



**ADAS &  
TELEMATICS**



**SALES  
BROCHURE**

**» IAA MOBILITY 2025**



# ADAS & telematics in action

Show your ADAS and telematics systems in action in Munich. Invite interested visitors as passengers and demonstrate your innovations on an exclusive ride on public roads in the vicinity of the exhibition grounds.

## Services included

- › 5m x 3m parking lot next to exhibition halls at the IAA Summit (for 1 car)
- › 1x VIP parking ticket
- › 1x info column incl. logo graphic at the parking lot
- › 2x exhibitor passes
- › Obligatory communication fee



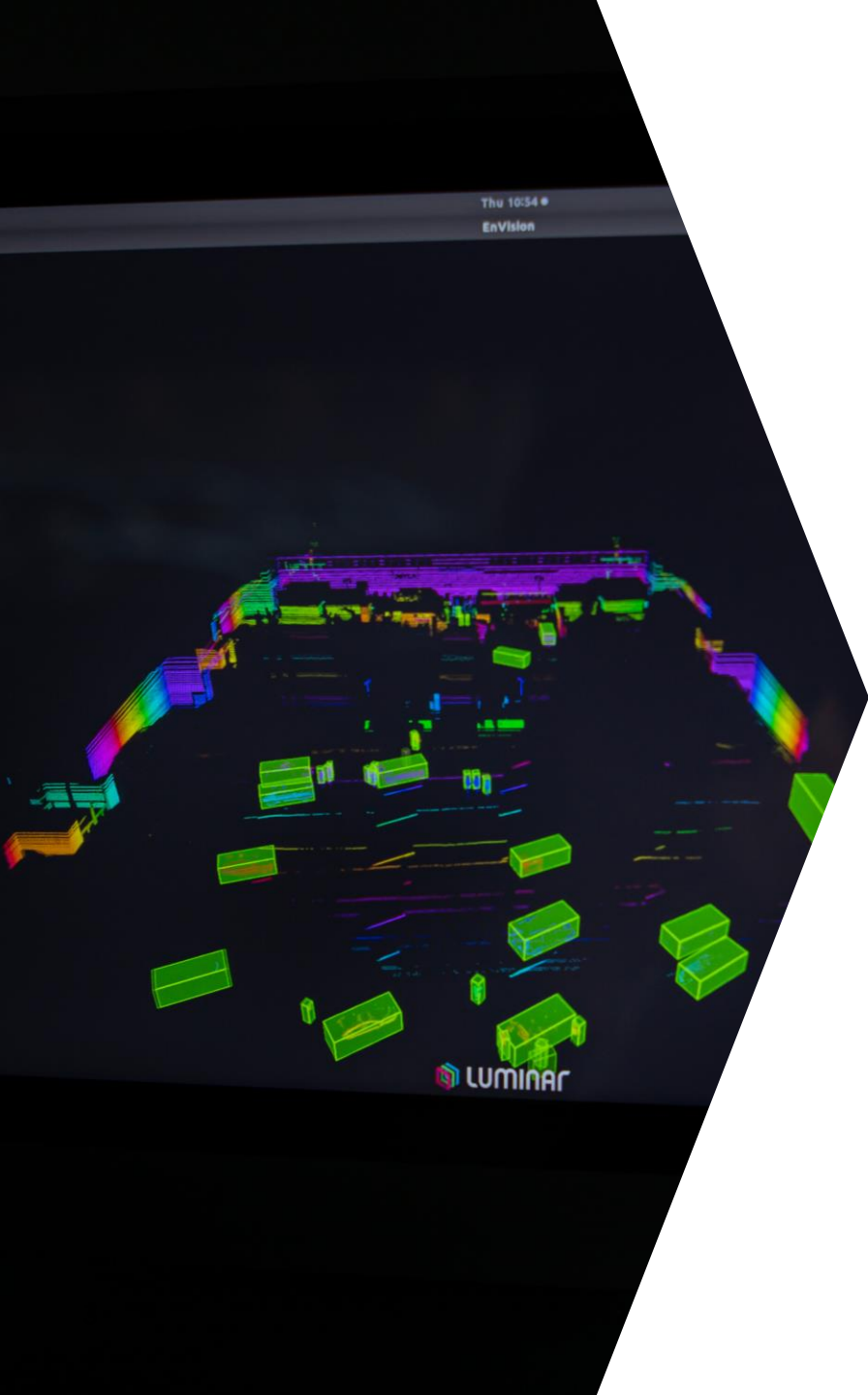
Basic package:	7,500.00 €
Each additional vehicle:	4,250.00 €
Charging infrastructure*:	1,850.00 €

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

The organizer explicitly reserves the right to make changes.

**IT'S ALL ABOUT  
MOBILITY**





# Requirements for participation

## Requirements

- › All vehicles must be road registered and insured.
- › Participation only permitted with passenger cars (no light or heavy commercial vehicles).
- › Strict adherence to the road traffic regulations and the applicable speed limits on public roads and on the fair grounds is mandatory.

This is an exclusive offer that is only available to select companies.  
The offer is limited to a maximum of 6 registrations.

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

**IT'S ALL ABOUT  
MOBILITY**

» IAA MOBILITY 2025

# YOUR CONTACT PERSONS



**Simon Schönberg**

Head of Experience

[simon.schoenberg@vda.de](mailto:simon.schoenberg@vda.de)

+49 151 572 840 68



**Helge Brekau**

Project Manager IAA MOBILITY

[helge.brekau@messe-muenchen.de](mailto:helge.brekau@messe-muenchen.de)

+49 171 282 667 1