

» IAA MOBILITY 2027

ADAS & Telematics

Sales Brochure

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



ADAS & Telematics in action



Show your ADAS & Telematics systems in action in Munich. Invite interested visitors as passengers and demonstrate your innovations on an exclusive ride on public roads in the vicinity of the exhibition grounds.

Services included

- › 5 m x 3 m parking lot next to your exhibition booth at the IAA Summit (for one car)
- › 1x VIP parking ticket
- › 1x info column incl. logo graphic at the parking lot
- › 2x exhibitor passes
- › Tent setup is possible upon request

Basic package	€7,500
Basic package for startups	€5,000
Each additional vehicle	€4,450
Charging infrastructure*	€1,900

Requirements for participation



- › All vehicles must be road-registered and insured.
- › Participation only permitted with passenger cars (no light or heavy commercial vehicles).
- › The visitor rides as a passenger in the vehicle. The vehicle will only be driven by trained personnel of the exhibitor.
- › On the fairgrounds of Messe München, vehicles may only be driven manually and not autonomously.
- › Strict adherence to the road traffic regulations and the applicable speed limits on public roads and on the fairgrounds is mandatory.

This is an exclusive offer that is only available to select companies.

Your contact person

Get in touch

Booking inquiries



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Product inquiries



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