

# Press release

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## **IAA Media Summit 2026: Industry Unveils Innovations and Key Focus Areas for Upcoming IAA TRANSPORTATION**

**The IAA Media Summit marks a successful kickoff for IAA TRANSPORTATION — The commercial vehicle industry is driving transformation with intensive efforts and major investments — Lack of charging and hydrogen infrastructure remains a key bottleneck slowing the rollout of climate-friendly commercial vehicles.**

Frankfurt am Main — Held on June 8 and 9 in Frankfurt am Main, the IAA Media Summit for IAA TRANSPORTATION 2026 gave international journalists an exclusive first look at the highlights and core themes of the upcoming event, just three months before the main show kicks off.

As the premier global platform for logistics, commercial vehicles, and the transport sector, this year's event — running from September 15 to 20 in Hanover — will once again showcase groundbreaking innovations and exciting developments from across the transport and logistics industry. Exhibitor demand is exceptionally high, with nearly all available exhibition halls already fully booked. More than 70 percent of exhibitors are international, and 26 percent are newcomers debuting at the event.

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## **Software-Defined Vehicles, AI Solutions, and Charging Infrastructure Take Center Stage at Media Summit and IAA TRANSPORTATION**

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Alternative powertrains, connected and autonomous vehicles, software-defined vehicles (SDVs), AI-powered logistics solutions, and the expansion of charging and hydrogen refueling infrastructure emerged as the key transformative topics of the commercial vehicle industry at the Media Summit. These themes will also play a central role in the IAA TRANSPORTATION conference program this fall.

### **Industry Delivers and Invests — Political Gridlock Hampers Climate-Neutral Mobility**

VDA President Hildegard Müller stated: "The commercial vehicle industry is undergoing a profound transformation that demands massive efforts from manufacturers, suppliers, engineering services providers, and trailer and body manufacturers. It is truly impressive how our industry delivers during these challenging times, keeping Germany and Europe moving every single day. Also at IAA TRANSPORTATION, our companies will once again demonstrate how they are driving transformation and taking responsibility through climate-neutral and digital products. Or, as reflected in the claim of IAA TRANSPORTATION 2026: 'We deliver'."

However, the political framework remains the ultimate deciding factor for whether these innovations make it onto the road. Too often, innovation is held back by excessive regulation and insufficient framework conditions. Yet the potential in heavy-duty transport is enormous: nearly 30 percent of CO<sub>2</sub> emissions from road transport in Europe are generated by heavy-duty vehicles. That is why we need an early review of the CO<sub>2</sub> regulations for heavy-duty commercial vehicles. The focus must be on greater flexibility in compliance pathways and a much faster expansion of charging and hydrogen refueling infrastructure. Climate protection, competitiveness, and investment certainty must be addressed together. Only then can the transformation succeed", Müller added.

## Insights from Industry Leaders

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During various keynote presentations, industry leaders including Daimler Truck, KIA, MAN Truck & Bus, and Schmitz Cargobull underscored their ambition to actively drive the transformation of the transport and logistics sector. Their strategies focus on technology-neutral approaches featuring battery-electric and hydrogen powertrains, alongside smart digital solutions. They emphasized that a successful emissions-free future requires not only the rapid expansion of charging and hydrogen infrastructure but also better regulatory conditions across the entire value chain.

The speaker lineup featured top-tier experts, including Friedrich Baumann (Chief Sales Officer at MAN Truck & Bus), Erhan Eren (Director at KIA Europe), Dr. Andree Hohm (Director at AUMOVIO SE), Maximilian von Löbbecke (Managing Director at Renault Trucks), Achim Puchert (CEO of Mercedes-Benz Trucks) and Andreas Schmitz (CEO of Schmitz Cargobull).

## Interactive Showcase and Networking Tour Impresses Attendees

On the second day of the event, members of the press had the exclusive opportunity to experience the latest innovations from AUMOVIO, Daimler Truck, KIA, MAN and Renault Trucks firsthand. Highlights on display included AUMOVIO's Peterbilt 579 semi-truck and KIA's PV5 Chassis Cab. Set against an impressive backdrop, the event offered ample opportunities for high-level discussions and targeted networking.

Jürgen Mindel, Managing Director of the VDA, stated: "The IAA Media Summit has impressively demonstrated that we can expect great things from this year's IAA TRANSPORTATION. Here in Frankfurt, exhibitors provided an exclusive sneak peek at their innovations, giving us a taste of the immense inventive power that will be on display in Hanover this September. This is also why the test drives will once again be a major highlight this year. We expect to offer visitors a larger and more diverse fleet of vehicles to test than ever before."

Journalists can still register [for media credentials for IAA TRANSPORTATION here](#).

Visitor tickets for the event can be [purchased here](#).