

# Press release

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## IAA TRANSPORTATION 2024: The Grand Drivers' and Family Weekend — Experience, Marvel, Participate

IAA TRANSPORTATION invites all visitors to the Drivers' and Family Weekend, taking place on September 21 and 22, 2024, at IAA TRANSPORTATION. This special event offers a wide range of activities and attractions for the whole family, especially drivers, truck enthusiasts, and children. Visitors can look forward to free rides on the solar-powered Ferris wheel, truck and bus test drives (a valid Class B driver's license is required), and a broad entertainment program with live music.

“With the newly aligned Drivers' and Family Weekend, we've created a unique offer for drivers and their families. It's crucial to demonstrate how forward-thinking this industry is. Additionally, we want to highlight the significant role that drivers play in the entire industry and society. We are excited to welcoming them to Hannover for a weekend full of emotions,” says Jürgen Mindel, VDA Managing Director.

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#IAA24

## Exciting Experiences at the FIA Goodyear ETRC Show Paddock

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The highlight of the weekend is the original show paddock of the FIA Goodyear European Truck Racing Championship (ETRC), where six teams will showcase their racing trucks and the latest technologies. Visitors will have the chance not only to get a behind-the-scenes look but also to participate in autograph sessions with the racing drivers and challenge themselves in a moderated tire-changing competition against the teams.

## Famous Children's Band Heavysaurus Live and Many Family-Friendly Activities

For the little ones, the specially designated "IAA Experience Area" offers a variety of activities. From the VW ID Buzz bouncy castle to a trampoline, quad track, kiddie train, and bull riding — there's plenty of fun and entertainment to be had. Surrounded by numerous dining options with seating areas, both young and old can enjoy the lively atmosphere. A special highlight on the open-air stage includes various live performances on Saturday and Sunday, including the children's rock band Heavysaurus. Another highlight is the presentation of the Ehrenblicki award.

## Exclusive Program by IAA Exhibitors:

- **BPW Bergische Achsen KG, D81 — BPW ECO Disc Challenge:** Visitors can take part in the BPW ECO Disc Challenge and showcase their skills in quick brake changes. There's an opportunity to compete against Tim Frost, the chief mechanic of the T-Sport Bernau truck racing team, and win attractive prizes.
- **Federal Office for Bundeswehr Personnel Management, Hall 24, D22 — Prize Draw:** Visitors can participate in the daily prize draw at 4:00 PM and learn exciting information about the Bundeswehr as an employer.
- **Continental, Hall 21, C41 — Shaping the Future of Mobility:** At the Continental booth, visitors can learn more about career opportunities and challenge recruiters to a game of table soccer.
- **Daimler Truck AG, A73 — Family Tour and Driving Experience:** Visitors can explore the world of E-Trucks with a family tour at the Mercedes-Benz Trucks booth and participate in the Driving Experience to drive or ride in various models.

- **Daimler Truck AG, B118 — Unimog Experience:** On Saturday and Sunday, September 21-22, 2024, visitors can ride in the double cab of the legendary Unimog U 4023. The ride over a four-meter-high ramp promises an unforgettable experience for all truck fans. The Unimog Experience is located in the outdoor area between Halls 18 and 23.
- **IVECO, D64 — IVECO Wheel of Fortune:** At the IVECO booth, visitors can spin the Wheel of Fortune, which will be spun on Saturday and Sunday at 10 AM, 11 AM, 2 PM, and 4 PM, offering attractive IVECO prizes.
- **JOST-Werke Deutschland GmbH, M63 — Coupling Challenge:** Visitors can take on the challenge of coupling a truck faster than truck racing driver Sascha Lenz at the KKS Truck Simulator. The winner will receive a great prize.
- **JOST-Werke Deutschland GmbH, Hall 27, D34 — JOST Truck Stop Session with Oposi:** At the JOST-Werke booth, visitors can meet the well-known influencer Oposi, who will provide information on the installation, repair, maintenance, and operation of JOST products.
- **Kögel Trailer GmbH, Hall 27, Stand 14 R70 — Drive Your Dream Tour:** During the Driver Weekend, Kögel is planning a special outdoor action. Visitors will receive eco-friendly wash bags made from recycled materials, which will serve as useful items for drivers in their daily lives.
- **Krone Commercial Vehicle Group, Hall 27, Stand C40 — Dimensions in Motion:** Under the theme “Dimensions in Motion,” visitors can explore KRONE’s leading topics at IAA — electrification, digitalization, automation, and sustainability — with all their senses.
- **ME MOBIL ELEKTRONIK GMBH, Hall 26, A27 — "Steer-by-Wire" Driving Simulation:** At the ME MOBIL ELEKTRONIK booth, visitors can test the groundbreaking Steer-by-Wire solution in a virtual simulation. The racing seat provides a realistic experience of steering movements.
- **MEILLER, AO1 — Tipper Labyrinth:** At the MEILLER booth, visitors can explore the world of tipper bodies in action and participate in the exciting Tipper Labyrinth to win prizes.
- **Michelin Tires, B26 — Photos with the Michelin Man:** At the Michelin booth, visitors can meet the famous Michelin Man and take photos. He will be available for hugs and pictures every hour.

- **MiTAC Digital Technology, Hall 12, E28 — Product Presentation:** At the MiTAC Digital Technology booth, the latest digital technology product will be presented, which is set to revolutionize the way we work.
- **Omnilink, Hall 22, E03 — Product Presentation:** Omnilink will present new products for risk management and fleet management. Visitors can receive special gifts and get advice from experts at the booth.
- **Promata Automotive, Hall 22, A55 — TPMS:** At the Promata Automotive booth, the advantages of using TPMS will be highlighted.
- **Robert Bosch GmbH, B52 — Quiz with Prize Draw:** Visitors can participate in a quiz where questions about solutions and challenges in the industry will be asked. There are prizes to be won throughout the day, with a grand prize being awarded once a day.
- **Ruptela, Hall 14/15, E01 — Presentation & Quiz:** Visitors can attend a presentation on trends and telematics and test their knowledge in a quiz with attractive prizes.
- **Schmitz Cargobull AG, Hall 27, F26 — "Moving with Heart" Driver Initiative:** On Saturday, September 21, 2024, from 10:00 AM to 4:00 PM, the Schmitz Cargobull booth will host a children's entertainment program led by the "Moving with Heart" driver initiative. Visitors can look forward to a wheel of fortune, small gifts, and plenty of balloons.
- **SONAX GmbH, Hall 13, A46 — Meet & Greet:** On Saturday, September 21, 2024, from 11:00 AM to 1:00 PM, visitors can meet Asphalt-Cowboy Matthias Hölzle and the Trucker Babes Tinka, Jessy, and Mona at the SONAX booth.
- **TÜV NORD Mobilität GmbH & Co. KG, Hall 12, B02 — Autograph Session with Det Müller:** At the TÜV NORD booth, visitors can meet the well-known TV presenter Det Müller and spin the TÜV NORD wheel of fortune for a chance to win a summer travel package.
- **Voith, Hall 21, A82 — Lecture "From Diesel to Hydrogen":** On Saturday and Sunday, from 11:00 AM to 11:45 AM, Voith will present a lecture providing exciting insights into the future of transportation with hydrogen as an emission-free propulsion solution.

- **Volkswagen Commercial Vehicles — Full Speed into Adventure (tbd):** Full speed into adventure — with Volkswagen Commercial Vehicles. Our young visitors can win a special travel prize in the California World on our booth throughout the fair. Additionally, look forward to an ID. Buzz bouncy castle in the outdoor area in front of Hall 23 during the weekend. On Handicraft Day on September 21, we have a sweet surprise for young and old alike. Visit our booth with your family and be surprised.
- **ZF Group, B54 — Take the Driver's Seat:** At the ZF booth, visitors can experience what it's like to be a truck driver. The innovative truck cabin simulates realistic driving situations, giving visitors the opportunity to experience life behind the wheel firsthand.

### Family Adventure Pass and Affordable Ticket Prices

For families, there is a special offer: the Family Adventure Pass, available for €20 over the weekend, which is valid for two adults and up to three children. Professional drivers also benefit from a special offer: the ticket for drivers costs only €8 on-site. Those who wish to secure their day ticket for the weekend in advance can do so online for €10.

Get your tickets here:

[VDA - Select Items - IAA TRANSPORTATION 2024 \(iaa-transportation.com\)](https://www.iaa-transportation.com).