

» IAA MOBILITY 2027

Mobility Shuttle

Connecting the dots
on Brienner Straße

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



Mobility Shuttle on Brienner Straße

Key facts

Connect the dots



Brienner Straße is the central thoroughfare of the Open Space, connecting the key locations of Odeonsplatz, Wittelsbacherplatz, and Königsplatz.

To make this route even more attractive and convenient, you can get involved and sponsor the eye-catching e-rickshaw shuttle service or showcase your autonomous shuttles in an urban setting.

- › The shuttles allow visitors to move quickly, comfortably, and in an engaging way between the various areas of the event. At the same time, they increase the visibility and frequency of your brand throughout the Open Space.
- › The shuttle service itself becomes an experience: Branded e-rickshaws or self-driving buses serve as your mobile brand ambassadors in the heart of Munich and transform Brienner Straße into a vibrant hub of activity within IAA MOBILITY.

Sponsor e-rickshaw shuttle*

Offer in detail

Become a
sponsor



The Mobility Shuttle along Brienner Straße creates a highly visible, high-traffic brand platform in the heart of the Open Space. As a sponsor, you actively accompany visitors on their journey between the central event areas.

You profit from:

- › High visibility along one of the central visitor routes
- › Direct contact with a mobility-savvy, international target audience
- › Emotionally charged brand presentation in a real-world usage context

Included benefits:

- › 10 e-rickshaws with 360° branding
- › Co-branding of stops along the route
- › 5 visitor tickets to explore the IAA Summit at Trade Fair Center Messe München
- › Official sponsor communication: Logo placement on the IAA MOBILITY website and in the official partner & sponsor directory, a listing in both the exhibitor directory and the IAA MOBILITY app
- › 1 social media announcement post on Instagram and LinkedIn (single posting)

€55,000 plus VAT*

Partnership: autonomous mobility experience

Brienner Straße

Become a
partner



Benefits of the partnership:

- › Live technology demonstration in a public setting: Visible deployment of autonomous mobility under real-world urban conditions, attracting significant attention during IAA MOBILITY in the Open Space
- › High brand visibility and reach: Positioning as an innovation leader in front of an international audience (B2B, B2C), the media, policymakers, and key industry stakeholders
- › Direct user contact and feedback: Opportunity to immediately test and evaluate visitor interaction, acceptance, and user experience
- › Content and communication potential: High-quality images, social media content, and PR-relevant presentations centered on autonomous mobility in the heart of Munich
- › Strategic networking: Exchange with the city, infrastructure partners, and other mobility and technology companies as a basis for future pilot projects and collaborations
- › Integration into IAA MOBILITY event communications (app, website, maps, program content)
- › Content and social media integration

Barter cooperation

Your contact person

Get in touch

Booking inquiries



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Product inquiries



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