

Press release

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IAA TRANSPORTATION 2024 Gears Up: Industry Leaders MAN and Mercedes-Benz Trucks to Showcase Exclusive Innovations

**AKKODIS, Aptiva, HERE, Samsung SDI, and Tesla
Confirm Participation — Significantly More Exhibitor
Registrations Compared to 2022; Approximately 26%
First-Time Participants — IAA TRANSPORTATION
2024 Set to Be Even More International**

With four months remaining until IAA TRANSPORTATION 2024, scheduled from September 17 to 22 in Hannover, the event is already seeing a significant increase in exhibitor registrations and international participation. The numbers: there are already 13% more exhibitor registrations compared to the same period in 2022. The proportion of international exhibitors has risen to 70%, up by eight percentage points from 2022. The leading countries for international exhibitors are China, followed by Turkey and Italy. The exhibition halls used in 2022 are already insufficient, with most being overbooked, and waiting lists are now in place for certain segments.

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#IAA24

"IAA TRANSPORTATION 2024 in Hannover is gearing up. We are excited to showcase the industry's innovative power to our visitors. The global interest from exhibitors in climate-neutral mobility and sustainable commercial vehicles is evidently very high, indicating that the industry is fully committed to transformation. I am confident that in September in Hannover, companies will once again demonstrate impressively how their innovations are driving the industry and society forward," says Jürgen Mindel, Managing Director responsible for IAA at the VDA.

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Numerous New Exhibitors at IAA TRANSPORTATION

In addition to the high level of international participation, this year's IAA TRANSPORTATION will feature many new exhibitors. About 26% of the exhibitors are participating for the first time, including Tesla, which will be showcasing the Semi Truck from its headquarters in Austin, Texas.

Returning exhibitors such as Mercedes-Benz Trucks and MAN will also be present, unveiling their latest innovations in Hannover. "We are really looking forward to this year's IAA TRANSPORTATION in Hannover and the exchange with customers and partners. Our highlight is the Mercedes-Benz eActros 600, which will go into series production at the end of the year. Before that, we send it on a journey of over 13,000 kilometers through more than 20 European countries. E-services and e-consulting will also play an important role at the IAA," says Karin Rådström, CEO of Mercedes-Benz Trucks.

"We are excited to present our expanded portfolio of zero-emission trucks at the IAA TRANSPORTATION in Hannover. We will be handing over the first MAN eTrucks to customers in 2024, and here at the IAA we are showcasing the greatly expanded range of variants. The new chassis versions of the eTGX and eTGS can be highly customized with a variety of wheelbases, cab versions, engine performance classes, battery combinations, charging connection positions and numerous other industry-typical features. With these diverse applications, we have an excellent basis for exchanging ideas with our customers about their specific application requirements – true to the MAN brand promise of 'Simplifying Business'," says Alexander Vlaskamp, CEO of MAN Truck & Bus SE.

In addition to MAN and Mercedes-Benz Trucks, companies such as BMC, BYD, B-ON, DAF, Ford, Ford Trucks, Iveco, Kia, Maxus, Piaggio, Renault, Scania, Tesla, Toyota, Volvo, and VW Commercial Vehicles will present their innovative products in the commercial vehicle segment. The event will also feature prominent topics such as infrastructure, battery technology, software-defined vehicles, and autonomous driving, with participation from AKKODIS, Aptiv, AAE EnerCharge, HERE, Canonical, LG Energy, Munich Electrification, Samsung SDI, and SOSLab.

"For climate-neutral mobility in the transport sector, the innovative products of established manufacturers must be complemented by the expertise of software and battery producers. It is clear that we are in a crucial phase of transformation, requiring collaboration among all stakeholders. IAA TRANSPORTATION provides the ideal platform for this exchange on both national and international levels," says Jürgen Mindel.

Trucker and Family Weekend Along with Innovative Presentation Opportunities Planned

On the weekend of September 21 and 22, IAA TRANSPORTATION will host a Family and Trucker Weekend, featuring special attractions for drivers and families. Visitors can gain fascinating insights into the world of logistics and transportation, enjoy engaging activities, and take advantage of special offers tailored to families and truckers.

Tickets for IAA TRANSPORTATION 2024 Available Now

Tickets for the IAA TRANSPORTATION are available for visitors at the following [link](#). Multiple ticket options are offered, including a weekend day ticket for €10 or the Family Adventure Pass for two adults and three children (available only on-site) for €20. Additional ticket options include:

- **Full Event Ticket (€74):** Allows multiple entries throughout the event.
- **Day Ticket Weekday (€28):** Grants single entry on any weekday.
- **Afternoon Ticket (€13):** Valid for entry from 1:00 PM on any day.

Reduced day tickets are available for students, trainees, those in voluntary military service, federal volunteers, and participants in voluntary ecological and social years (FÖJ and FSJ), as well as for people with disabilities upon presenting appropriate proof. If a person's disability ID includes the "B" mark, their companion receives free admission. Please contact the ticket office staff at the entrances for assistance. The discounted day ticket allows single entry from September 17 to 22, 2024, from 9:00 AM to 6:00 PM. The ticket becomes invalid after leaving IAA TRANSPORTATION.

Note for Journalists: Press Day will take place on September 16. For more information on accreditation and press services, click [here](#).

All information about IAA TRANSPORTATION 2024 can be found on our [website](#).