

Time	Hall/ Stand	Exhibitor	Titel
8:30 AM – 8:50 AM	A1 E01	BMW Group	BMW Group Pressekonferenz auf dem IAA Summit
8:50 AM – 9:00 AM (Transfer time)			
9:00 AM – 9:20 AM	B1 D10	Volkswagen Group	Pressekonferenz der Volkswagen Group
9:20 AM – 9:40 AM	B1 C20	XPENG	XPENG Press Conference
9:40 AM – 10:00 AM	B3 B21	LEAPMOTOR	Leapmotor press conference
	B1 B01	AUMOVIO – former Continental Automotive	Press Briefing
10:00 AM – 10:20 AM	B2 B01	smart Europe	smart press conference
	A1 C20	MAHLE	MAHLE Pressekonferenz
	B3 D11	Vector Informatik	From Chip to Cloud – Vector’s Smart Way of Designing Software for Future Mobility. Join our SDV Experience Live On-Site.
10:20 AM – 10:40 AM	A2 C40	Togg	Togg Press Conference – T10F World Premiere and T10X European Market Launch #ReDefineMobility
	B3 B40	Schaeffler	Schaeffler Press Conference
	B2 E11	Cluster Mobility & Logistics	Pressekonferenz Cluster Mobility & Logistics
10:40 AM – 11:00 AM	B3 D40	AITO	Intelligence Redefining Luxury
	B2 E20	ProLogium Technology	MOU Signing Ceremony for the Partnership between ProLogium & Rimac Technology
	A1 C10	European High-Tech Pavilion	Innovations at the European High-Tech Pavilion
11:00 AM – 11:20 AM	B3 D01	Robert Bosch GmbH	Pressekonferenz der Robert Bosch GmbH
	A2 B02	Momenta	Momenta – Trusted Partner of Global Leaders
	A1 D20	Linktour Automotive Co.Ltd.	Linktour Automotive Brand Launch Event
	B2 D101	XYTE Mobility GmbH	Presenting a New Commuter Vehicle Category
11:20 AM – 11:40 AM	B3 E01	GAC	GAC Press Conference
	A2 C10	Fraunhofer-Gesellschaft	Wegweisende Konzepte für die Mobilität der Zukunft
11:20 AM – 11:40 AM	B1 B10	Google	Shaping the future of mobility together. With Google AI. – Join our Google AI Booth Tour!
11:40 AM – 12:00 PM	B3 B20	Opel Automobile GmbH	Opel Media Press Conference
	A2 B40	Horse Powertrain	Many Roads to Net Zero

Time	Hall/ Stand	Exhibitor	Titel
12:00 PM - 12:20 PM	Main Stage A2	BYD	BYD - Innovation for New Mobility
	A1 D21	AISIN Corporation	AISIN Press Conference
	B3 D113	SafeFields Technologies	Presenting world's first active cancellation system for reduction of EMF in vehicles
12:20 PM - 12:40 PM	B3 C11	FORTHING (DONGFENG LIUZHOU MOTOR)	Forthing Press Conference
	A2 B24	XING Mobility Inc.	XING Mobility's Immersion-Cooled Battery Now Powering Caterham Project V
	A3 A12	ProtoPie	High-Fidelity UX for Tomorrow's Mobility — Powered by ProtoPie
	B1 B10	Google	Shaping the future of mobility together. With Google AI. — Nehmen Sie an unserer Google AI Standtour teil!
12:40 PM - 1:00 PM	B1 D10	Volkswagen Group Technology	Pressekonferenz Volkswagen Group Technology
	B3 F13	212 Off-Road Vehicle Co., Ltd.	212 Booth Event
1:00 PM - 1:20 PM	A1 B01	Valeo	Press Conference
1:00 PM - 1:45 PM	Start-Up Lounge A2	IAA MOBILITY	Startup Media Walk <i>Meeting point: 12:50 PM</i>
1:20 PM - 1:40 PM	A1 B22	HOLON GmbH	Autonom, skalierbar, einsatzbereit: Der HOLON urban als Schlüssel zur Transformation des ÖPNV
1:50 PM - 2:00 PM			
2:00 PM - 2:20 PM	B2 D40	CHANGAN	Changan Press Conference
	A2 D35	Zhejiang Wodeer Technology Group Co.,Ltd	The Expansion Journey of Chinese Suppliers in Europe
	A1 A10	Konzelmann	Konzelmann: Innovation meets Polymer
2:20 PM - 2:40 PM	B2 E12	HRC	Eco-friendly mobility enabled by holistic, carbon fiber-reinforced lightweight solutions
	A2 A21	Goodix Technology	Goodix showcases innovative Voice and Audio solutions for Automotive
2:40 PM - 3:00 PM	B2 D01	Etendue Lighting Co.,Ltd.	Introduction PIXEL Modular Headlamp System
	B3 D120	Sensigo	First-time Exhibitor Sensigo to Share Exclusive Insights from its Two-Year Lead in Automotive Aftersales AI
3:00 PM - 3:20 PM	A3 B03	MOTER Technologies, Inc.	Drive Sage - Vehicle Coaching Experience
	B2 D22	MicroVision	How MicroVision redefines lidar for the automotive industry
3:20 PM - 3:40 PM	Atrium B01	CAI Christen in der Automobilindustrie e.V.	„It´s all about value driven mobility“
	A3 Yellow Forum	Technische Universität München	Autonomes Fahren in Deutschland: Der erste Open Source Software Stack schafft die Führerscheinprüfung
3:40 PM - 4:00 PM			
4:00 PM - 4:20 PM	A1 A20	Murata Electronics	Murata's Showcase - ADAS, xEV & Connectivity Solutions
	A2 C13	Autolink	Cockpit-Driving Integration Technology Experience

Time	Hall/Stand	Exhibitor	Titel
4:30 PM – 4:50 PM	B1 B10	Google x Mercedes-Benz	Presseevent Google x Mercedes-Benz <i>Fireside Chat with Steve Basra, Global Head of Auto, Google Cloud and Magnus Östberg, Chief Software Officer, Mercedes-Benz AG.</i>
4:30 PM – 5:00 PM	B3 C40	PGUB Management Consultants GmbH	Pressegespräch
5:30 PM	Ziegelei 101 (Munich)	Renault	Welt Premiere des Neuen Clio <i>(Invited guests only – the event will be available via livestream at Renault.com)</i>
7:30 PM	Residenz Kaiserhof (Open Space)	CUPRA	World Premiere: „No Drivers, No CUPRA.“ <i>For attendance and register please contact: Arnaud Hacault, Product Communications, arnaud.hacault@seat.es</i>

Press Events & Conferences
September 09, 2025

Please note that on Tuesday morning, only the listed booths can be visited at the specified times.
The regular opening of the IAA Open Space begins at 11:00 a.m.

Time	Open Space	Exhibitor	Titel
9:00 AM – 10:30 AM	Wittelsbacherplatz	Audi	Medien Get together
9:00 AM	Ludwigstraße	Hyundai	Hyundai Press Conference <i>Please register in advance at: pr@hyundai-europe.com</i>
9:30 AM	Residenz Apothekenhof	Mercedes-Benz	Media-Standführungen mit digitaler AR-Experience <i>Please register in advance at: pressevents@mercedes-benz.com</i>
10:00 AM	Mcube Stand, Marienplatz	MCube	MCube — der „Münchner Cluster für die Zukunft der Mobilität in Metropolregionen“ stellt sich vor <i>Please register in advance at: Johanna.Wantzen@mcube-cluster.com</i>
10:30 AM	Lucid Studio, Odeonsplatz 2	Lucid	Join us for the European launch of the all-electric SUV Lucid Gravity — with insights from our executives into strategy, design, and innovation
	Königsplatz	Hongqi	Hongqi Press Conference — Hongqi Tech, Electrify Your Lifestyle Join us to experience the European debut of the E-HS5: premium design, advanced tech, electrified performance, and Hongqi's Europe strategy unveiled.
11:30 AM	Königsplatz	OMODA / JAECCO	Driven by Design, Powered by Future” — Join the executives of OMODA & JAECCO and Chery for exclusive insights into their upcoming German market launch. <i>Please register in advance at: omoda@otbtcomms.com</i>