

Press release

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Contact:
Tim B. Wegner
Manager IAA Kommunikation
IAA MOBILITY
+49 151 74211915
presse@iaa.de

IAA MOBILITY 2025

The IAA MOBILITY Visionary Club enters its third round

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The IAA MOBILITY Visionary Club is the platform where creative pioneers, global players and thought leaders discuss changes and innovations in the world of mobility in a unique format. Leading up to IAA MOBILITY 2025, the format concept has been further optimized and will now appear as an interactive live format on LinkedIn. In the first episode of the new LinkedIn Live event series on July 23, the president of the German Association of the Automotive Industry (VDA), Hildegard Müller will talk about the automotive industry's determination to tackle massive challenges such as climate change, digitalization, evolving mobility needs, and geopolitical uncertainties. IAA MOBILITY plays a central role in this, providing the ideal stage to showcase groundbreaking innovations to a global audience.

The IAA MOBILITY Visionary Club regularly invites high-ranking experts and personalities to share their studies, perspectives, and recommendations, fostering new ideas and concepts within the global mobility community. In the first episode, Hildegard Müller, President of the German Association of the Automotive Industry (VDA), will provide insights into the automotive industry's efforts to contribute to the reduction of CO₂ emissions. The industry is highly aware of its responsibilities.

Verband der
Automobilindustrie e.V. (VDA)
Behrenstraße 35
10117 Berlin
T +49 30 897 842 - 0
iaa@vda.de
www.iaa-mobility.de
[#IAA#Mobility#IAA2025](https://twitter.com/IAA#Mobility#IAA2025)

The LinkedIn Live event will take place on July 23 at 11 AM. The English-language format is interactive — participants can ask Hildegard Müller their questions directly during the Q&A session. Registration is available via the following [link](#).

The Visionary Club began as a physical studio format with high-profile guests — from CEOs to designers, developers to urban planners — and moderator Sarah Harman at IAA MOBILITY 2021. At IAA MOBILITY 2023 in Munich, exciting experts and visionaries met at the microphone for the IAA MOBILITY Visionary Club Podcast. Each 30-minute episode featured two inspiring guests from the mobility sector discussing various topics.

"With the IAA MOBILITY Visionary Club as a LinkedIn Live event, we combine the video with the podcast format, targeting our B2B audience precisely. Currently, LinkedIn Live is known as one of the best professional networking platforms and primarily addresses experts worldwide — regardless of whether they are speaking for themselves, their company, or various organizations. With the IAA MOBILITY Visionary Club as a LinkedIn Live event, we aim to further solidify our pioneering role within the mobility industry," says Tim B. Wegner, Head of IAA Communication & Marketing.

As with previous episodes, future installments of the Visionary Club will delve deeply into mobility topics. Moderator Sarah Harman remains true to her conversational structure, drawing out the different messages. Together with renowned guests, the format will once again explore innovative ideas around technology, transportation, and sustainability.

In one of the upcoming episodes of the IAA MOBILITY Visionary Club (end of August), urban planner, designer, and thought leader Scott Shepard will discuss his understanding of the intersection of cities, movement, and technology.

All episodes of the IAA MOBILITY Visionary Club are available on the IAA MOBILITY 2025 website: <https://www.iaa-mobility.com/en/visionary-club>.

Tune in and listen!