

Press release

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IAA MOBILITY 2025:

Ticket Sales for IAA MOBILITY 2025 Launch Today

Crazy Early Bird tickets for industry professionals are now available, starting at €154 — note that this special pricing offer ends at the end of March. Each ticket includes access to the IAA Conference and supports regional and international climate protection projects

Berlin/Munich, February 17, 2025

Starting today, the ticket shop for IAA MOBILITY 2025 is open. Industry professionals can purchase a Crazy Early Bird ticket at www.iaa-mobility.com/en/visitors/plan-your-visit/tickets-and-prices. This ticket grants access to both the IAA Summit on the exhibition grounds and the IAA Conference.

Also this year, the event is spread across two distinct venues. The IAA Summit (incl. IAA Conference) will be held from September 9—12, 2025, at Munich Trade Fair Center, primarily targeting industry professionals from various mobility sectors as well as representatives from politics, society, and academia.

An exclusive press day is scheduled for September 8, 2025.

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#IAA#Mobility#IAA2025

The IAA Open Space is located in downtown Munich and will be open from September 9–14, 2025. This venue welcomes all visitors with free admission for anyone interested in mobility.

“We are excited to transform Munich into a unique mobility festival for the third consecutive year. As the international platform for mobility, sustainability, and technology, IAA MOBILITY brings together all key players in the industry. Everyone is cordially invited to discover firsthand what the future of mobility looks like,” said Jürgen Mindel, CEO of the German Association of the Automotive Industry.

Tickets and ticket prices can be found at www.iaa-mobility.com/en/visitors/plan-your-visit/tickets-and-prices

The day ticket for IAA MOBILITY 2025 starts at €154 with the “Crazy Early Bird” rate:

Crazy Early Bird (February 11–March 31): €154 (Day Ticket)

Early Bird (April 1–June 13): €164 (Day Ticket)

Normal Online (June 14–September 12): €180 (Day Ticket)

On-site Purchase (September 9–12): €225 (Day Ticket at the Exhibition Grounds)

There are also 2-day tickets (starting at €294). The two days on which you use the ticket can be chosen at will and do not have to be consecutive.

In addition, 4-day tickets (from €424) as well as reduced tickets (from €54) are also available. Reduced tickets are valid for students, trainees, career changers, volunteers (e.g., Federal Voluntary Service, Voluntary Social Year, Voluntary Ecological Year), and individuals with disabilities (50% and greater).

The ticket includes access to the IAA Summit in the exhibition halls of Messe München as well as all presentations at the IAA Conference. At the IAA Summit, industry professionals can experience numerous innovative world premieres and trends, benefit from extensive networking opportunities, and meet representatives from both politics and business. The IAA Conference is the world’s leading decision-maker conference for networking mobility and tech topics. Here, industry executives meet with international players from politics and society, as well as visionary thought leaders. Participants can gain valuable insights from keynote speeches and panel discussions led by industry experts.

Professional visitors of IAA MOBILITY 2025 contribute directly to regional and international climate protection projects through their ticket purchase.

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All tickets for IAA MOBILITY 2025 are so-called “GoGreen” tickets. With this initiative, various regional and international climate protection projects are supported — €5 from each “GoGreen” ticket is donated directly to select climate protection projects.

“Only together can we shape tomorrow’s mobility as sustainable as possible. With IAA MOBILITY, we provide a platform for various sustainability initiatives. Therefore, we are so pleased that, with the “GoGreen” tickets, we can actively contribute to a range of climate protection measures,” said Tobias Gröber, Executive Director Business Unit Consumer Goods, Messe München GmbH.

Ticket Shop:

[Ticket Shop German](#)

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