



We Deliver

IAA Shuttle Bus

SEPTEMBER 15—20, 2026
IN HANOVER

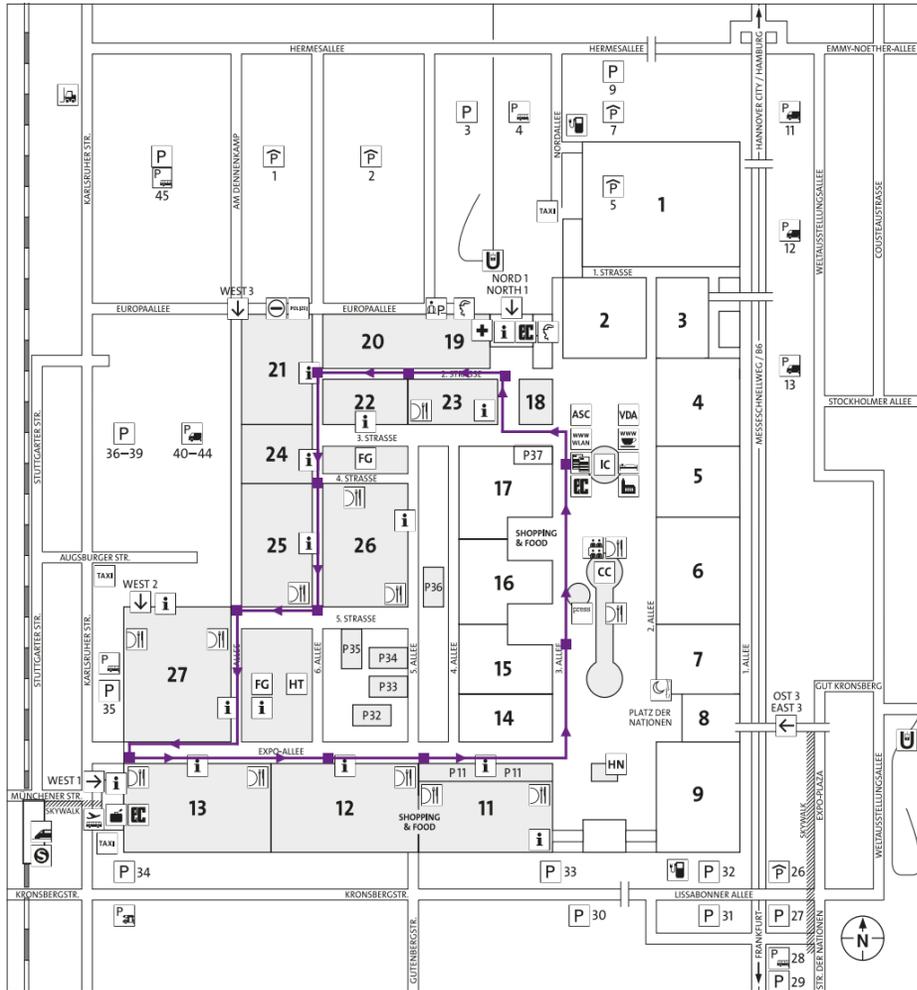
Your advantages of participating IAA Shuttle Bus is worth it



- › **Evoke emotions:** Showcase your vehicles in a dynamic, immersive way rather than just statically. Driving experiences create lasting memories for visitors and have a major impact on purchasing decisions.
- › **Maximize your brand visibility:** Wrap your vehicles as desired and ensure additional visitor touchpoints and mobile visibility throughout the entire IAA area.
- › **Receive valuable feedback:** Engage with your target audience during the ride and gain honest, unfiltered insights into your product.
- › **Strengthen your brand profile:** Present your innovations in an exciting and approachable way. Demonstrate how your company is actively shaping the future of mobility.

Routing & time schedule

Organizational information



Routing

- Shuttle Bus Route (one way, circle line)
- Bus stops
- Alternative route for articulated buses (no stop between halls 25 and 27)

Time schedule

Monday, 14.09.26	07:00 am – 07:30 pm
Tuesday, 15.09.26	07:00 am – 07:30 pm
Wednesday, 16.09.26	07:00 am – 07:30 pm
Thursday, 17.09.26	07:00 am – 07:30 pm
Friday, 18.09.26	07:00 am – 07:30 pm
Saturday, 19.09.26	07:00 am – 07:30 pm
Sunday, 20.09.26	07:00 am – 05:30 pm

The exact operating and break times for each bus and driver are planned and communicated by the supervisor before the start of the event.

Participation prices

Offer for exhibitors and non-exhibitors



- › Vehicle branding and fuels must be organized by the exhibitor
- › Driving personnel can be organized by the exhibitor or provided by ÜSTRA upon timely request
- › After the registration deadline we will assign you the specific parking space for your vehicles on the fair ground and you will receive access to the online exhibitor shop, where you can book any additional services you may need (e.g. power connection for your own wallbox/charging station, night watch, etc.)
- › Maximum number of vehicles per exhibitor may be limited

Participation prices:

2,500.00 € plus VAT per vehicle

for
exhibitors

12,500.00 € plus VAT per vehicle

for
non-exhibitors

Contact

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We are pleased if the IAA Shuttle Bus has sparked your interest.
If you have any questions, feel free to contact us.