

Press release

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Change and new beginnings with IAA TRANSPORTATION

International attention for new event concept – Input from numerous top managers – Exclusive insights for press representatives

Frankfurt/Main, 28/06/2022, The IAA TRANSPORTATION 2022 is in the starting blocks. The new industry-wide concept will make the event the leading international platform for all issues relating to transport and logistics. A first taste of what visitors can expect at the Hannover exhibition center between September 20 and 25 was offered by the IAA's international press workshop, which took place in Frankfurt/Main at the beginning of the week.

In addition to the public presentation of the rejuvenated event concept, CEOs and top managers from established logistics and transport companies as well as interesting newcomers - including **Daimler Truck, FAUN, IVECO Magirus, Krone, MAN, Neste, Quantron, RYTLE and Schmitz Cargobull** - took the opportunity to share their visions and ambitions for the future of passenger and freight transport in on-site contributions and to look ahead to key topics and highlights of the upcoming IAA TRANSPORTATION. Afterwards, the decision-makers answered numerous questions from the more than 100 international journalists who had traveled to the event and gave exclusive interviews. Representatives of the press were also able to gain their first practical impressions on site as part of the IAA Experience, for which the

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manufacturers Daimler Truck and FAUN presented some of their promising new developments in the form of the eActros truck, the eCitaro city bus and the Bluepower hydrogen-powered municipal vehicle in anticipation of the IAA TRANSPORTATION.

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The claim associated with the new concept of the IAA TRANSPORTATION to represent the transport and logistics industry in its entire spectrum for the first time is also reflected in this year's motto "People and Goods on the move". Be it passenger transport, technological change, charging infrastructure, last-mile transport or the path to climate neutrality - not least the statements made during the press workshop made it clear: Never before has the IAA TRANSPORTATION been as diverse in terms of content as it is this year. And: Never before has it been more clearly visible that the companies want to actively contribute with their ideas to solving the complex challenges of the coming years.

VDA Managing Director Jürgen Mindel commented: "The message sent from this press workshop is as clear as it is pleasing: our new event concept is also meeting with great interest among our international press colleagues. This is a good signal for the entire transport and logistics industry. After all, as a cross-sector platform, the IAA TRANSPORTATION is a sign of the necessary departure from silo thinking and the associated rethinking that is currently taking place among all players in the industry. It is precisely this mindshift that we need in order to make transport and logistics safe, tailored and, above all, sustainable in the future. We, as organizers of the IAA, will do our part."

Images and information material for download can be found in the IAA TRANSPORTATION media database: [IAA Pressworkshop - IAA TRANSPORTATION \(mediaportal.iaa.com\)](https://mediaportal.iaa.com/iaa-transportation)