

» IAA MOBILITY 2027

# Innovation Cases

Sales Brochure

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



# Innovative mobility projects live and in action

## Which use cases are we looking for:



- › Smart infrastructure
- › Sustainable neighborhood development
- › 5G connectivity
- › Prototypes (vehicles, air cabs, etc.)
- › Autonomous driving
- › Special driving or steering systems
- › Hydrogen refueling and charging infrastructure
- › **More ideas from your company!**

## What we offer:



- › Individual demo areas at the IAA Summit or in the IAA Open Space
- › Temporary or permanent implementation and demonstration of your product
- › Support with implementation via a large network of companies and authorities
- › Extensive international media coverage

## Tell us more about your use case:



- › Which product do you want to demonstrate?
- › How will the demonstration proceed?
- › What are the requirements for your specific demonstration (space, technical or logistical requirements, etc.)?
- › We will prepare an individual offer based on your requirements

# Review and examples 2025

## INYO



### Autonomous driving

In the IAA Open Space, INYO Mobility presented an autonomous electric light vehicle for up to four passengers. It fits seamlessly into public transport on its route north of Ludwigstraße and through the Englischer Garten.

## Autobahn GmbH



### C-ITS real-world laboratory

In collaboration with Autobahn GmbH, a C-ITS real-world laboratory was set up on the A94 motorway. Various C-ITS use cases were demonstrated (roadwork warnings, emergency vehicle / hazard warnings, vehicle data and traffic situation).

## MAHLE



### Latest innovations

At the last IAA MOBILITY, Mahle demonstrated AI-supported climate management, active air filter systems in the vehicle interior, and various other service solutions, which were shown at its stand at the starting point of the Test Drives.

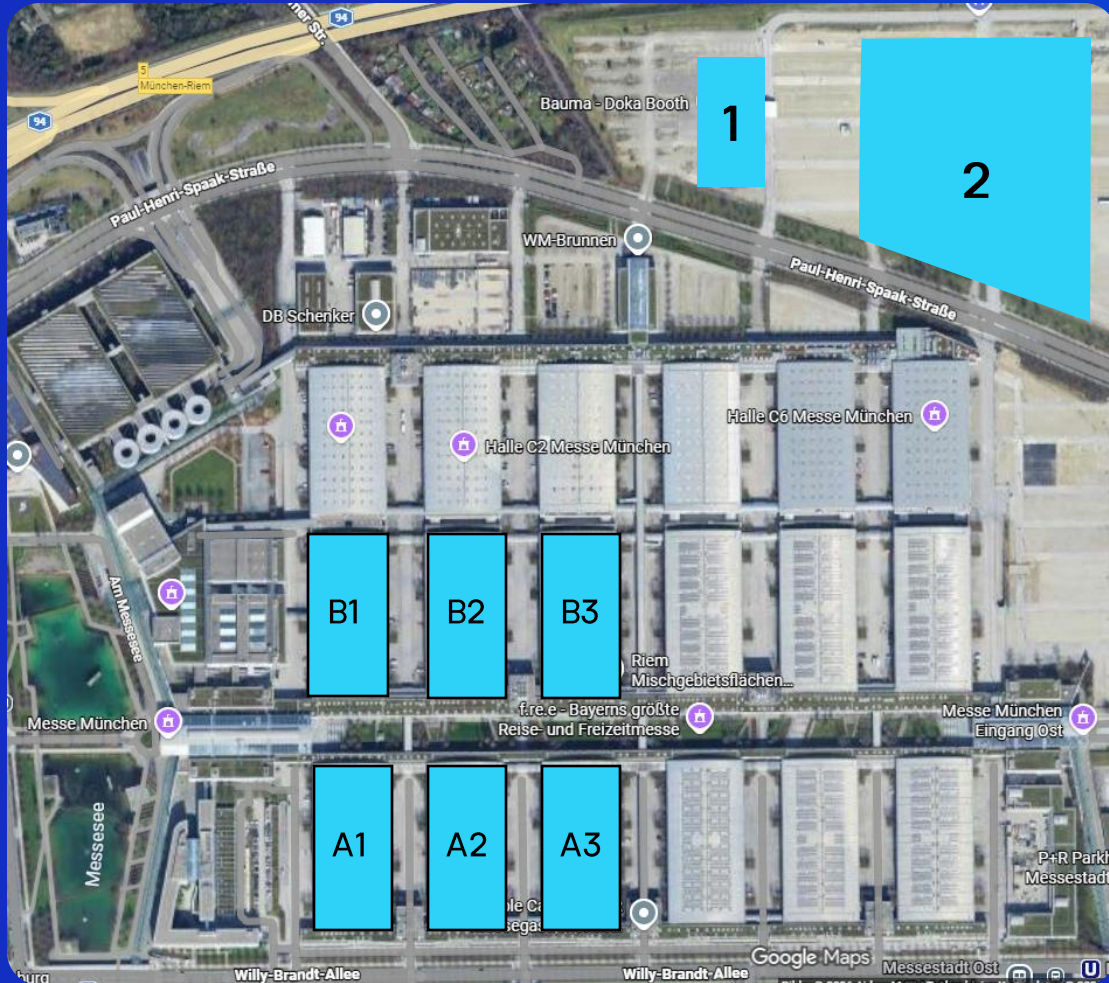
## Bosch



### Energy management

At the last event, Bosch presented innovation cases on the topics of energy management at low SOC (state of charge) and assistance systems in the field of bicycle detection.

# Outdoor area reserved for your demonstration



For IAA MOBILITY 2027, if necessary we can offer various options in the outdoor area for your demonstrations

- › Number 1: rectangular tarred area (~55 m x 115 m)
- › Number 2: various options for demonstrations
  - › 200-meter courses
  - › intersection scenarios
- › Shuttle service from and to entrance West recommended

# Your contact person

Get in touch

Booking inquiries



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