



We Deliver

IAA Test Drives

SEPTEMBER 15—20, 2026
IN HANOVER

Content

1. Recap: IAA Test Drives 2024
2. Your advantages of participating
3. Route options
4. The indoor departure terminal
5. Registration area
6. Participation prices
7. Exclusive sponsoring of test track
8. Contact

1. Recap: IAA Test Drives 2024

More successful than ever



18
international exhibitors



60
vehicles (27x LCVs & 33x HCVs)



6.415 (+17% to 2022)
Test Drives in total



48% (+8% to 2022)
of visitors have noticed Test Drives



3 out of 4
visitors rated "very good" & "good"

2. Your advantages of participating IAA Test Drives are worth it



- › **Evoke emotions:** Showcase your vehicles in a dynamic, immersive way rather than just statically. Driving experiences create lasting memories for visitors and have a major impact on purchasing decisions.
- › **Receive valuable feedback:** Engage with your target audience during the ride and gain honest, unfiltered insights into your product.
- › **Generate qualified leads:** Register interested visitors for a test drive and build long-term connections with potential customers.
- › **Strengthen your brand profile:** Present your innovations in an exciting and approachable way. Demonstrate how your company is actively shaping the future of mobility.

3. Route options

Test track or public roads — it's up to you



Test Drives with light and heavy commercial vehicles and buses are a special highlight of the IAA TRANSPORTATION. As part of the IAA Experience, you will have the opportunity to take **accompanied** test drives with interested visitors in Hanover:

1. All vehicles (including prototypes) can use the **seperated**, 2 km long test track on the fair ground.
2. Standard vehicles with a road license can also leave the fair ground and use **public roads** for their journeys. You can **decide for yourself on the specific route, length, and duration** of the trip.

3. Route Options

Locations & directions

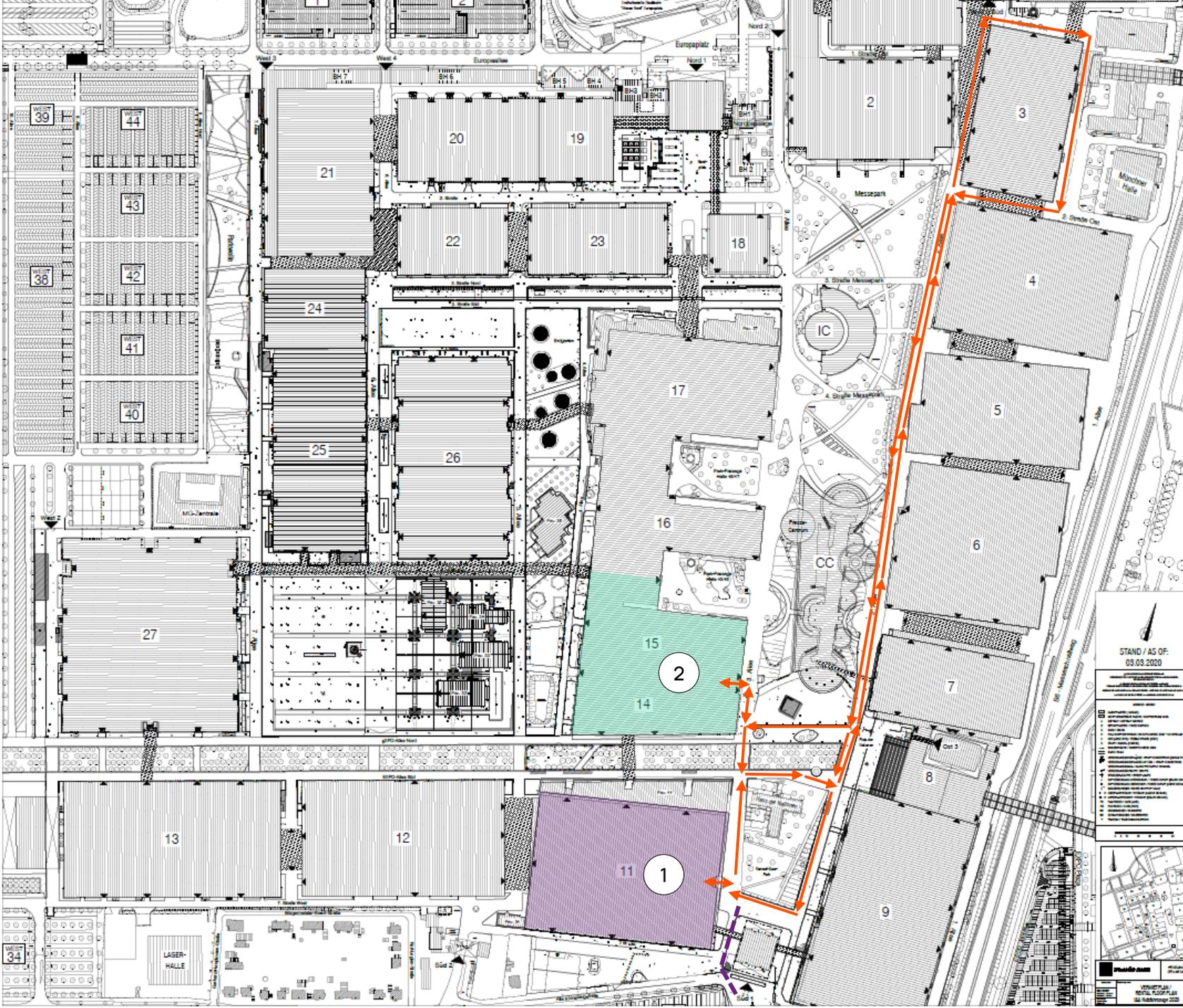
Indoor departure terminal

- 1 Option 1, hall 11: Indoor departure terminal for trucks, buses and light commercial vehicles
- 2 Option 2, hall 14/15: Indoor departure terminal for trucks, buses and light commercial vehicles

Routes

- Test track for trucks, light commercial vehicles and buses on the exhibition grounds (~ 2km length/lap)
- - - Fair ground exit and entrance via gate "South 1 West" (only for vehicles with road license)

*The VDA expressly reserves the right to make changes



4. The indoor departure terminal

The place to create lasting memories



All test drives with light and heavy commercial vehicles and buses start at the **indoor departure terminal**.

In the **registration** area standardized registration containers in a thematically matching look are used to register participants and enhance the overall experience.

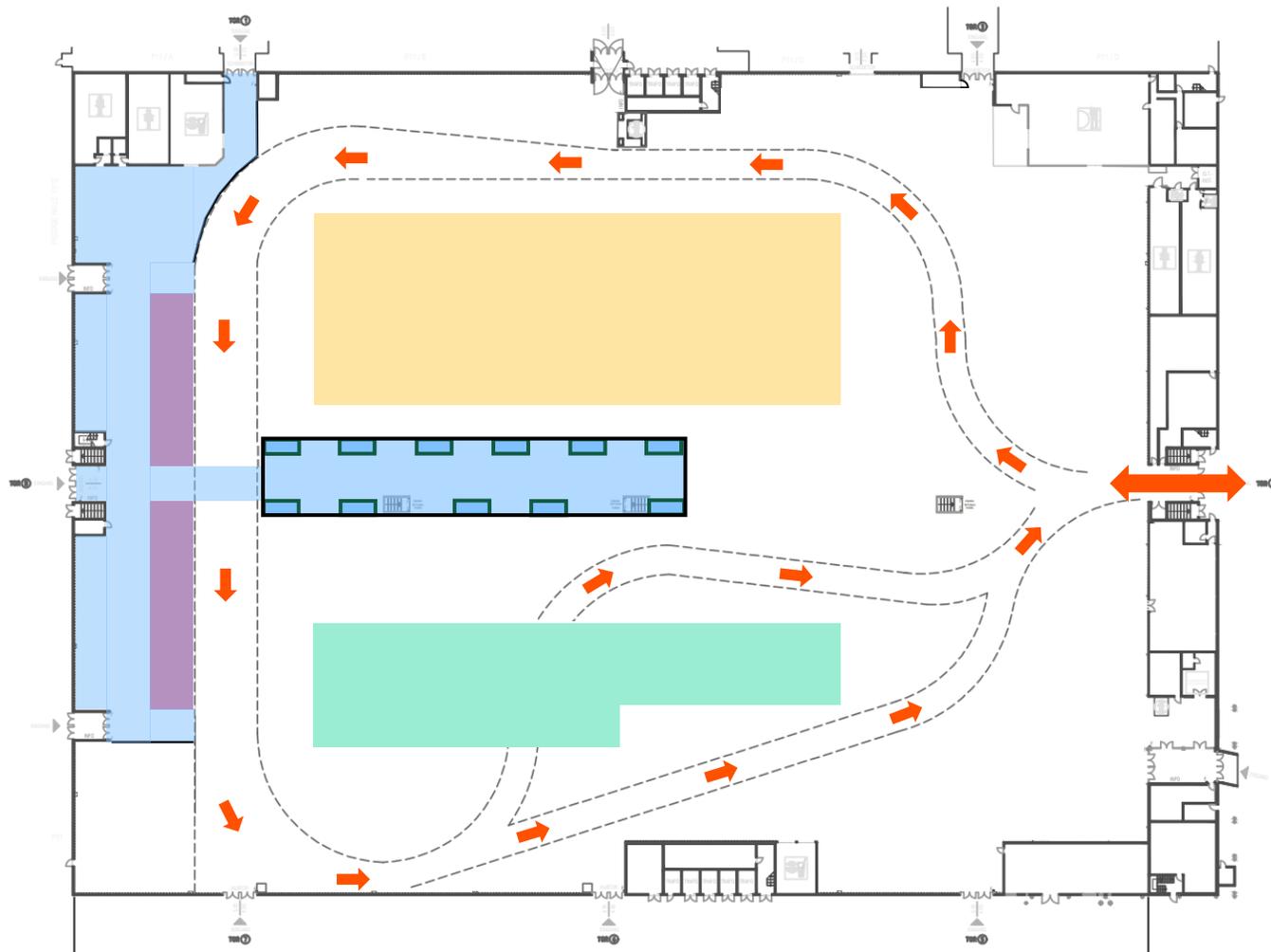
The vehicles are parked in **adjacent parking areas** from where the accompanied test drives start after the vehicle briefing has been completed. The vehicles remain in the hall overnight and can be charged there if necessary.

Final location decision:

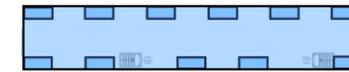
The location of the departure terminal is currently being reviewed for hall 11 and hall 14/15. The final location decision is expected in the first quarter of 2026.

4. The indoor departure terminal

Exemplary planning & implementation based on hall 11*



Chart



Registration area for test drives



Visitor entrances and hall aisles



Parking area for light commercial vehicles



Parking area for heavy commercial vehicles



Lounge areas for visitors



Routes for test drives vehicles (one-way street)

*The VDA expressly reserves the right to make changes

5. Registration area

Thematically modern design and uniform implementation



- › Registration container uniformly painted in RAL color (blue/cyan) and partially branded with exhibitor logo on canopy; interior wall cladding with standardized IAA TRANSPORTATION branding, floor covering (linoleum), basic lighting and canopy
- › Lockable counter partially branded, power connection (3kW) incl. 3-way power distribution in the counter and WiFi internet connection (16MBit/sec, max. 5 devices per half container)
- › Proportionate costs for implementation of the departure terminal (route guidance, signages, barriers, temporary marking of parking areas and crosswalks)

New branding option:

Custom design of interior wall graphics
(only bookable for registration area large, 4C print,
graphic file must be delivered until end of June 2026)

2,750.00 € plus VAT

6. Participation prices

Customizable to your needs

Product overview	Exhibitors	Non-Exhibitors
<p>Indoor registration area small* (1/2 20“ container (2 exhibitors per container), total event duration)</p> <p><small>*Includes partial branding on container & counter, interior wall cladding with standardized branding, floor covering (linoleum), basic lighting, canopy, 1x lockable counter, power connection (3kW) incl. 3-way distribution in the counter and WiFi internet connection (16MBit/sec, max. 5 devices per half container), proportional costs for implementation of the indoor departure terminal</small></p>	9,500.00 €	19,500.00 €
<p>Indoor registration area large* (Entire 20” container (exclusive booking of container), total event duration)</p> <p><small>*Includes partial branding on container & counter, interior wall cladding with standardized branding, floor covering (linoleum), interior lighting, canopy, 2x lockable counters, power connection (3kW) incl. 3-way distribution in the counter and WiFi internet connection (16MBit/sec, max. 10 devices per container), proportional costs for implementation of the indoor departure terminal</small></p>	19,000.00 €	29,000.00 €
<p>Indoor parking space for trucks* (max. 15m x 3.5m, indoor, total event duration)</p> <p><small>*Includes one overnight parking space per vehicle, proportional personnel costs (hall attendant, fire guard, security service, gate personnel), Costs for the implementation of the test track (signage, marking, routing, safety precautions)</small></p>	2,575.00 €	3,575.00 €
<p>Indoor parking space for light commercial vehicles* (max. 10m x 3,5m, indoor, total event duration)</p> <p><small>*Includes one overnight parking space per vehicle, pro rata personnel costs (hall attendant, fire guard, security service, gate personnel), Costs for the implementation of the test track (signage, marking, routing, safety precautions)</small></p>	1,975.00 €	2,975.00 €
<p>Custom design of interior wall graphics (registration area)*</p> <p><small>* only bookable for registration area large (entire 20” container), 4C print, graphic file must be delivered by the exhibitor until end of June 2026</small></p>	2,750.00 €	2,750.00 €
Charging infrastructure for e-vehicles (e.g. charging station or wallbox)	Provision by exhibitor	
Power connection & power consumption for charging infrastructure (specific location to be determined in consultation with DMAG)	Booking via exhibitor shop	

7. Exclusive sponsoring of test track

Maximize your brand visibility



Included services:

- › Logo placement on signage along the test track at 9 positions
- › Logo placement on 6 grid covers in the departure
- › Entry as "Presenting Partner – IAA Test Drives" in the exhibitor directory, on the website and in the app incl. logo
- › Limited to a maximum of 1 sponsor

Sponsorship price:

5,000.00 € plus VAT

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 Test Drives have sparked your interest.
If you have any questions, feel free to contact us.