

Press release

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Date 27.04.2026

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IAA TRANSPORTATION 2026 teams up with MAN Truck & Bus and Volvo Trucks to deliver an even bigger experience and the ultimate driving experience

**New hall concept puts the focus on hands-on testing
— test drives can be booked directly at exhibitor
booths — South Entrance to the exhibition grounds
will be opened**

Hannover/Berlin — Ticket IAA TRANSPORTATION 2026 will once again showcase an impressive range of innovations in commercial vehicle technology. A particular highlight is the Test Drive program, which gives visitors a chance to experience the latest, most efficient, and most connected transportation solutions firsthand. This offering has generated tremendous enthusiasm — and even greater demand — in the past, which is the reason why it's being expanded even further for IAA TRANSPORTATION 2026.

The spotlight falls squarely on Hall 11 at the Hannover exhibition grounds. A new hall concept gives exhibitors MAN Truck & Bus and Volvo Trucks the generous floor space they need to offer visitors test drives straight from their stands. Each test drive will launch directly out of Hall 11 — staged for maximum impact.

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"With IAA TRANSPORTATION 2026, we want to put the visitor experience front and center like never before. More experience, more interaction, and a closer connection to the technology — that's what we're striving for. To give visitors and exhibitors even more flexibility and to further highlight Hall 11, we're also opening the South Entrance to the exhibition grounds," says VDA Managing Director Jürgen Mindel.

MAN Truck & Bus and Volvo Trucks take the driving experience further

"Whether it's an alternative or conventional powertrain, driving a MAN is always a special experience. We are thrilled to offer visitors at IAA TRANSPORTATION 2026 this opportunity right at our booth in Hall 11. This new interactive driving concept makes visiting the IAA even more engaging. We invite business owners, drivers, and fans of the transport industry to Hall 11 to experience the latest MAN technologies for the drive transition firsthand," said Sascha Jennewein, Vice President of Marketing & Communications and Head of Experience at MAN Truck & Bus.

"Real transformation also comes from real experience. IAA TRANSPORTATION 2026 gives our customers in Hall 11 the chance to get hands-on with Volvo Trucks' products and innovations. Test drives straight from our booth bring our latest vehicles with alternative drivetrains to life and offer a clear picture of where Volvo Trucks is taking the transportation of tomorrow," says Markus Weckesser, Managing Director of Volvo Trucks in Germany.

More details on our Test Drives in the IAA TRANSPORTATION App

A valid driver's license for the relevant vehicle class is required to take a test drive. Information on participating brands and vehicle models will be available at a later date through the IAA TRANSPORTATION App. Additional test drives from a wide range of truck manufacturers will also take place in Halls 14/15 and Halls 19/20.

Two route options for a variety of driving experiences

Two different route options will be available for the test drives:

- **Closed test track on the exhibition grounds:** A route of approximately 2 km in the eastern section of the IAA grounds, suitable for both production vehicles and prototypes. Prototypes may only be driven on the exhibition grounds, as they aren't typically street-legal.
- **Public roads:** Production vehicles with road approval can leave the exhibition grounds and be tested in real-world traffic conditions. The length and duration of each drive will be set individually by each exhibitor.