



# We Deliver

## IAA Cargobike Parcours

SEPTEMBER 15—20, 2026  
IN HANOVER

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# 1. Recap: IAA Cargobike Parcours 2024

New design leads to great success



6

new obstacles and completely new design



1.200m<sup>2</sup>

area incl. exhibition booths



5

international exhibitors



2.216

test rides in total



Good

rating based on the average of all visitors

## 2. Your advantages of participating

Create lasting memories and shape purchasing decisions



- › **Evoke emotions:** Showcase your vehicles in a dynamic, immersive way as in real road conditions rather than just statically. Driving experiences create lasting memories for visitors and have a major impact on purchasing decisions.
- › **Receive valuable feedback:** Engage with your target audience during the ride and gain honest, unfiltered insights into your product.
- › **Generate qualified leads:** Register interested visitors for a test ride and build long-term connections with potential customers.
- › **Strengthen your brand profile:** Present your innovations in an exciting and approachable way. Demonstrate how your company is actively shaping the future of last mile delivery.

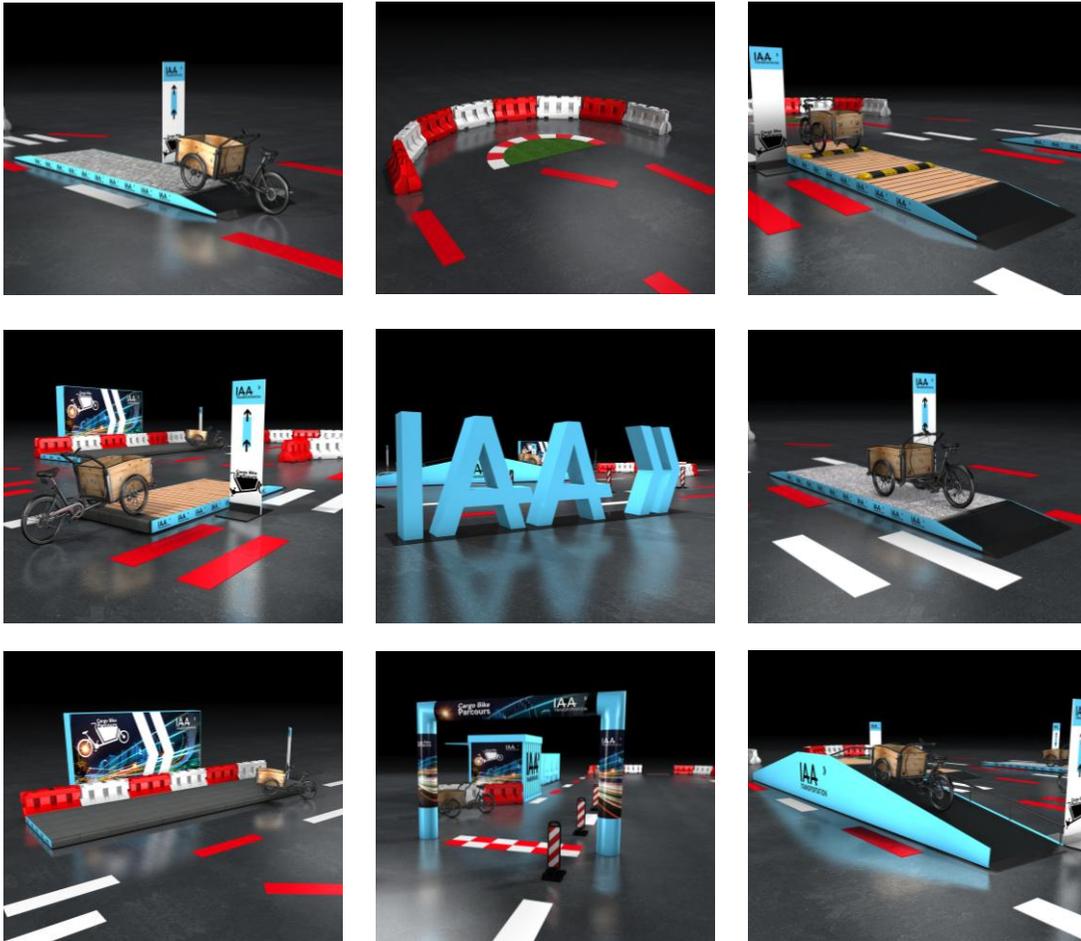
### 3. The Cargobike Parcours setup

6 different modules enable testing under real road conditions



### 3. The Cargobike Parcours setup

Varied driving situations and obstacles



The IAA Cargobike Parcours setup consists of up to six high-quality obstacles that are modeled on real road conditions:

- › Rough cobblestones
- › Speed bumps
- › Straight curbside
- › Loose gravel
- › Bumpy module
- › Gradient and slope

In addition a diverse range of curve scenarios, paired with acceleration possibilities, deliver an unforgettable test experience that emotionally engages visitors, builds confidence in your product, and ultimately drives stronger purchase decisions.

## 4. Cargobike of the Year Award 2026

Testing and award ceremony at IAA TRANSPORTATION



The International Cargobike of the Year Award, launched by HUSS-VERLAG in 2019, will return as a highlight of IAA TRANSPORTATION 2026 in Hannover.

The award recognizes the innovation, commitment, and technical excellence of cargobike manufacturers who are shaping the future of professional mobility with forward-looking and practical solutions. It highlights key trends and developments in this rapidly growing market segment.

On **September 17, 2026**, an expert jury will put all participating cargobikes through their paces in three categories:

- › **Light cargobikes** (payload under 100 kg)
- › **Heavy cargobikes** (payload over 100 kg)
- › **Bike trailers**

The winners will be announced during a festive awards ceremony in the evening.

Interested companies will be able to **register free of charge** via an online application from HUSS-VERLAG at a later date.

## 5. Participation prices

Customizable in size according to your requirements



### Basic Package:

- › 3m x 3m (9m<sup>2</sup>) stand space for own registration area\* located directly next to the parcours incl. 3kW power connection & consumption, as well as 4 exhibitor passes
- › Set-up, operation and use of the parcours with cargobikes from 14 - 20.09.2026
- › Participation in the International Cargobike of the Year Award 2026 (separate online registration with HUSS-Verlag required)
- › Mandatory entry in the exhibitor directory and other trade fair media, as well as on the website and in the app with free product entries for participating cargobike models (app only).

Participation price:

4,950.00 € plus VAT

15%  
discount  
for RLVD  
members\*\*

Optional: Price per additional square meter of registration space

92.50 €

\*Exhibitors are responsible for organizing the design and the booth building of the registration area.

\*\*RLVD members get 15% discount on basic package with proof of membership.

## 6. Sponsoring of Cargobike Parcours

Maximize your brand visibility



### Included services:

- › Logo placement on 10x grid covers along the parcours
- › installation of 1x branded inflatable archway (or similar advertising material)\* along the course
- › Entry as "Presenting Partner - IAA Cargobike Parcours" in the exhibitor directory, on the website and in the app incl. logo
- › Limited to a maximum of 2 sponsors

Sponsorship price:

3,500.00 € plus VAT

# Contact

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