



# We Deliver

## IAA ADAS & Telematics

SEPTEMBER 15—20, 2026  
IN HANOVER

# ADAS & telematics in action

Bring your innovations to life



Show your ADAS & telematics solutions in action in Hanover. Invite interested visitors as passengers and demonstrate your innovations on an exclusive ride.

## Basic Package:

- › 5m x 3m parking lot next to exhibition halls (for 1x car)
- › 1x VIP parking ticket, 2x exhibitor passes
- › Special permission to drive on Expo Allee or on Shuttle Bus route on the exhibition grounds
- › 1x info column with standardized text incl. logo graphic at the parking lot
- › Free product entry in the IAA app with description text, pictures and link

Participation price:

4,990.00 € plus VAT

additional  
vehicle:  
2,590,00 €



# Requirements for participation

Limited to a maximum of 6 companies



## Requirements

- › Participation only permitted with passenger cars (no light or heavy commercial vehicles)
- › The visitor rides as a passenger in the vehicle. The vehicle will only be driven by trained personnel of the exhibitor
- › Only the specified routes on the exhibition grounds are to be used
- › Autonomous driving is only permitted with a safety driver who can intervene in vehicle handling at any time
- › Strict adherence to the road traffic regulations and the applicable speed limits on the site is mandatory at any time
- › The offer is limited to a maximum of 6 registrations — first come, first served.

# Contact

**Simon Schönberg**

Manager IAA Experience

simon.schoenberg@vda.de  
+49 30 897842208

Verband der Automobilindustrie  
e.V. (VDA)

Behrenstr. 35  
10117 Berlin

We are pleased if the IAA ADAS & Telematics demonstrations have sparked your interest. If you have any questions, feel free to contact us.