

A photograph of a trade show booth for IAA Transportation. The booth is primarily blue and white. In the foreground, the steering wheel and dashboard of a truck are visible, suggesting a test drive experience. The background shows a busy exhibition hall with other attendees and booths. The text "IAA Test Drives" is overlaid in large white font, with "Sales Brochure December 2023" below it. Various brand logos like MAN, VOLTA TRUCKS, and IVECO NIKOLA are visible on the booth's structure.

IAA Test Drives

Sales Brochure December 2023

MAN

VOLTA TRUCKS

IAA
TRANSPORTATION

IVECO NIKOLA

IVECO NIKOLA

IAA
TRANSPORTATION

IAA
TRANSPORTATION

People and goods on the move

September 17 - 22, 2024 at the exhibition grounds in Hanover

The IAA TRANSPORTATION is the leading international platform for buses, logistics, commercial vehicles and the transportation sector. From September 17th to 22nd, 2024, leading players, visionaries and experts from the industry will meet to discuss the current challenges and future opportunities of climate-neutral mobility.

The main theme of the IAA TRANSPORTATION 2024 is charging infrastructure and the big question: What does the industry need to achieve the Paris climate targets?

In addition to infrastructure, alternatively powered vehicles are needed for CO₂ reduction and decarbonization. The IAA Test Drives give you the opportunity to demonstrate your latest vehicle innovations in action - whether prototype or production model. Inspire visitors with test drives on the test track on the exhibition grounds or on public roads.

Test Drives

Your benefits

Arouse emotions

Stand out and present your vehicles in more than just a static way. Driving experiences remain a lasting memory for visitors.

Receive valuable feedback

Get in touch with your target group during the journey and receive unfiltered feedback on the product.

Gain qualified contacts

Register interested visitors for a test drive and stay in permanent contact with them.

Strengthen your brand profile

Showcase your innovations in an exciting and approachable way. Show that your company is helping to shape the future of mobility.



Review 2022

A success story in figures



19
international exhibitors



59
vehicles



5.497 (+244% to 2018)
Test drives in total



40% (+130% to 2018)
of visitors have noticed Test drives



3 from 4
visitors rated "very good" & "good"



Vehicle innovations in action

IAA Test Drives



Test drives with light and heavy commercial vehicles are a special highlight of the IAA. As part of the IAA Experience, you will have the opportunity to take accompanied test drives with interested visitors in Hanover:

1. All vehicles (including prototypes) can use the **seperated, 2 km long test track on the fair ground.**
2. Standard vehicles with a road license can also leave the fair ground and use **public roads** for their journeys.

The indoor departure terminal

The hotspot for lasting memories



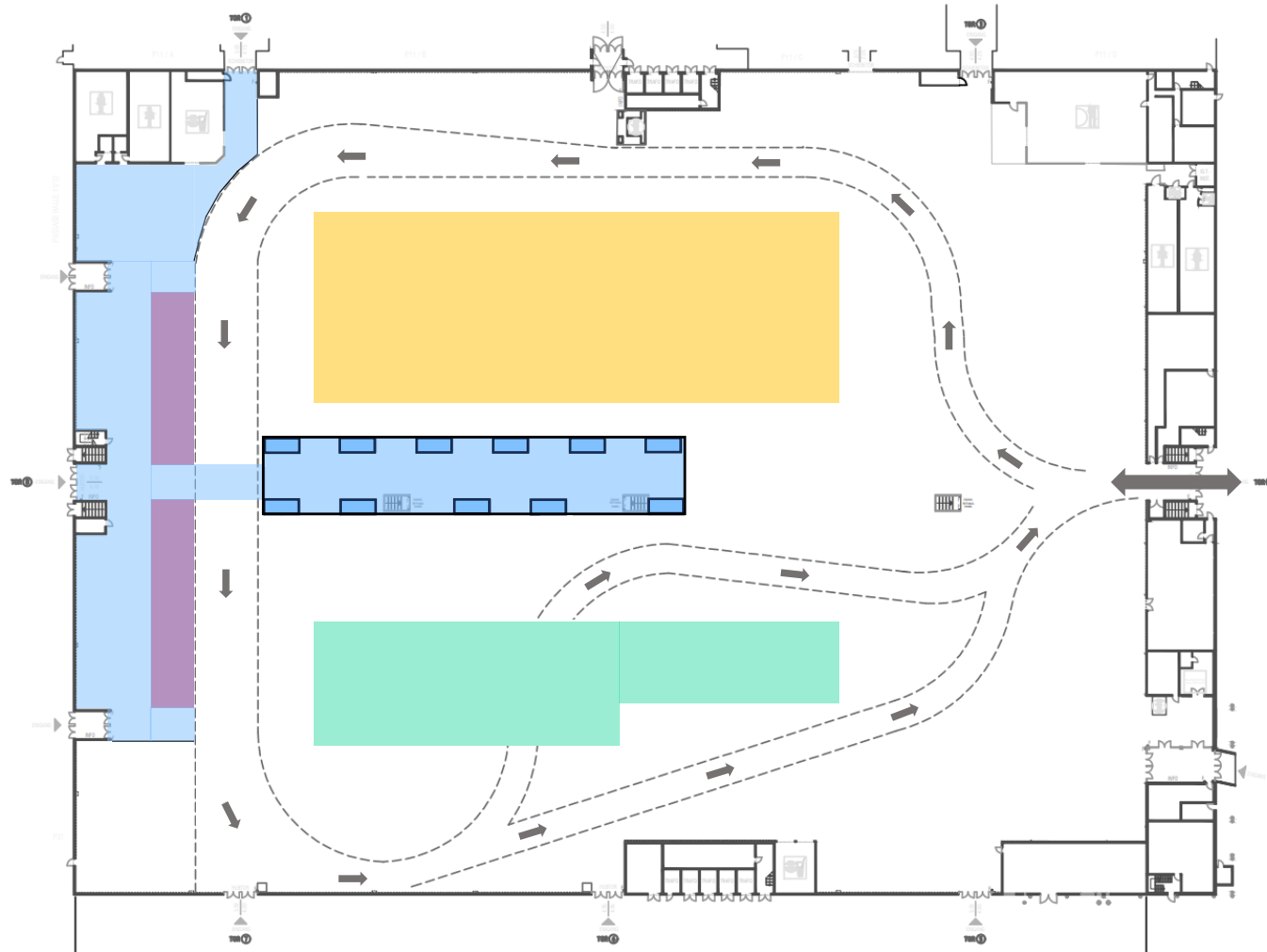
All test drives with light and heavy commercial vehicles start at the indoor departure terminal.

Standardized registration areas in a thematically matching look are used to register participants and enhance the overall experience.

The vehicles are parked in **adjacent parking areas** from where the accompanied test drives start after the vehicle briefing has been completed. The vehicles remain in the hall overnight and can be charged there if necessary.

The indoor departure terminal

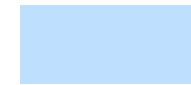
Planning & implementation*



Chart



Registration area for test drives



Visitor entrances and hall aisles



Parking area for light commercial vehicles



Parking area for heavy commercial vehicles



Lounge areas for visitors



Routes for test drives vehicles (one-way street)

Registration areas

Thematically modern design and uniform implementation

- Container uniformly painted in RAL color (blue/cyan) and partially branded with exhibitor logo on canopy; incl. interior wall cladding, floor covering (linoleum), basic lighting and canopy
- Lockable counter partially branded, power connection (3kW) incl. 3-way distribution in the counter and WiFi internet connection (16MBit/sec, max. 5 devices per half container)
- Proportionate costs for implementation of the departure terminal (route guidance, signages, barriers, temporary marking of parking areas and crosswalks)



Test track & routing

Locations

- 1
Indoor departure terminal for trucks and light commercial vehicles
- 2
Innovation stage
→ IMPLEMENTATION UNDER REVIEW

Routes

- Test track for trucks & light commercial vehicles and buses on the exhibition grounds (~ 2km length/lap)
- Fair ground exit and entrance via gate "South 1 West" (only with road approval)
- Routing for trucks & light commercial vehicles to the innovation stage
→ IMPLEMENTATION UNDER REVIEW

*The VDA expressly reserves the right to make changes



The participation prizes

Customized to your needs

Product overview	Exhibitors	Non-Exhibitors
<p>Indoor registration area small* (1/2 20“ container (2 exhibitors per container), total event duration)</p> <p><small>*Includes partial branding on container & counter, interior wall cladding, floor covering (linoleum), basic lighting, canopy, 1x lockable counter, power connection (3kW) incl. 3-way distribution in the counter and WiFi internet connection (16MBit/sec, max. 5 devices per half container), proportional costs for implementation of the indoor departure terminal</small></p>	8.500,00 €	18.500,00 €
<p>Indoor registration area large* (Entire 20” container (exclusive booking of container), total event duration)</p> <p><small>*Includes partial branding on container & counter, interior wall cladding, floor covering (linoleum), interior lighting, canopy, 2x lockable counters, power connection (3kW) incl. 3-way distribution in the counter and WiFi internet connection (16MBit/sec, max. 10 devices per container), proportional costs for implementation of the indoor departure terminal</small></p>	17.000,00 €	27.000,00 €
<p>Indoor parking space for trucks* (max. 15m x 3.5m, indoor, total event duration)</p> <p><small>*Includes one overnight parking space per vehicle, proportional personnel costs (hall attendant, fire guard, security service, gate personnel), Costs for the implementation of the test track (signage, marking, routing, safety precautions)</small></p>	2.450,00 €	3.450,00 €
<p>Indoor parking space for light commercial vehicles* (max. 10m x 3,5m, indoor, total event duration)</p> <p><small>*Includes one overnight parking space per vehicle, pro rata personnel costs (hall attendant, fire guard, security service, gate personnel), Costs for the implementation of the test track (signage, marking, routing, safety precautions)</small></p>	1.850,00 €	2.850,00 €
<p>Charging infrastructure for e-vehicles (e.g. charging station or wallbox)</p>	Provision by exhibitor	
<p>Power connection & power consumption for charging infrastructure (specific location to be determined in consultation with DMAG)</p>	Booking via exhibitor shop	

CONTACT



We are delighted if this offer has aroused your interest.

Please feel free to contact us to register or if you have any questions.

Simon Schönberg

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