



# IAA Cargobike Parcours

Sales Brochure June 2024



# Meet the pioneers of transformation

**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 17<sup>th</sup> to 22<sup>nd</sup>, 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?

Cargobikes make a major contribution to reducing CO<sub>2</sub> and decarbonizing the last mile in urban areas. The Cargobike Parcours offers the opportunity to bring your latest vehicle innovations to life. Various obstacles along the course of the circuit provide test conditions that are modeled on real road conditions.



# Cargobike Parcours

## 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 before and after the ride and receive unfiltered feedback on the product.

### **Gain qualified contacts**

Register interested visitors for a ride 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 successful premiere in numbers



1.500m<sup>2</sup>

area incl. exhibition booths



9

International exhibitors



more than 3.300  
cargobike test drives in total



3 of 4

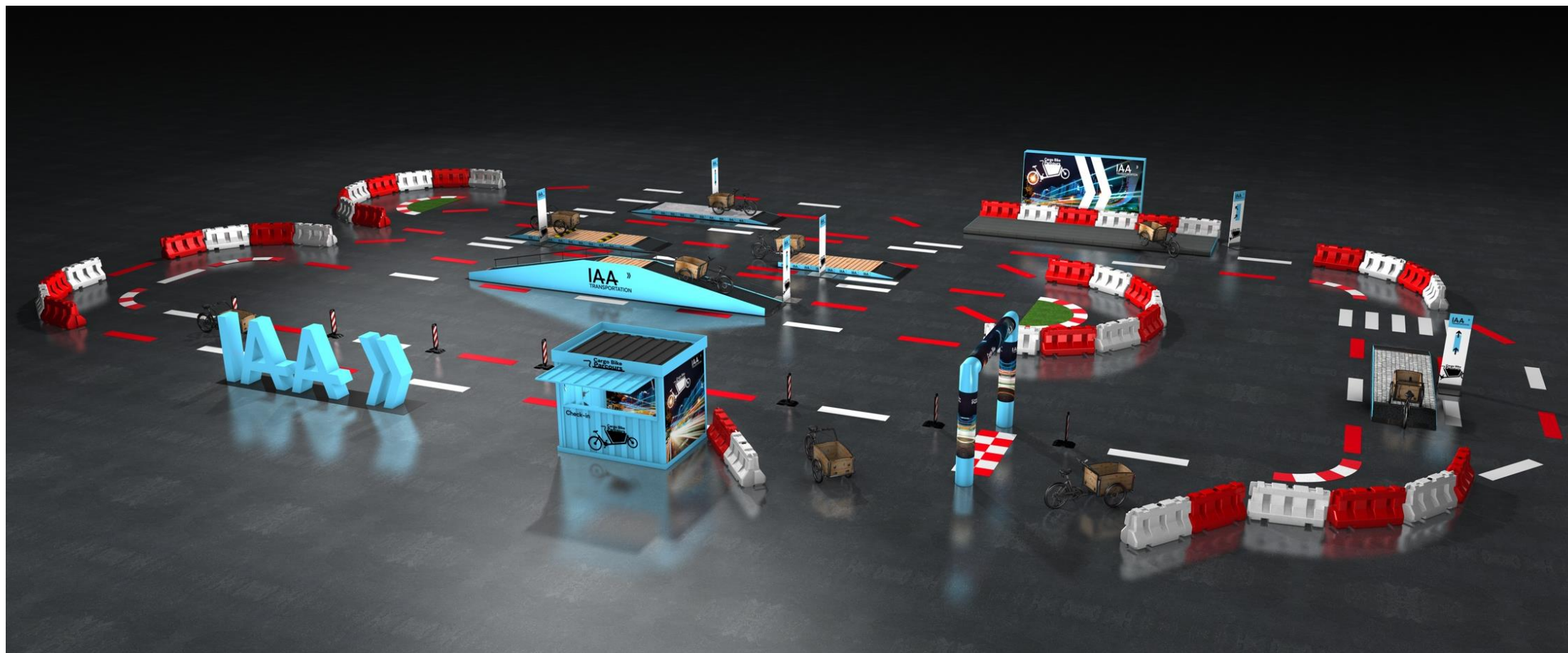
Visitors rate with "very good" & "good"





# The new parcours setup

Extensive testing under real road conditions



\*Exemplary planning. The VDA expressly reserves the right to make changes.



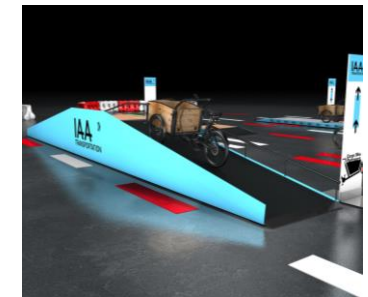
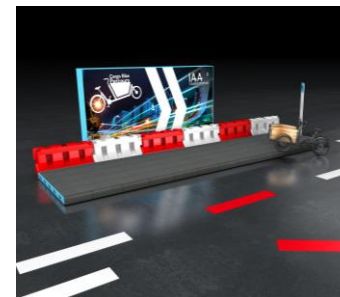
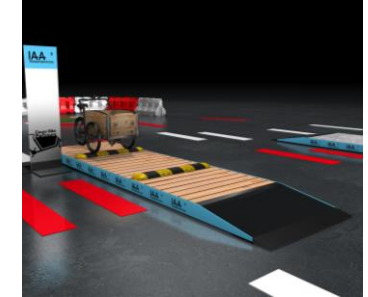
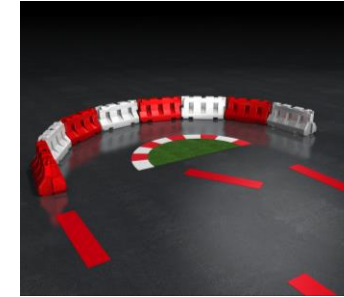
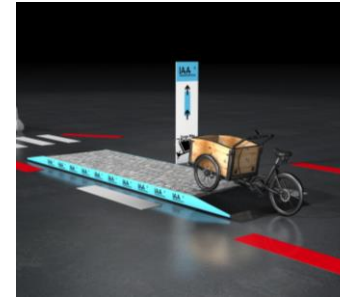
# The new parcours setup

## Varied driving situations and obstacles

The new IAA Cargobike Parcours consists of six high-quality obstacles **that are modeled on real road conditions**:

- Rough cobblestones
- Speed bumps
- Straight curbside
- Loose gravel
- Lateral curbside
- Gradient and slope

Various curve situations and an acceleration track round off the offer and ensure a unique test experience that remains a lasting memory for visitors.





# Cargobike of the Year Award

## Testing and award ceremony at IAA TRANSPORTATION

The **International Cargobike of the Year Award**, launched by HUSS-VERLAG in 2019, will once again be presented at the IAA TRANSPORTATION in Hanover in 2024.

The award honors the efforts of cargobike manufacturers in developing innovative and practical bike concepts for professional use and focuses on the trends and tendencies in this fast-growing segment.

A jury of several experts is expected to test all cargobikes participating in the event on **19.09.24**, divided into three classes: Light Cargobikes (<100kg payload), Heavy Cargobikes (>100kg payload) and Bike-Trailers (trailers). The winners will be announced at an awards ceremony in the evening.





# IAA Cargobike Parcours

## Conditions

### Included services:

- 3m x 6m (18m<sup>2</sup>) stand space for own registration area\* located directly on the course incl. 3kW power connection & consumption, as well as 4 exhibitor passes
- Set-up, operation and use of the parcours with cargobikes from 16 - 22.09.2024
- Participation in the International Cargobike of the Year Award 2024 (separate registration required)
- Mandatory entry in the exhibitor directory and other trade fair media, as well as on the format website and in the app

**RLVD-members  
receive a discount of  
25% on the basic price!**



**Participation fee: 6.000,00 € (plus VAT)**

**Participation fee RLVD-members: 4.500,00 € (plus VAT)**

**Optional:** Price per additional square meter of registration space (max. 50m<sup>2</sup>)

143,00 €



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



# Sponsoring Package

## Presenting Partner — IAA Cargobike Parcours

### Included services (4x available):

- Logo placement on 10x grid covers (1.96m x 0.88m) around the test track
  - Placement of 1x branded inflatable archway (or similar advertising material)\* along the test track
- \*Production of the archway (or similar advertising material) is not included, this will be produced and provided by the exhibitor at his own expense
- Entry as "Presenting Partner - IAA Cargobike Parcours" in the exhibitor directory, on the website and in the app incl. logo and integration in communication (social media) and PR



Sponsorship price (4x available):

**6.000,00 €** (plus VAT)





# CONTACT



We are pleased if this offer has aroused your interest.

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

---

Simon Schönberg  
Department IAA  
German Association of the Automotive  
Industry  
Behrenstr. 35 | 10117 Berlin  
Phone: +49 30 897842 208  
Email: [simon.schoenberg@vda.de](mailto:simon.schoenberg@vda.de)