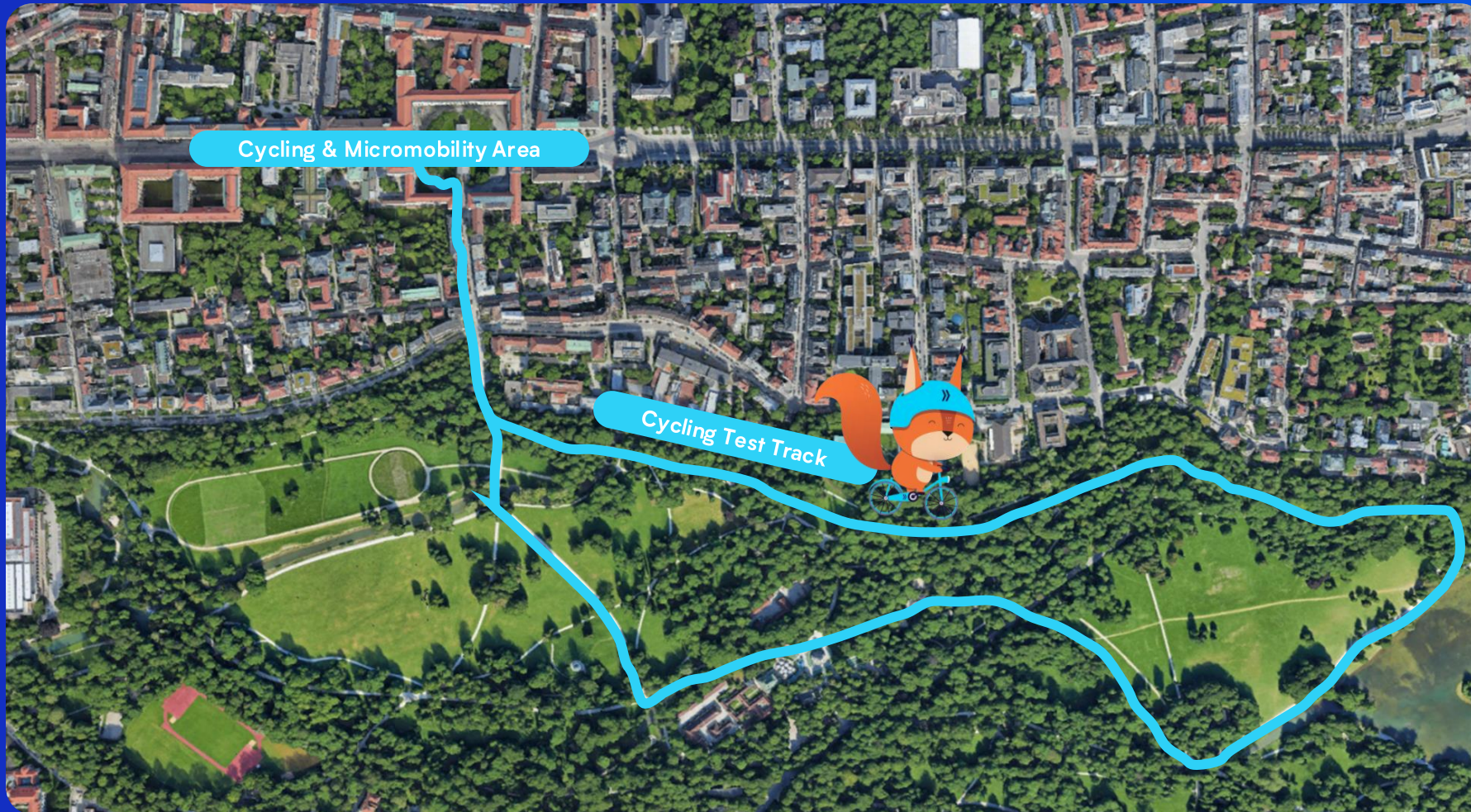
The Cycling & Micromobility Parcours consists of six high-quality obstacles\* that are modeled on real road conditions.

Various curve situations and an acceleration track round off the offer and ensure a unique test experience that remains a lasting memory for visitors.

Parcours obstacles:

- › Rough cobblestones
- › Speed bumps
- › Straight curbside
- › Loose gravel
- › Bumpy module
- › Gradient and slope

# Cycling Test Track “Englischer Garten”

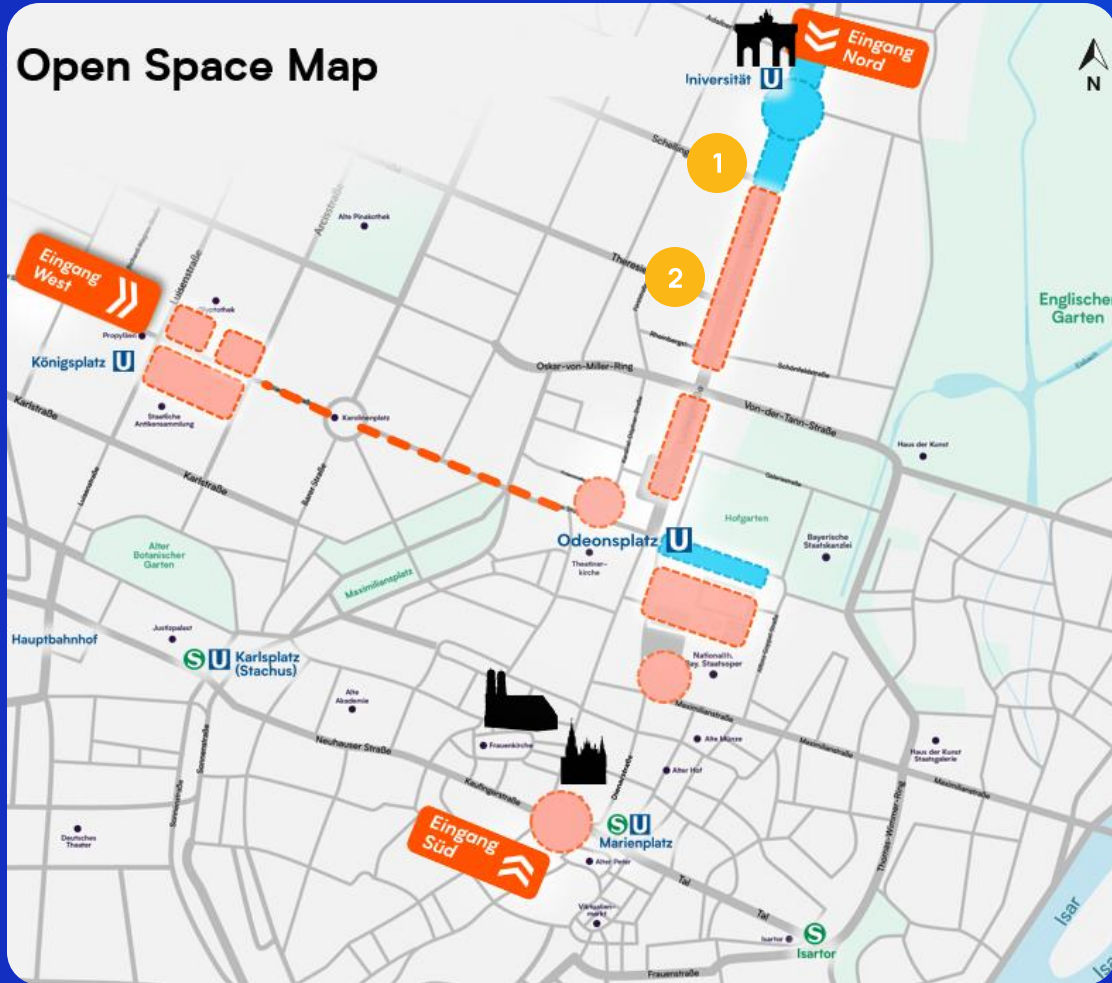


— Circuit (3.7 km)\*

## Attention

On some days, especially on warm summer days, there are often a lot of people in the Englischer Garten. Please pass this information on to your visitors so that they are considerate on the road.

# Add-on LEV packages



Exclusive LEV / Micromobility departure point

- 1 LEV parking lot Schellingstraße (request in progress)
- 2 LEV parking lot Theresienstraße (request in progress)

# Products and conditions

## Cycling & Micromobility Area (Ludwigstraße)

<b>Cycling Basic package</b> (3 m x 7 m space, 3 kW power, four exhibitor passes, disposal, communication, app registration tool for test rides)	€12,900
<b>Cycling additional meter of front side</b> (1 m x 7 m space, disposal)	€3,500
<b>LEV package S*</b> (one parking lot (2,3 m x 5 m) in the Open Space)	€2,000
<b>LEV package M*</b> (two parking lots in the Open Space)	€4,000
<b>LEV package L*</b> (three parking lots in the Open Space)	€6,000
<b>Charging infrastructure and power consumption**</b> (per vehicle, at the Summit)	€1,900

## Cycling Accessories (Hofgartenstraße)

<b>Accessories Basic package</b> (3 m x 6 m space, 3 kw power, four exhibitor passes, disposal, communication, concession fee for cash sales)	€9,900
<b>Accessories additional sqm</b> (one sqm, disposal)	€490

\* 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

## Cycling & Micromobility Parcours sponsoring

- › 15x logo placements on covers for crowd barriers along the Cycling & Micromobility Parcours
- › 1x inflatable arch (or similar inflatable structure or 2x beach flags); the arch or similar structure must be manufactured and delivered by the client
- › 1x outdoor power connection for powering the inflatable

**€4,990**

## Cycling Test Track sponsoring

- › 3 m x 3 m promotional space at the start and end of the access route to the Cycling Test Track (Professor-Huber-Platz) for product sampling, for example
- › 1x admission of cash sales

**€8,990**

## Kids Cycling Parcours sponsoring

- › 6x logo placements on covers for crowd barriers at the Kids' Parcours
- › 4x logo placements on beach flags (410 cm high) at the Kids' Parcours

**€4,990**

# Your contact person

Get in touch

Booking inquiries



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