



TEST  
DRIVES

X

SALES  
BROCHURE

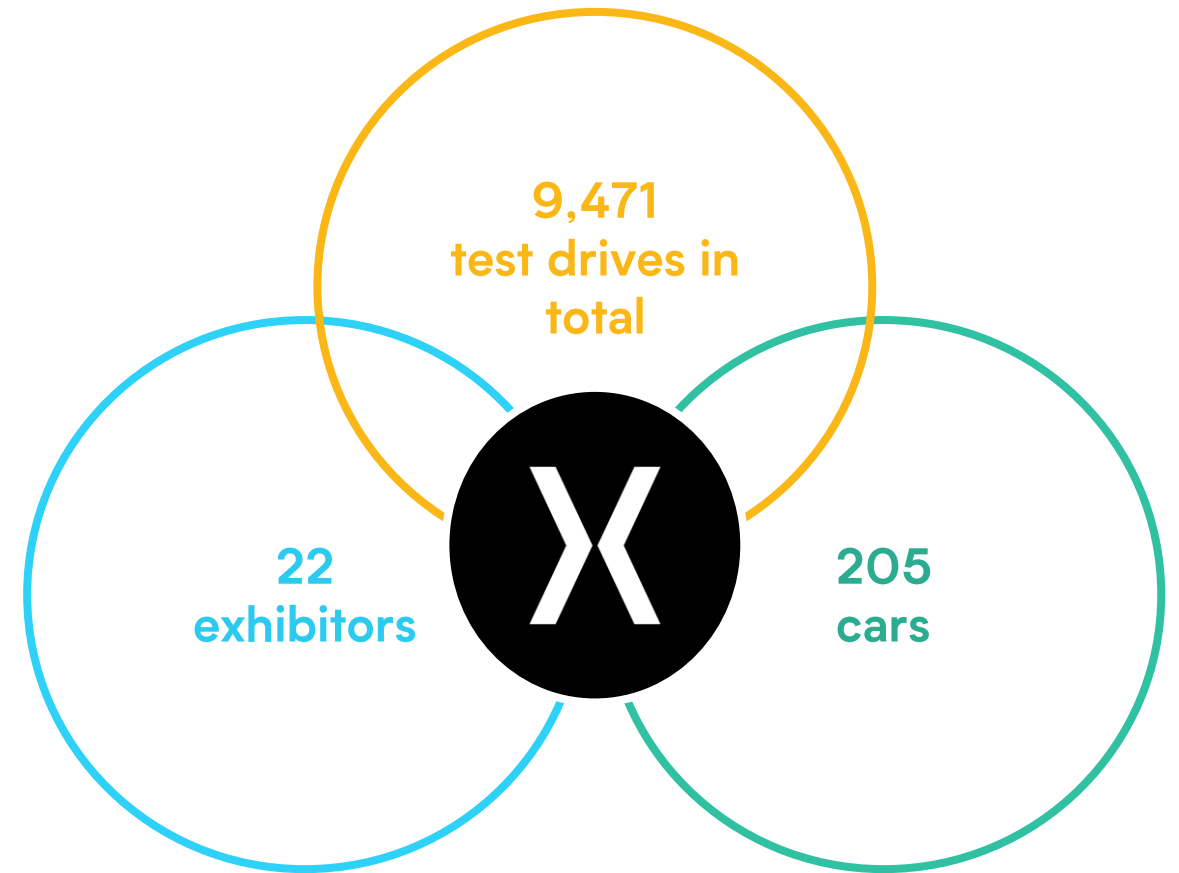
» IAA MOBILITY 2025

# A SUCCESS STORY

20% more test drives than in 2021

7 different arrival & departure points

95% rated the test drives as good or excellent



\*The organizer explicitly reserves the right to make changes.

# » IAA MOBILITY 2025 General information

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## General conditions

- › Participation is open to all **zero-emission vehicles** (BEV, FCEV, and PHEV).
- › All vehicles must have a **valid road approval and a liability insurance**.
- › The individual **route can be freely chosen** by each exhibitor. The organizer will provide route suggestions for each departure point.



## Participation forms

- › **Car test drives:** IAA Visitor drives the vehicle themselves and is accompanied by exhibitor staff (mandatory).
- › Test drives with same arrival/departure point (Summit x Summit; Open Space x Open Space).
- › Test drives with different arrival/departure point (Summit x Open Space; Open Space x Summit).



## Usage times

- › **Summit:** September 8, 8:00 am – 6:00 pm; September 9 to 12, 9:00 am to 6:00 pm
- › **Open Space:** September 9 to 13, 10:00 am to 8:00 pm; September 14, 10:00 am to 5:00 pm

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# Arrival & departure points Summit & Open Space

## Summit

- › Specific location near the exhibition halls.
- › Departure for test drives next to hall B1, between ICM and Parking Garage West.
- › Infrastructure for car preparation, charging & night parking in Parking Garage West.

## Open Space

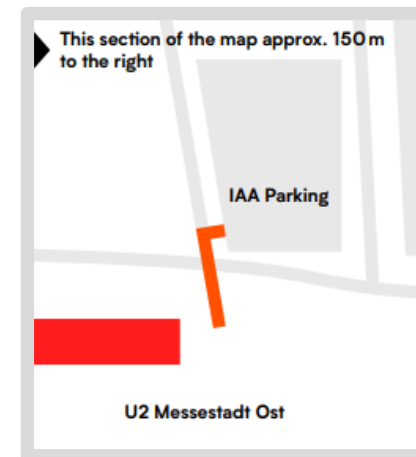
- › Several departure points.
- › Königsplatz (Arcisstraße), Wittelsbacher Platz, StMELFT (Von-der-Tann-Straße), Staatsarchiv (Schönfeldstraße), Apothekenhof, Max-Joseph-Platz.
- › Each exhibitor gets a fixed departure point.

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# Arrival & departure points Summit & Open Space

- › The test drives are located between the ICM and the Parking Garage West.
- › Test drive vehicle access via gate 21.

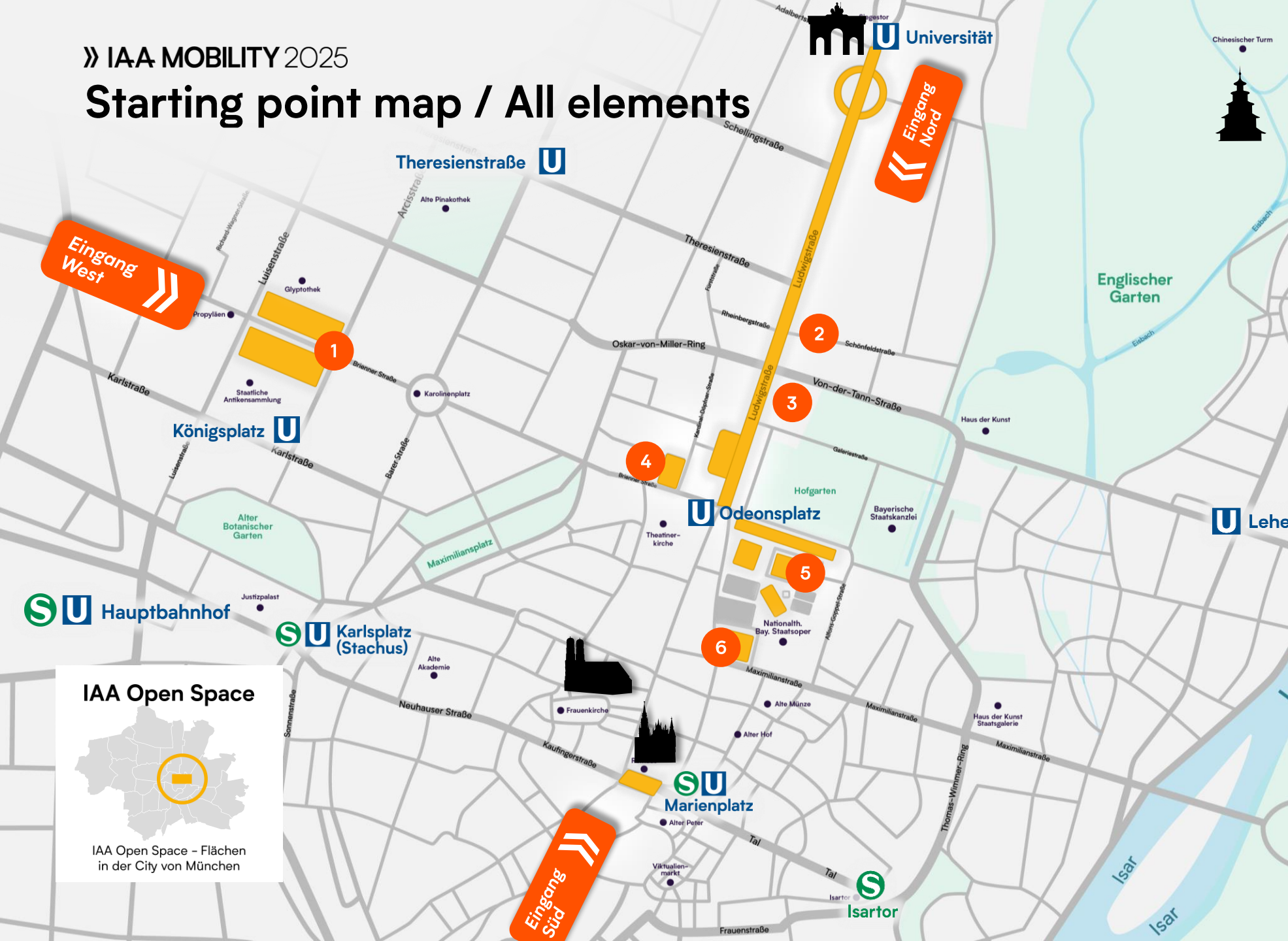


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IT'S ALL ABOUT  
MOBILITY

» IAA MOBILITY 2025

# Starting point map / All elements



Common arrival & departure points for several brands:

- 1 Königsplatz (Arcisstraße)
- 2 Staatsarchiv (Schönfeldstraße)
- 3 StMELFT (Von-der-Tann-Straße)

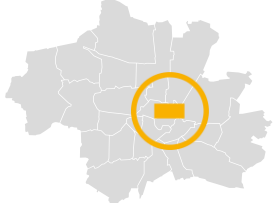
Brand-exclusive arrival & departure points

- 4 Wittelsbacher Platz
- 5 Apothekenhof
- 6 Max-Joseph-Platz

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IT'S ALL ABOUT MOBILITY

## IAA Open Space



IAA Open Space - Flächen in der City von München



# Registration containers

## Design & equipment:

- › Container painted in light blue (RAL: 240 70 30) and partially branded incl. wall covering inside, flooring (linoleum), basic lighting, canopy, over night weather protection (tarpaulin).
- › Lockable counter, 2 high chairs, electricity connection (3kW) and internet connection (16MBit, Wi-Fi).
- › Attention: All containers are designed & equipped in exactly the same way. Individual branding or design is not allowed.

## Extras:

- › Platform set up for vehicle presentation on top of the container (optional and for an additional fee).

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# » IAA MOBILITY 2025 Products and conditions

## TEST DRIVE PRICING



	Exhibitor	Non-exhibitor
<b>½ registration container at an arrival and departure point</b> (incl. equipment, entire event)	€ 15,000.00	€ 25,000.00
<b>1 registration container at an arrival and departure point</b> (incl. equipment, entire event)	€ 30,000.00	€ 40,000.00
<b>Service charge*</b> (participating hybrid, hydrogen or fully electric vehicle, entire event)	€ 1,900.00	€ 2,900.00
<b>Charging infrastructure &amp; power consumption (Summit)**</b> (participating hybrid or fully electric vehicle, entire event)	€ 1,850.00	€ 1,850.00

	Exhibitor	Non-exhibitor
<b>Exhibition platform on registration container at the Summit (only available with exclusive booking of a container)</b> (incl. set-up/lifting the vehicle, entire event)	€ 7,500.00	€ 7,500.00
<b>Exhibition platform on a container at the Open Space (only available with exclusive booking of a container)</b> (incl. structural calculation, approval procedure with the responsible agencies. Set-up/lifting of the vehicle, entire event)	on request	on request
<b>Provision of necessary special infrastructure</b> (such as sensor technology along the route for demonstration use cases)	on request	on request



# YOUR CONTACT PERSONS



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