

# Press release

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## IAA MOBILITY 2027

### Registration Now Open — More Than Half of Floor Space Already Accounted For

- **Early Bookings record: More than 100 companies** have already registered as rebookers.
- **High Demand for Floor Space: With more than a year to go** before the event, exhibitors have already reserved **53 percent** of the available exhibition space.
- **Major Brands Confirmed: Including Amazon Web Services, AUDI, BMW, Bosch, Google, Mercedes-Benz, Porsche, Riese & Müller, and VW.**

*Berlin/Munich, July 7, 2026*

Registration for IAA MOBILITY 2027 is officially open. Interest from the international mobility sector remains exceptionally high, with the event hitting record-breaking demand even before the regular registration period started. More than 100 companies have pre-registered as rebookers. As a result, over a year ahead of the event (scheduled for September 7–12, 2027, with a Press Day on September 6), 53 percent of the total space used at IAA 2025 (both downtown and at the exhibition center) has already been reserved. Strong exhibitor interest is also evident for the IAA Open Space in downtown Munich. Regular registration for IAA MOBILITY opens today. [Registration IAA MOBILITY](#)

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"The high volume of already registered rebookers shows that our hybrid concept—combining the IAA Summit (B2B) and the IAA Open Space (B2C)—is hitting the mark," says VDA Managing Director Jürgen Mindel. "This lays the groundwork for IAA MOBILITY to further expand its role as the world's leading platform for mobility, sustainability, and tech."

### High-Profile Exhibitors Across All Sectors

Pre-registered companies include AITO, Amazon Web Services, AUDI, AUMOVIO, the Bavarian State Ministry for Housing, Construction and Transport, BMW, CATL, Changan Automobile, CUPRA SEAT Germany, FINN, Ford-Werke, GAC, Google, HERE, Horizon Robotics, Horse Powertrain, Hyundai Motors, Kia, Kirchhoff Automotive, Lucid Motors, Mahle, Mercedes-Benz, NOW, Opel, Polestar, Porsche, Riese & Müller, Robert Bosch, SAP, Schaeffler Technologies, smart, TomTom, Valeo, Vodafone IoT, VW, XPENG, and the ZF Group.

Mathias Geisen, Member of the Board of Management of Mercedes-Benz AG, emphasizes: "As the inventors of the automobile, we have been shaping mobility for 140 years—so participating in IAA MOBILITY is a core part of our DNA. It offers us the perfect opportunity to showcase our latest innovations, connect with people, and bring our brand to life, ensuring customers and fans feel welcome with every interaction. For me, the personal exchange is what truly stands out."

"Our greatest success at IAA MOBILITY was proving that premium e-bikes and cargo bikes belong on equal footing at a mobility show—an event traditionally dominated by the automotive industry. The immense interest in our products at the Open Space, from families and business partners to political decision-makers, confirmed that people are actively seeking sustainable mobility solutions. Sustainable, human-centric mobility is no longer a niche market; it is confidently taking center stage in the mobility debate," says Dr. Sandra Wolf, CEO of bicycle manufacturer Riese & Müller.

"IAA MOBILITY 2025 was a fantastic experience for Schaeffler. Direct dialogue with our customers provided vital insights and solidified the strong partnerships we've built. We feel well-equipped to shape the future of our industry alongside our customers and look forward to continuing this journey at IAA MOBILITY 2027," says Matthias Zink, CEO Powertrain & Chassis at the Schaeffler Group.

US-based automotive software company Sonatus plans to significantly expand its presence at IAA MOBILITY 2027. "Sonatus will continue to strengthen its footprint, featuring a larger booth to showcase how Artificial Intelligence and software-defined vehicles can take the automotive industry to the next level. IAA MOBILITY 2025 brought together representatives from every segment of the value chain—from OEMs and Tier 1 suppliers to component manufacturers. This strong industry presence validates our decision to return in 2027," says John Heinlein, Chief Marketing Officer at Sonatus.

### High Exhibitor Satisfaction in 2025

The popularity of IAA MOBILITY is also reflected in an increased recommendation rate among exhibitors. Eighty-three percent of surveyed exhibitors stated they would 'definitely' or 'likely' recommend participating in IAA MOBILITY to other exhibitors (up from 72 percent in 2023). "As organizers, we see this highly positive trend as a complete validation of our conceptual strategy. In terms of overall satisfaction, IAA MOBILITY 2025 received a 96 percent positive rating from exhibitors. This means our exhibitors rated their participation in Munich as 'excellent,' 'very good,' or 'good'", says VDA Managing Director Jürgen Mindel.

"Another factor driving the high recommendation rate was likely the 'Festival of Lights Munich', which debuted alongside IAA MOBILITY and added major value to the IAA Open Space," says Christian Vorländer, Executive Director of the Mobility Business Unit at Messe München. "The spectacular light art projections truly made Munich's city center shine, and we plan to illuminate downtown Munich once again in 2027."

### Strong Performance in 2025 — and Long-Term Stability Until 2031

At IAA MOBILITY 2025, 750 exhibitors from 37 countries showcased their products and innovations, featuring over 350 world premieres and new product launches. International exhibitors accounted for 57 percent of the total, with the largest contingents coming from China, South Korea, Austria, Italy, and the US. This strong international presence was also mirrored in the attendees, with international visitors accounting for roughly 24 percent of the total crowd. Furthermore, IAA MOBILITY is set to remain in Munich until at least 2031. Following the successful establishment of its new concept in the city, the German Association of the Automotive Industry (VDA) and Messe München have contractually extended their successful partnership through 2031. This extension underscores the importance of Munich as a premier international trade show hub and highlights IAA MOBILITY's status as the central gathering point for the mobility industry.

## **New Key Visual: Mobility is Connection**

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In line with its strategic focus, IAA MOBILITY 2027 has unveiled a new key visual created by the agency Mutabor. Centered around the core idea 'Mobility is Connection', a continuous line symbolizes the interplay between different modes of transport. The design emphasizes the event's mission to focus not on individual vehicles, but on an interconnected mobility ecosystem.