



TEST
DRIVES



SALES
BROCHURE

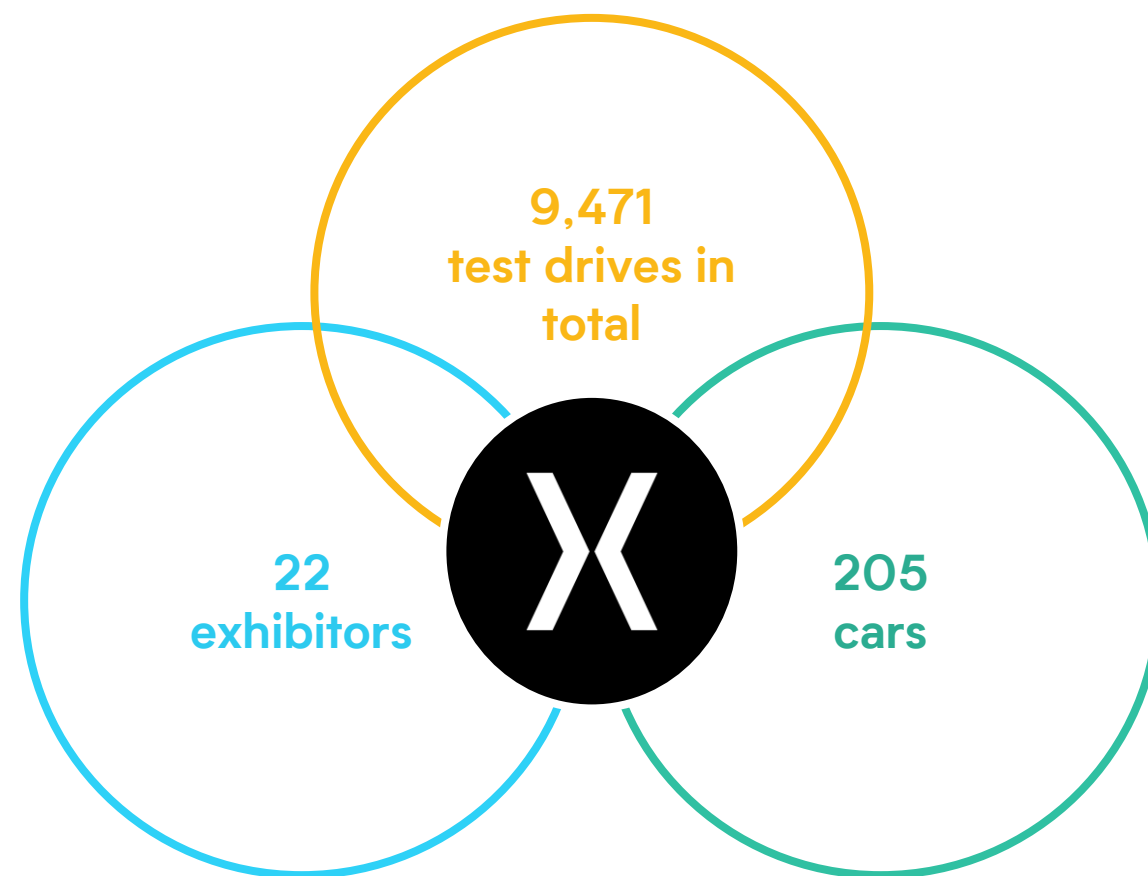
» IAA MOBILITY 2025

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.

IT'S ALL ABOUT MOBILITY

» IAA MOBILITY 2025 General information



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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IT'S ALL ABOUT MOBILITY



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

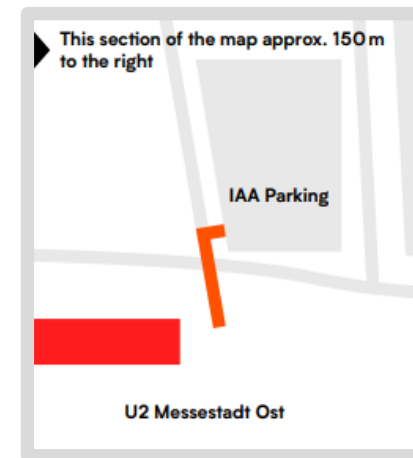
- › Several departure points.
- › Königsplatz (Arcisstraße), Wittelsbacher Platz, StMELFT (Von-der-Tann-Straße), Staatsarchiv (Schönfeldstraße), Apothekenhof, Max-Joseph-Platz.
- › Each exhibitor gets a fixed departure point.

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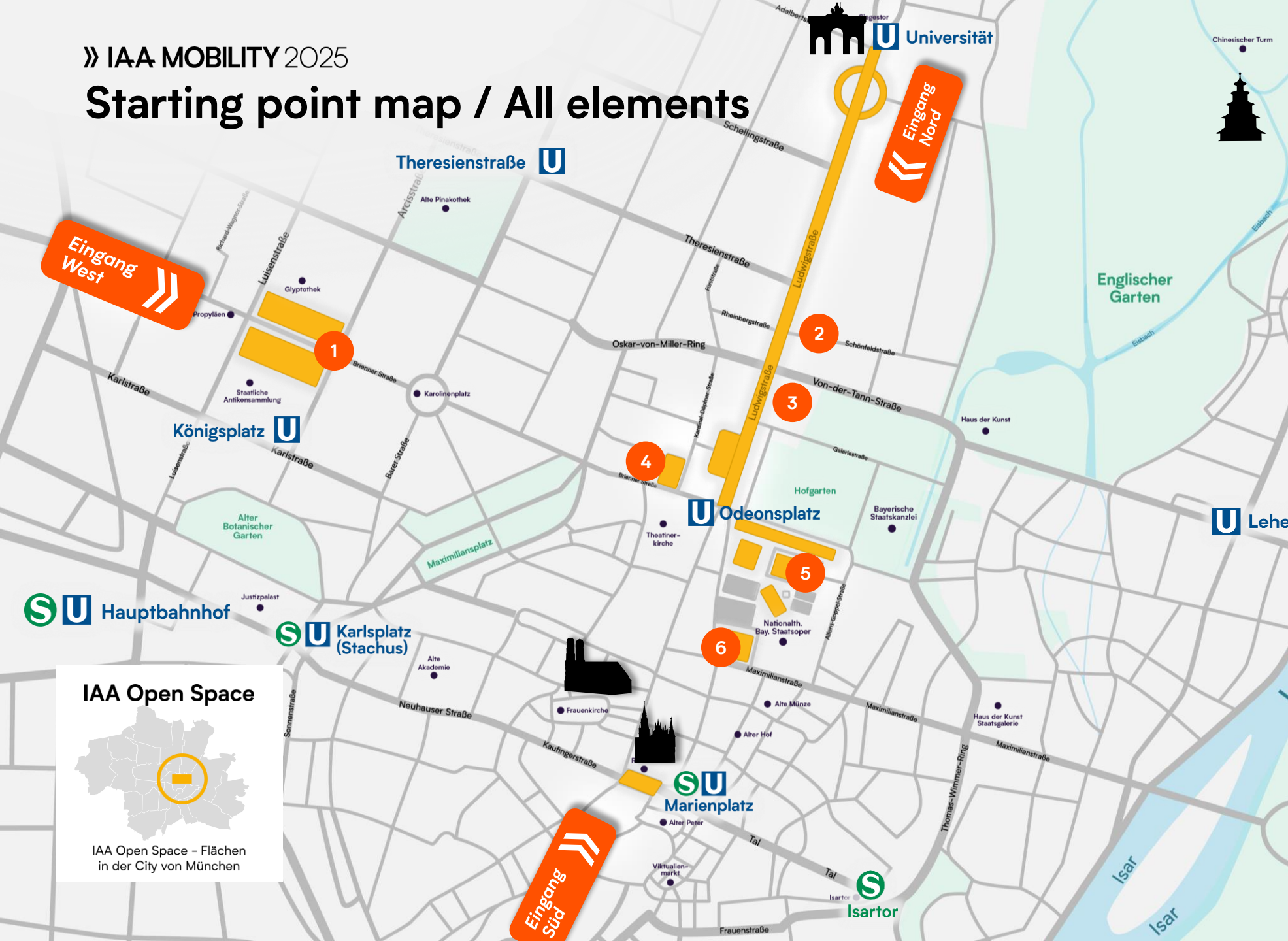
Arrival & departure points Summit & Open Space

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



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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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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).

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

» IAA MOBILITY 2025 Products and conditions

TEST DRIVE PRICING

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

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

* Includes one night parking space per vehicle at the Summit, personnel costs (security, fire guard, stewards, staffing of the gate), integration of the vehicle and exhibitor information in the IAA MOBILITY app.

** Includes power connection (22kW) and electricity consumption.

All prices are exclusive of VAT and subject to change. We reserve the right to adjust the prices in line with rising inflation/material costs.

YOUR CONTACT PERSONS



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