

# Press release

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## **IAA TRANSPORTATION 2024 Kicks Off in Hannover: 145 World Premieres Showcase the Performance and Innovative Power of the Commercial Vehicle Industry**

**International Record Participation – The Industry Showcases  
Production-Ready Products for Diverse Challenges – Infrastructure  
as a Key Factor for the Successful Rollout of Climate-Friendly  
Commercial Vehicle Fleets**

IAA TRANSPORTATION 2024 officially kicked off in Hannover on Tuesday. The event was opened by Germany's Federal Minister of Transport, Volker Wissing, Lower Saxony's Minister President Stephan Weil, Hannover's Mayor Belit Onay, and VDA President Hildegard Müller.

In her opening speech, Müller emphasized, "The automotive and commercial vehicle industry is driving transformation with great commitment, significant investment, and impressive innovations. Here at IAA TRANSPORTATION, the industry shows that we have already developed and are producing products for climate-neutral mobility." Müller stressed, "Now it's about getting these production-ready vehicles on the road."

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To make this possible, there is a significant need for infrastructure development, particularly for building both hydrogen refueling stations and expanding charging infrastructure: "The expansion of charging points for commercial vehicles often fails due to grid capacity. Freight forwarders want to convert, want change, and then face reality: The local grid operator often reports several years of waiting time to provide the necessary capacities. It's clear and evident that something is going wrong here—decisive countermeasures are urgently needed."

Dr. Volker Wissing, Federal Minister for Digital and Transport: "IAA Transportation not only provides a prominent stage for the latest technologies and developments in the commercial vehicle industry. It is also a great showcase for the innovative power of the transport sector and related industries. Most importantly, it shows how committed this sector is to becoming more climate-friendly and sustainable. By 2030, one-third of the mileage in heavy road freight transport is expected to be electric. In future, we must succeed in moving the increasing volume of goods while simultaneously reducing the CO2 emissions of freight transport. To this end, we have now launched a nationwide fast-charging network for trucks in Germany. This fast-charging network is critical for the future of the flow of goods across Europe."

Müller called on politicians: "We now need a strategic, interlocking industrial policy agenda to achieve climate goals. This means well-thought-out project management that enables goal achievement. That is the reason why the VDA has also called for the advancement of review processes (for heavy commercial vehicles (HDV) to 2026). The fact is: The expansion of charging and H2 refueling infrastructure, combined with accelerated proactive grid expansion, must be pushed forward and implemented nationwide as quickly as possible."

The German automotive industry is focusing on investment and innovation to drive change and demands technological openness: "IAA TRANSPORTATION 2024 is proof that the future of mobility lies in technological innovations like electromobility, hydrogen propulsion, and digital technologies. A mix of technologies is the decisive prerequisite for climate-neutral mobility," said Müller.

### **International Record Participation**

With nearly 1,700 exhibitors from 41 countries, this year's edition of the global flagship event shows growth of over 21% compared to 2022, which had 1,402 exhibitors. The halls of IAA TRANSPORTATION are well-filled; many were overbooked early due to high demand. This year, IAA occupies two more halls than in 2022. The percentage of international exhibitors rose from 61.8% in 2022 to 72.3% in 2024, marking a historic record for the IAA.

## Over 145 World Premieres and Innovations

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Over the next few days, more than 145 world premieres and innovations will be presented. This year's IAA TRANSPORTATION focuses on alternative drive technologies such as electrification and hydrogen. Manufacturers and suppliers are showcasing their latest developments and prototypes that pave the way for a more sustainable future in transportation. Alongside traditional vehicle segments, autonomous driving technologies and connected mobility solutions will also be introduced, which have the potential to fundamentally change logistics and passenger transport. Other key focus areas include battery cell production, the use of cargo bikes for last-mile delivery, and the opportunities and challenges of artificial intelligence. A core theme of this year's IAA TRANSPORTATION is charging infrastructure — a crucial component for the transition to climate-friendly solutions in the transport, logistics, and commercial vehicle sectors.

On the press day, more than 80 press conferences from exhibitors from 25 countries were held, underscoring the importance of IAA TRANSPORTATION as an international platform for innovations in the logistics and transport sectors.

## Exciting Insights at the IAA Conference

The coming days at IAA TRANSPORTATION promise a diverse and exciting program. From September 17 to 20, 2024, the IAA Conference will take place on three stages with over 80 sessions covering the industry's most important topics. On the Main Stage, Industry Stage, and in the Speakers' Corner, top industry representatives, innovative startups, and experts will present their visions and solutions for sustainable mobility. The conference offers a unique platform for the exchange of ideas and the development of new partnerships.

## Top-Tier Exhibitors and Exciting Test Drives

Alongside well-known names such as Bosch, BYD, CATL, Clarios, Continental, Daimler Truck, EON, Ford Trucks, and Ford Pro, as well as Krone, Knorr-Bremse, Kögel, Mahle, MAN, Meiller, LG Energy Solutions, Renault, Schmitz Cargobull, Scania, Stellantis, Toyota, Valeo, Volkswagen Commercial Vehicles, Volvo, and the ZF Group, numerous innovative newcomers are also present, showcasing their groundbreaking technologies and solutions for the future of transport. For the first time, exhibitors include Kia, Shangdon Heavy Industries, and Tesla.

At IAA TRANSPORTATION 2022, the forward-looking event concept attracted numerous visitors with over 7,500 test drives. This year, IAA TRANSPORTATION aims to offer an even more comprehensive and attractive range of options for trade visitors with an even more international exhibitor portfolio. IAA exhibitors offer interested customers the opportunity to take guided test drives in the latest zero-emission commercial vehicles of all classes. These test drives take place both on the exhibition grounds and on public roads.

Among the exhibitors at the IAA Test Drives are Aurobay, Bosch, DAF, Daimler Truck, Designwerk, Ford, Hyliko, IVECO, MAN, MAXUS, Phinia, Scania, Tesla, Trailer Dynamics, Volkswagen Commercial Vehicles, Volta Trucks, Volvo, and Windrose. These companies present their latest technologies and innovations in the field of commercial vehicles, showcasing a wide range of solutions for sustainable and efficient mobility of the future.

### **Exciting Driver and Family Weekend**

On the weekend of September 21 and 22, IAA TRANSPORTATION will host our Drivers' and Family Weekend aimed at the general public and truck drivers. With a colorful program including interactive formats, a Truck Racing Show paddock, music events, and driving schools for trucks, a wide range of options will be created for the whole family. Both trade visitors and families, as well as truckers, are warmly invited to experience the latest developments in the commercial vehicle industry and spend an entertaining day on the grounds.

IAA TRANSPORTATION 2024 will take place from September 17 to 22 Hannover exhibition grounds, once again becoming the international stage for the latest developments and trends in the transport and logistics sector.

Photos: [teamnext | Media Hub](#)