

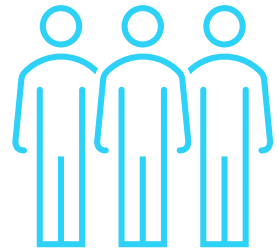
CYCLING &
MICROMOBILITY



SALES BROCHURE

» IAA MOBILITY 2025

» IAA MOBILITY 2025 A Success Story



>500.000

visitors from 110 countries

66%

of visitors under the age of 40



750

exhibitors from 38 countries



> 500
international cycling exhibition among them

> 300
world premieres



82.000 sqm

exhibition space



91 Startups

on 2.200 sqm



> 8.500
test drives



3.700

accredited journalists from 82 countries



50k +

new articles worldwide

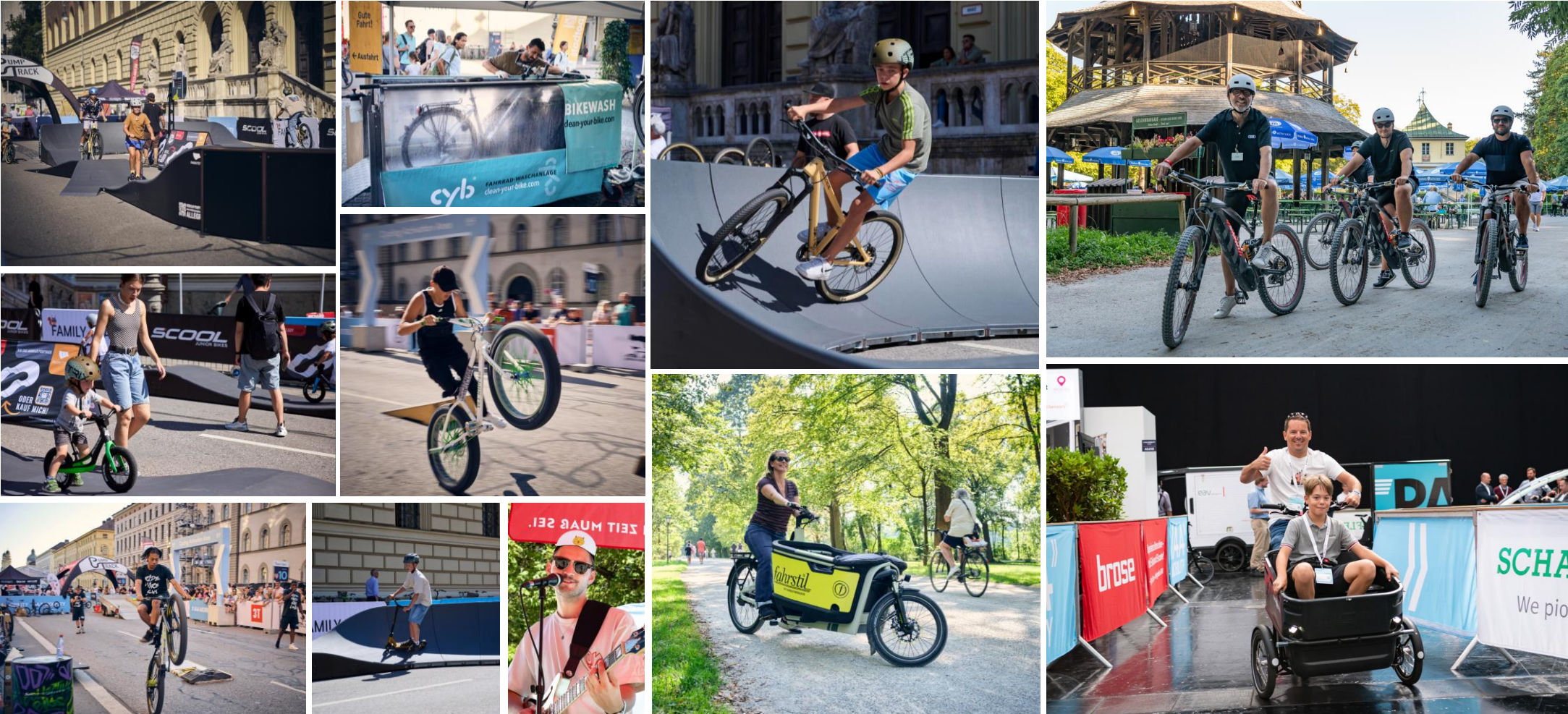


+ 70%
international media clippings compared to 2021



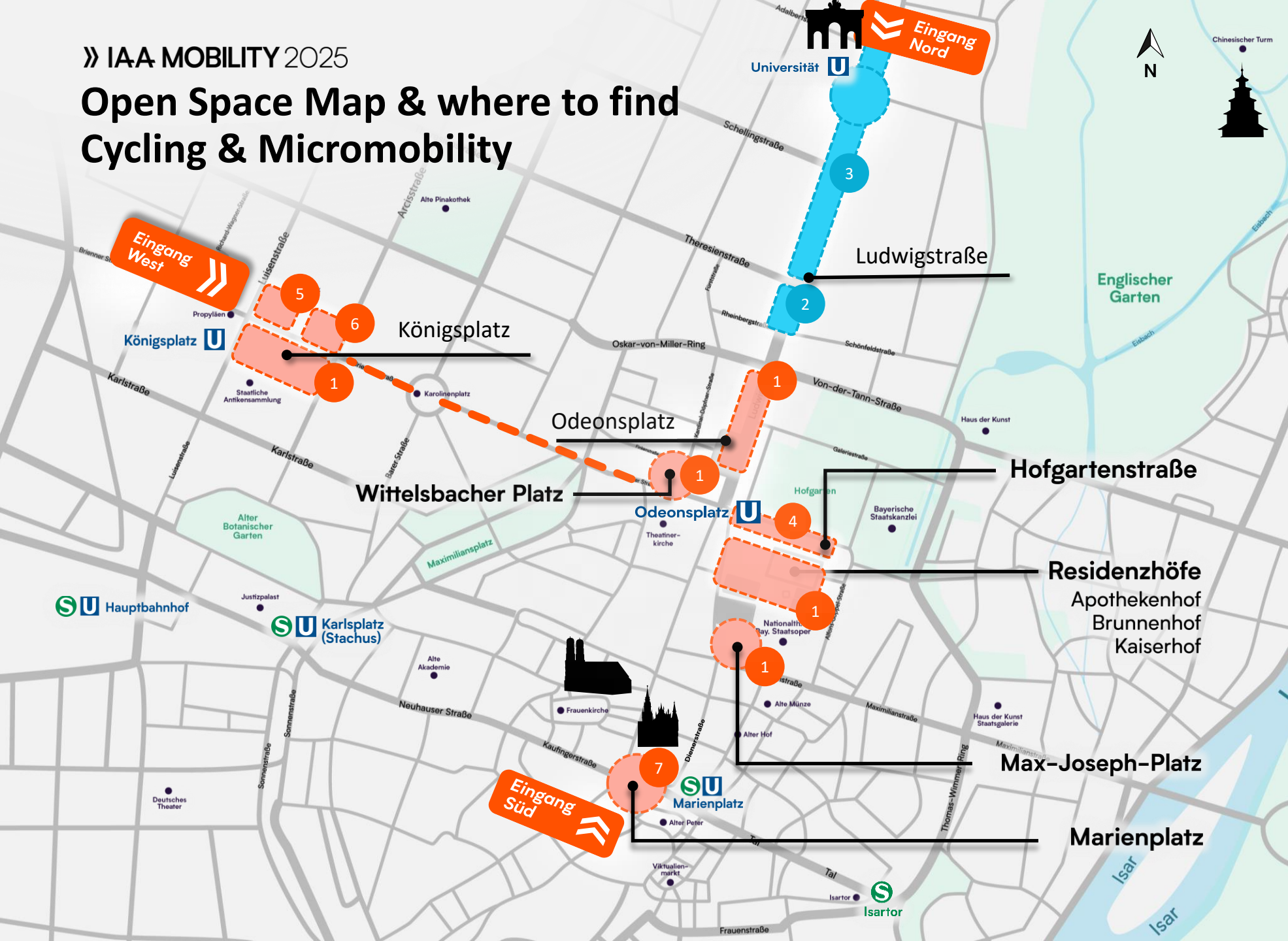
> 4.000
test drivers in the English Garden

» IAA MOBILITY 2025 Review



» IAA MOBILITY 2025

Open Space Map & where to find Cycling & Micromobility



PLACEMENT RECOMMENDATION FOR OUR SEGMENTS

- 1 AUTOMOTIVE**
Ideal for large stand structures with direct access to the car departure points.
- 2 LEV, MOTORCYCLE/SCOOTER**
LEV & motorcycle/scooter packages perfectly tailored to you with optimal access to the departure points.
- 3 CYCLING & MICROMOBILITY**
360-degree event area for cycling & micromobility experience with direct access to the test track and course.
- 4 PUBLIC TRANSPORT, MOBILITY SERVICE PROVIDERS & DESTINATIONS**
System stand construction can be booked for small to medium-sized events in a unique setting.
- 5**
- 6 TECH & DIGITAL SMART CITY & INFRASTRUCTURE**
Innovation hub with integrated try-out areas for the latest tech trends and an exciting supporting program on sustainable urban planning.
- 7 CITIZENS LAB & CITIZEN DIALOG**
Modern container stand packages for exhibitors with a focus on public dialog, sustainability and/or urban planning.

Talk to us! We will find the best placement for your segment and focus - for optimum accessibility to your target group in the heart of Munich.

*Subject to changes and errors (August 2024)

» IAA MOBILITY 2025 Discover Cycling and Micromobility in the heart of Munich



ACTIVATION AREA & PARCOURS



GASTRO-BIKES

Access to test drives



BIKE REPAIR



TEST DRIVES
English Garden



CYCLING & MICROMOBILITY
EXHIBITORS



PUMPTRACK



IT'S ALL ABOUT MOBILITY

» IAA MOBILITY 2025 Activities in Cycling Activation Area

The Open Space Cycling Activation Area will feature a diverse program with a focus on cycling & micromobility, entertainment and try-outs over the entire duration of the event. The program points are varied - from mountain bike kids trails to senior cycling safety training, concerts, ride outs to BMX stunt shows - there is something for all Open Space visitors.

- › Velo Concerts
- › Cycle Training
- › JAKE 100 Wheelie Shows and Ride Out
- › Germany Bicycle Team
- › Pumptrack by Scool



» IAA MOBILITY 2025 Cycling and Micromobility Parcours

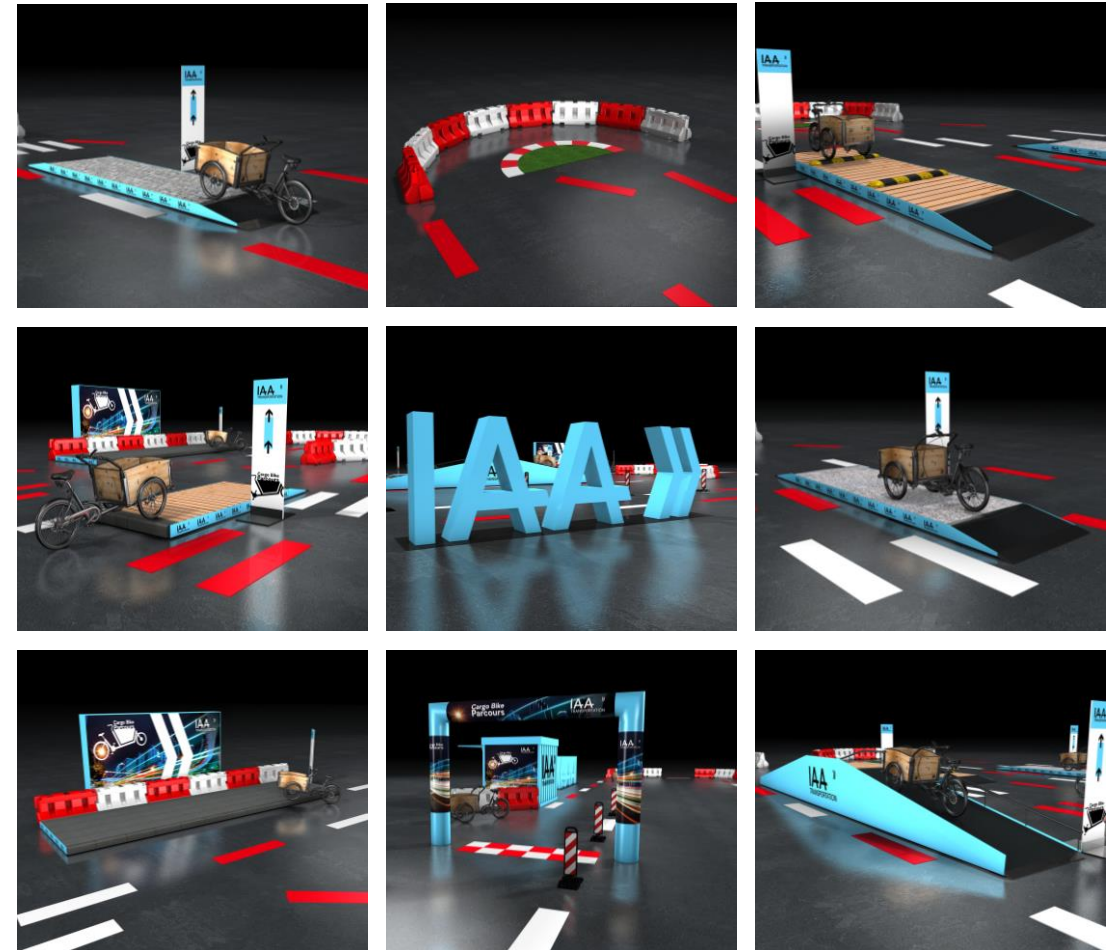
Included in all packages!

Varied driving situations and obstacles

The new Cycling & Micromobility Parcours consists of six high-quality obstacles that are modeled on real road conditions:

- › Rough cobblestones
- › Speed bumps
- › Straight curbside
- › Loose gravel
- › Lateral curbside
- › Gradient and slope

Various curve situations and an acceleration track round off the offer and ensure a unique test experience that remains a lasting memory for visitors.



» IAA MOBILITY 2025 Cycling Test Track Englischer Garten

Cycling and Micromobility Area



Cycling Test Track

CIRCUIT
(3.7 km)

ATTENTION

On some days, especially on warm summer days, there are often a lot of people in the English Garden. Please pass this information on to your visitors so that they are considerate on the road.

*The organizer explicitly reserves the right to make changes.

» IAA MOBILITY 2025 Cycling & Micromobility Packages (B2C)

CYCLING & MICROMOBILITY 25	CYCLING & MICROMOBILITY 40	CYCLING & MICROMOBILITY 60	CYCLING & MICROMOBILITY 80	CYCLING & MICROMOBILITY 100	CYCLING & MICROMOBILITY 120
<ul style="list-style-type: none"> › 25 sqm Space only › 3 kW Power › 3 Exhibitor passes › 750€ Ticket flat rate › 1 x Presented by (Programmslot) › 1 x Ribbon with logo integration › Disposal › Communication › Registration tool for Test Drives 	<ul style="list-style-type: none"> › 40 sqm Space only › 5 kW Power › 4 Exhibitor passes › 1200€ Ticket flat rate › 1 x Presented by (Programmslot) › 1 x Ribbon with logo integration › Disposal › Communication › Registration tool for Test Drives 	<ul style="list-style-type: none"> › 60 sqm Space only › 5 kW Power › 5 Exhibitor passes › 1800€ Ticket flat rate › 2 x Presented by (Programmslot) › 2 x Ribbon with logo integration › Disposal › Communication › Registration tool for Test Drives 	<ul style="list-style-type: none"> › 80 sqm Space only › 10 kW Power › 6 Exhibitor passes › 2400€ Ticket flat rate › 2 x Presented by (Programmslot) › 2 x Ribbon with logo integration › Disposal › Communication › Registration tool for Test Drives 	<ul style="list-style-type: none"> › 100 sqm Space only › 10 kW Power › 7 Exhibitor passes › 3000€ Ticket flat rate › 3 x Presented by (Programmslot) › 3 x Ribbon with logo integration › Disposal › Communication › Registration tool for Test Drives 	<ul style="list-style-type: none"> › 120 sqm Space only › 10 kW Power › 8 Exhibitor passes › 3600€ Ticket flat rate › 3 x Presented by (Programmslot) › 3 x Ribbon with logo integration › Disposal › Communication › Registration tool for Test Drives
12.900 €	18.900 €	25.900 €	32.900 €	38.900 €	44.900 €



Add-on packages Test Drives (LEV & E-MOTORBIKE/E-SCOOTER)

1 arrival & departure point at:
Staatsarchiv/Schönfeldstraße

- **LEV-Package S:** 6m² parking lot at Staatsarchiv (registration on your own exhibition booth)*
€ 2,900.00
- **LEV-Package M:** 12m² parking lot at Staatsarchiv (registration on your own exhibition booth)*
€ 5,500.00
- **LEV-Package L:** 18m² parking lot at Staatsarchiv (registration on your own exhibition booth)*
€ 7,900.00
- Charging infrastructure & power consumption (Summit)**
(participating fully electric vehicle, entire event)
€ 1,850.00

» IAA MOBILITY 2025 Additional B2B options at IAA Summit

Connected Package

Plenty of room for B2C contacts and B2B synergies. For companies that are driven by cross-industry interaction and customer relations in the same way.

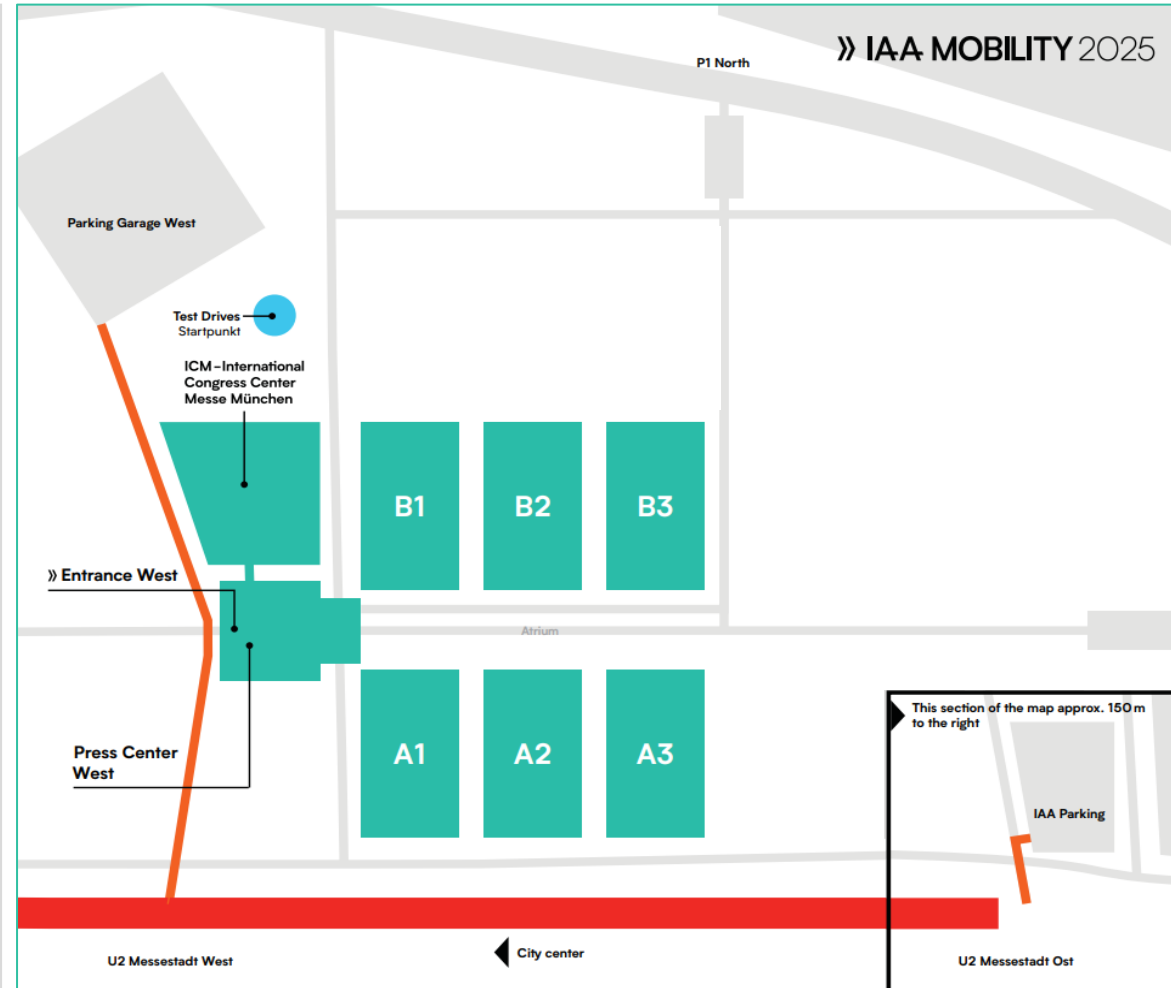
OPEN SPACE

Space starting from 25 sqm



SUMMIT

starting from 25 sqm pre-built PURE or EASY stand packages



YOUR CONTACT PERSONS



Stefan Fischer

Key Account Manager Cycling, LEV & Micromobility IAA MOBILITY

stefan.fischer@messe-muenchen.de

+49 170 182 139 5



Daniela Steiner

Sales Manager IAA MOBILITY

daniela.steiner@messe-muenchen.de

+49 89 949 20563

+49 162 235 053 1



Martina Hanisková

Project Manager IAA MOBILITY

martina.haniskova@messe-muenchen.de

+49 171 283 564 8