

Press release

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IAA MOBILITY 2025

Experience Tomorrow's Mobility Together: IAA MOBILITY 2025 Unveils Its Key Visual

In September 2025, IAA MOBILITY will once again set global trends in Munich — underscored by its new key visual and the motto: “It’s All About MOBILITY”

Berlin/Munich, 23rd January 2025

From 9—14 September 2025, the city of Munich will transform into a unique mobility festival, bringing together the key players of the mobility sector. As a leading international platform for mobility, sustainability, and technology, IAA MOBILITY continues to drive progress on a global scale.

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#IAA#Mobility#IAA2025



The concept and design for the new key visual were created by the Hamburg-based agency Mutabor. This visual celebrates the diversity of the mobility industry, highlighting that the future of mobility relies on collaboration among all stakeholders. Each key visual is uniquely developed for each edition of the IAA MOBILITY and serves as the event's signature image.

The IAA MOBILITY 2025 key visual demonstrates that mobility is in constant evolution, pushing the boundaries of innovation and progress. Always dynamic and tirelessly innovative, it inspires curiosity about the future with its interconnectedness and forward momentum. Mobility is the essential force connecting people, ideas, and places, creating a world that moves smarter — whether by car, public transport, or bicycle: It's All About MOBILITY.

The new key visual impressively unites technological innovation and the diversity of mobility. Its clean, futuristic, and minimalist design ensures high adaptability, making it seamlessly deployable across multimedia campaigns — from digital formats like social media and web banners to out-of-home campaigns and on-site activations during the event in September 2025.

A Holistic Vision for B2B and B2C Audiences

For IAA MOBILITY's B2B and B2C audiences, the key visual reflects groundbreaking mobility concepts and addresses both industry professionals and the public showcasing a comprehensive and unifying vision of mobility. It retains its impact across diverse formats and channels, clearly conveying the core themes of innovation, future readiness, and connectivity.

At the heart of the visual is the automobile, symbolizing the IAA's heritage and the significant presence of automotive exhibitors. This is complemented by the adjacent fields of cycling and micromobility, flanked by tech and public transport — all of which underscore the IAA MOBILITY's future-oriented, interconnected, and diverse focus.

Connected Mobility: Highlighting Collaboration Across the Industry

“With the move to Munich and the realignment of its concept, the IAA MOBILITY has evolved into a comprehensive mobility platform. This broad spectrum of mobility is reflected in the new key visual,” says Jürgen Mindel, Managing Director of the German Association of the Automotive Industry (VDA).

“We invite all mobility enthusiasts to experience tomorrow's mobility first-hand in September 2025. The key visual reinforces our mission to bring all stakeholders in the industry together under one roof,” emphasizes Tobias Gröber, Executive Director Business Unit Consumer Goods, Messe München GmbH.

Focusing on forward-looking solutions such as electric vehicles, autonomous driving, and innovative transport concepts, IAA MOBILITY reaffirms its commitment to leading the way in shaping the future of mobility.

“The deliberate inclusion of various forms of mobility in the key visual underscores this platform's holistic approach. IAA MOBILITY creates space for innovative ideas to take shape, making the future of mobility tangible,” adds Tim Benedict Wegner, Head of IAA Communications.

Get Involved in IAA MOBILITY 2025

Interested companies can already register for IAA MOBILITY 2025. For inquiries, please contact mobility@iaa.de.

IAA MOBILITY 2025 will take place from 9–14 September 2025 in Munich. The trade show at the Messe München exhibition grounds will be open to industry professionals from 9–12 September, with a dedicated Press Day on 8 September.

The city center of Munich will once again transform into the Open Space, a unique mobility spectacle that is free for all to attend.

You can download the IAA MOBILITY 2025 key visual [here](#).