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IAA MOBILITY accreditation opens On the road to climate neutrality

Over 500 exhibitors from more than 25 countries, 500 speakers, an exhibition in the heart of Munich: In early September, the IAA MOBILITY will showcase new products from around the world, as well as innovations on the road to climate-neutral mobility. Its innovative concept also sets new standards for hosting future trade shows. Journalists can now apply for accreditation.

The IAA MOBILITY is evolving from a conventional motor show into an integrated mobility showcase that seeks to give its international audience a full picture of the mobility of the future. Journalists can [click here now for accreditation](#). The Press and Media Days will be held on 6 and 7 September, from 9 a.m. to 6 p.m.; the official opening day will be 7 September, from 9 a.m. to 6 p.m. The media ticket will be valid from 6-12 September 2021. Journalists are also cordially invited to attend the IAA Mobility Conference from 7-10 September and the Open Space dialogue formats. Trade show visitors and professionals can access the [online ticket shop here](#). The “**Crazy Early Bird**” discount is available for tickets pre-ordered before 12 July.

Self-driving cars and ultramodern bicycles will be on display at the IAA MOBILITY, as well as connected micromobility for urban spaces – because, ultimately, around 80 percent of the world's population lives in cities. Electromobility will play a key role at the IAA MOBILITY – because it paves the

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way for a climate-neutral future. With 1.37 million new electric cars registered in 2020, Europe is the leading market, ahead of China and the US¹.

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For the first time this year, part of the trade show will be held right where mobility happens: in the heart of the city, among people. The so-called Open Space being created on Munich city centre's main plazas will be organised by the exhibitors as a climate-neutral event in conjunction with myclimate². The Blue Lane from the Open Space to the exhibition halls will allow e-scooters, electric, hybrid or hydrogen vehicles to be put through their paces on special test tracks. Test drives will be offered by Amazon Alexa Automotive, Audi, BMW, Dacia, Daimler, Porsche, Ford, Luminotec, Obist, Schaeffler and Wey, among others.

The Summit on the exhibition grounds forms the core of the IAA MOBILITY, with international exhibitors from more than 25 countries. A wide range of current topics, including mobility as a service, cybersecurity, artificial intelligence, autonomous driving and the fuels of the future will be covered at the conference, as well as last-mile solutions and mobility for rural areas. Pioneering decision-makers, visionaries and stakeholders will discuss aspects of mobility, with a total of 17 topic clusters across four stages. For the first time, many of these formats will also be available as digital content for IAA MOBILITY Virtual, as part of the hybrid event concept.

European automotive manufacturers such as Mercedes, Volkswagen, BMW, Ford, Hyundai and Renault will present their latest products and innovations alongside Chinese newcomers (e.g. Polestar, Leapmotor, Wey, NIO and ORA) at the IAA MOBILITY. The list of exhibitors also includes established suppliers such as Bosch, Continental, Magna, Michelin and Plastic Omnium. Digital market leaders such as IBM, Intel and Mobileye will attend the IAA MOBILITY, as well as start-ups and innovative bike brands.

The joint Automated Valet Parking project, among others, demonstrates the importance of digitalisation to the entire mobility industry: For the first time, the German Association of the Automotive Industry (VDA) and its ten project partners worldwide will show how automotive manufacturers and infrastructure providers are collaborating on automated parking in parking garages – from handing over the car to automated parking, washing and charging, all the way to automated return of the vehicle.

¹ E-mobility ranking.
<https://www.iaa.de/de/mobility/newsroom/presse/pressemitteilungen/erstes-globales-e-mobility-ranking>

² <https://www.myclimate.org/>

The new IAA MOBILITY represents the digital and climate-neutral mobility of the future, under the motto “What will move us next”. Tickets for the mobility event of the year are available from the online shop at www.iaa.de. In the meantime, we invite you to visit us online and follow us on our social media channels:

www.iaa.de | [Facebook](#) | [LinkedIn](#) | [Twitter](#)
 | [YouTube](#) | [Instagram](#)

To receive news and information about the new IAA, you can sign up [for our newsletter](#).

The following exhibitors will attend the IAA MOBILITY (excerpt):

CAR, DIGITAL	BIKE	OTHER
Audi	ABUS	ABUS
AMG	Akkurad	ADAC
BMW (incl. Motorrad)	Asfalt	TÜV SÜD
Bosch	Bergamont	Bavarian Construction Industry Association
Bosal	Bikester	Bavarian State Ministry for Housing, Construction and Transport
Brose	Bulls	BMVI
Continental	Canyon	Lego
Cupra	chike	Joint stands
Dacia	Coboc	Advantage Austria
Daimler	Conway	Bayern Innovativ
EDAG	coolmobility	E-Mobility Cluster Regensburg
ElringKlinger	Cratoni	DVR
EnBW	eflow	European High-Tech Pavilion
ERNST	EVOC	Ministry of Economic Affairs, North Rhine-Westphalia
Ernst & Young	fahrrad.de	Swedish Pavilion
Faurecia	FAZUA	Thuringia joint stand
Ford	Fit e-bike	RAI
Fraunhofer	Fixie Inc.	UK Pavilion

Hänsch	FLYER
Hella	Flyer
HUAWEI	Gasgas
Hyundai	Hartje
Hyundai Mobis	Hepster
IBM	HERCULES
Intech	Husqvarna
KEBA	i:sy
Kirchhoff	Internetstores
Leapmotor	KETTLER
Luminar	Messingschlager
Magna	MTB Cycletech
Mahle	myStromer
Meko	Ortlieb
Mercedes-Benz	Pegasus
Michelin	Pendix
Microlino	Pierer Mobility
Microvision	PowUnity
MINI	QiO
Mobileye	QWIC
Mubea	R Raymon
NET-X IT	Rebike
NIO	Riese & Müller
Obrist	Rock Shox
ORA (Great Wall brand)	ROSE
Plastic Omnium	Rotwild
Polestar	sblocs
Porsche	Schwalbe
Qualcomm	SCOTT
Raal	Sharea
Renault	Simplon
Rinspeed	Specialized
Saferide	SRAM
SAIC (virtual)	Stereon
Samsung SDI	Stromer

Schaeffler	Supernova Design
Share Now	tern
Siemens	uebler
Silver Atena	VOTEC
Smart	VSC
Trasco	ZEG
Valeo	ZIPP
VW	
Waldaschaff	
Wallstabe & Schneider	
Webasto	
WEY (Great Wall brand)	
Xpeng (virtual)	
YesAuto.de	
ZF	