

Press release

Page 1/2
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IAA TRANSPORTATION: 97% of hall space booked up

New concept draws industry leaders and numerous newcomers — First industry meeting since 2018 — Registration for exhibitors still conditionally possible

Berlin, 15. July, German and international transport and logistics companies are preparing for the industry highlight of the year — IAA TRANSPORTATION, being held between 20 and 25 September in Hannover.

Ten weeks before the official opening day on 20 September, 97 per cent of this year's exhibit space is already booked. This is proof that the transport and logistics industry is standing strong in these economically challenging times, and is continuing to focus on networking and innovation. With the slogan "People and Goods on the Move", the new IAA TRANSPORTATION is placing greater emphasis on innovative and climate-friendly concepts and solutions from the logistics and transportation sector.

"Of course, we are over the moon about the great reception the companies have had to our new event concept, and that's reflected in the registration numbers," says VDA CEO Jürgen Mindel. "The fact that almost all the exhibitor space is booked, and many newcomers have decided to come to Hannover, is proof that after more than two years of pandemic-induced restrictions, the anticipation of meeting each other in person, making new contacts and seeing old ones, and discussing exciting products and concepts, is growing. IAA TRANSPORTATION is the perfect platform for this."

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#IAA22

The major exhibitors at IAA TRANSPORTATION this year include renowned commercial car manufacturers like Daimler Truck, DAF, Ford, IVECO, MAN, and Scania, who will present their latest products and developments at large booth areas and in a wide range of innovative formats. IAA TRANSPORTATION will have over 1200 exhibitors from over 40 countries, including many established names and start-ups who will be making their debut at IAA, in particular from the fields of technology, infrastructure, energy, personal transport, and last-mile transport. These include Amazon relay, Linde, Samsung, Siemens, and new vehicle manufacturers with a focus on sustainable engines like Nikola, Quantron, and Volta Trucks.

Page 2/2

Companies who are deciding in the last minute to participate in IAA TRANSPORTATION can now be conditionally accepted. If you are interested, please contact Oliver Jänisch (oliver.jaenisch@vda.de).

With its new concept, **IAA TRANSPORTATION** is the international leading platform for logistics, commercial vehicles, buses, and the transport sector. With the slogan “**People and Goods on the Move**”, the new IAA TRANSPORTATION is being held on the grounds of Deutsche Messe AG in Hannover from 20 to 25 September. With an expanded event concept, it is connecting the relevant actors from the fields of commercial vehicles, buses, and logistics with leading tech and infrastructure providers and suppliers. One important goal of the new concept as the leading international transport platform is to focus more on the climate-neutral and technological transformation of the entire transport sector.