

Press release

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Experience as a Key Element: IAA MOBILITY 2025 Lets Visitors Test and Experience Autonomous Driving

- Record bookings for test drives
- Pilot project: “Driver’s License Exam” for automated vehicles
- Live demonstrations of highly automated Level 3 and fully autonomous Level 4 driving on the Autobahn
- Testing of warning systems for construction zones, emergency vehicles, and traffic jams

Berlin/Munich, August 07, 2025

IAA MOBILITY 2025 is giving trade visitors and media representatives deep insights into the latest technologies in Advanced Driver Assistance Systems (ADAS) & Telematics. At the IAA Summit on the exhibition grounds, various exhibitors will showcase innovative products in driver assistance systems, autonomous driving, smart city infrastructure, charging infrastructure, and more. In vehicles, telematics refers to the use of data collected via GPS and other sensors to analyze driving behavior, adjust insurance premiums, or manage vehicle fleets more efficiently. The sophisticated demonstrations and projects at IAA MOBILITY illustrate how advanced and innovative companies in this field already are, while showing the solutions available today.

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Mission and Motivation: Bringing Modern Mobility to Life

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“IAA MOBILITY stands out as an event where innovation is something you can experience first-hand — it’s both an immersive world and a test lab. Many visitors take the opportunity to drive an electrified vehicle for the very first time and experience modern mobility up close,” says Christian Vorländer, Head of Mobility at Messe München. When it comes to future technologies like autonomous driving, IAA MOBILITY is sending a strong signal. “Through interactive formats and hands-on demonstrations, we aim to break down barriers, promote safety, and build trust in new technologies. Our goal is to further increase public acceptance and actively shape the transition toward connected, safe, and sustainable mobility,” adds VDA Managing Director Jürgen Mindel.

ADAS & Telematics Test Drives at the IAA Summit

At the IAA Summit, 15 leading companies — including Aumovio, Innoviz Technologies, Magna, Mobileye, Murata, Shenzhen Zhuoyu Technology, Valtech/Holoride, and the Technical University of Munich — will provide 25 vehicles for demo rides. Trade visitors can experience automated driving functions as passengers directly on the roads around the exhibition center. Registration takes place at the respective exhibitor booths. More companies and information can be found here:

<https://www.iaa-mobility.com/de/besucher/iaa-formate-2025/iaa-experience>.

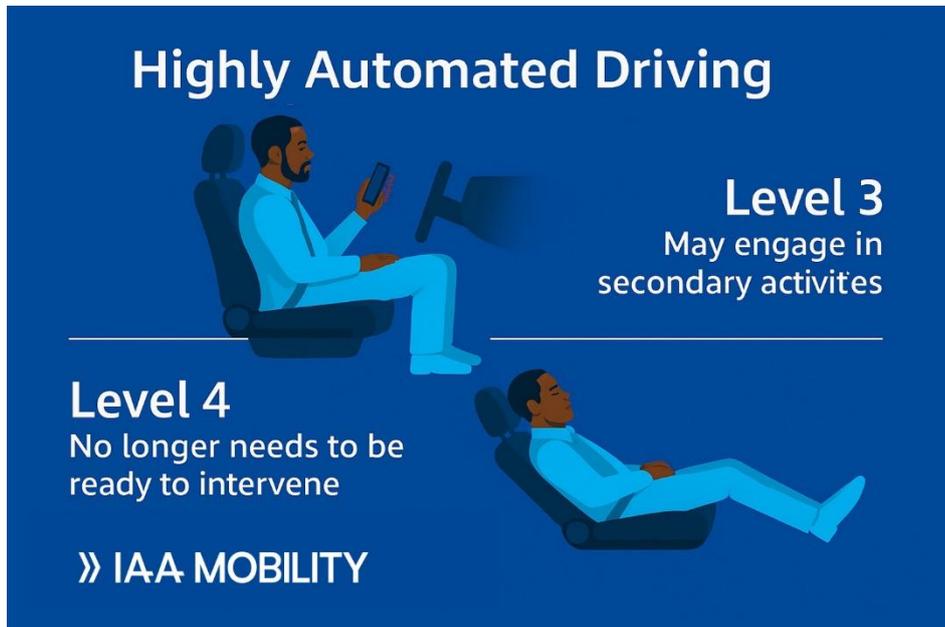
Level 3 & 4 Driving Zone on the A94

For IAA MOBILITY 2025, Autobahn GmbH is setting up an exclusive driving area for highly automated driving on the A94 Autobahn, between the Munich-East interchange and downtown Munich. Various C-ITS use cases (construction site warnings, emergency vehicle/hazard warnings, vehicle data & traffic conditions) will be demonstrated. Additionally, a dedicated driving zone for Level 3 and Level 4 automated driving will be available:

- **Level 3:** The vehicle can drive independently in certain situations — for example, on the highway — but the driver must remain ready to take control after a short warning.
- **Level 4:** The vehicle can operate fully autonomously in specific areas and scenarios. The driver does not need to stay prepared to intervene and can focus on other activities such as working or resting during the trip. The vehicle must be capable of safely stopping on the roadside if conditions for autonomous driving are no longer met. Level 4 vehicles can also drive without passengers.

Participating exhibitors for these test drives include Mercedes-Benz in the Open Space and Volkswagen at the Summit.

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C-ITS Roadshow Showcases the Potential of Car2X Technologies

As part of a C-ITS Roadshow, additional innovations will be presented on the A94. Demonstrations will include warning systems for construction sites, emergency vehicles, and hazard zones. These use cases clearly highlight the safety and efficiency potential of cooperative intelligent transport systems (C-ITS).

Record Participation in Test Drives

With 22 exhibitors and 231 vehicles, demand for test drives has reached an all-time high — an increase of more than 27 percent compared to IAA MOBILITY 2023. In the Open Space in downtown Munich, visitors will be able to test drive vehicles from brands such as Audi, BYD, Chery, Ford, Hyundai, KIA, Mercedes-Benz, Polestar, Porsche, Smart, VW, and others. At the Summit, companies like Bosch, GAC, Mahle, Qualcomm, VW, and XPENG will also be offering test drives.

Pilot Project: “Driver’s License Exam” for Automated Vehicles

A special highlight is the “Driver’s License Exam for Automated Vehicles” project. In collaboration with the Technical University of Munich and DEKRA, the project will test whether modern driver assistance systems can meet the requirements of a standardized driving test. The project was announced ahead of IAA MOBILITY, inviting research teams to apply. During IAA MOBILITY 2025, a DEKRA driving instructor will assess which systems successfully pass the test.

Additional Presentations — From Bicycle Detection to Parking Assistance

Bosch will showcase innovations in energy management for low state-of-charge (SOC) scenarios and driver assistance systems for bicycle detection. Mahle will demonstrate AI-powered climate management, active cabin air filtration, and various service solutions. Snapdragon will feature a live driving demonstration of high-performance semiconductor chips.

Bookings via the IAA MOBILITY App

Vehicle models and available test drives for cars in the Open Space in downtown Munich can be found in the IAA MOBILITY App: <https://www.iaa-mobility.com/en/visitors/plan-your-visit/iaa-mobility-app>. Bookings can be made on-site or directly with the exhibitors. Registration for ADAS & Telematics demo rides at the IAA Summit takes place at the respective exhibitor booths on the exhibition grounds.