

Press release

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IAA TRANSPORTATION 2024: Significant Increase in Exhibitors and Important Global Impulses for the Future of the Commercial Vehicle Industry

- Highest International Participation in IAA History
- New Driver and Family Weekend with Numerous Offers
- Test Drives with Leading Global Companies

IAA TRANSPORTATION 2024 has seen a remarkable increase in exhibitors this year. With over 1,650 exhibitors from 41 countries, the number is 20% higher than at IAA TRANSPORTATION 2022. Additionally, the event boasts a record international participation of 73%, reflecting its growing global appeal. The increased number of exhibitors also means that more halls will be occupied compared to the previous IAA TRANSPORTATION, underscoring its significance as a central platform for showcasing new technologies and developments in the transport and commercial vehicle sectors. This year's event will feature over 145 world and trade fair premieres and numerous new innovations.

Under the motto "People and Goods on the Move", IAA TRANSPORTATION 2024 focuses on current and future challenges in the industry. Hildegard Müller, President of the VDA, highlighted in today's virtual press conference the key role of the commercial vehicle industry in achieving global climate goals, as well as the current challenges posed by the need for infrastructure expansion, labor shortages, rising energy costs, and geopolitical uncertainties.

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“The automotive and commercial vehicle industry is clearly on the path of transformation, and the IAA TRANSPORTATION demonstrates that we already have the products for climate-neutral and digital mobility of the future. The goals are clearly defined, the innovations are ready for series production — now the vehicles need to hit the road. For this, the appropriate framework conditions are necessary, along with a strategic, integrated industrial policy agenda that enables the expansion of the necessary charging infrastructure. Our mission is an internationally economically successful automotive industry that is committed to the goal of climate neutrality and motivates other regions to follow this success story. Generally speaking, climate neutrality in transport is a collective task. The team is made up of various players: the automotive industry is a central actor, alongside energy companies, grid operators, and other stakeholders. Brussels and Berlin set the framework — but we will only reach our goal if the rules are coordinated and regularly reviewed. There is significant room for improvement here”, said Hildegard Müller, VDA President.

IAA TRANSPORTATION with Future-Oriented and Holistic Focus Themes

The event places a special emphasis on technological innovations, particularly battery-electric drives and hydrogen technologies. The Megawatt Charging System (MCS), which enables the efficient charging of heavy commercial vehicles, is a central element. These developments are backed by concrete partnerships. Furthermore, the number of van and battery cell manufacturers has significantly increased. Also represented at IAA TRANSPORTATION are cargo bike manufacturers, hydrogen producers, software, and technology companies. The diverse exhibitor mix clearly reflects the multifaceted nature of the transport and logistics industry.

Interactive Highlights: Test Drives and Live Demonstrations

Another highlight of this year’s IAA TRANSPORTATION 2024 is the test drives, starting in Hall 11, offering visitors the opportunity to experience the latest commercial vehicles from over twenty manufacturers in realistic driving scenarios. These test drives provide a hands-on demonstration of the performance and versatility of modern propulsion technologies, especially in the field of electric and hydrogen vehicles.

“Innovations are only successful when they are embraced by society. The IAA Test Drives are a unique global opportunity to experience electromobility in the commercial vehicle sector. We believe that experiences and the associated emotions are a key factor in the acceptance of new propulsion solutions by end customers,” said Hildegard Müller, VDA President.

Awarding the "Stars of the Year"

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IAA TRANSPORTATION 2024 will also be launched with the presentation of the renowned "Stars of the Year" awards. On September 16, the special press day, industry awards such as "International Truck of the Year," "International Bus of the Year," "International Van of the Year," "International Trailer of the Year," and the "Truck Innovation Award" will be presented for outstanding innovations and achievements in the commercial vehicle industry.

New Driver and Family Weekend Honors Drivers' Achievements

A new addition to this year's event is the IAA Driver and Family Weekend, taking place on September 21 and 22. This weekend offers special attractions for drivers and their families, including the official Truck Racing Paddock of the FIA racing series, a truck driving school, and an outdoor stage with concerts and entertainment for all ages. Visitors can also enjoy the Solar Ferris Wheel for free, providing a unique perspective of the IAA TRANSPORTATION.

"The drivers are the heart of the logistics industry. Their commitment and expertise are indispensable for the smooth flow of goods traffic. The IAA Driver and Family Weekend offers a unique opportunity to recognize their achievements and provide a special experience for them and their families," emphasized Jürgen Mindel, VDA Managing Director.

Additionally, exhibitors at IAA TRANSPORTATION will offer exclusive weekend offers. Among others, BPW Bergische Achsen KG will host the BPW ECO Disc Challenge, where visitors can demonstrate their skills in quick brake changes with a chance to compete against chief mechanic Tim Frost and win prizes. The Unimog Experience by Daimler Truck AG allows visitors to participate in an exciting ride in the double cab of the Unimog U 4023. ZF Group offers visitors the chance to experience realistic driving situations in an innovative truck cabin and to get a feel for life behind the wheel.

Drivers can purchase discounted weekend tickets on-site for 8€. A family weekend ticket costs 20€ (2 adults and 3 children). The single ticket price for the weekend is 10€.

IAA Conference: Central Discussions on the Future of Transport

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Another key component of IAA TRANSPORTATION 2024 is the IAA Conference. This conference brings together international experts and industry leaders to discuss the pressing questions about the future of transport. Numerous industry and thought leaders are expected on the Main Stage, including Martin Daum (Chairman of the Board of Management, Daimler Truck Holding AG), Arnd Franz (CEO, Mahle), Dr. Stefan Hartung (Chairman of the Board, Robert Bosch GmbH), Dr. Holger Klein (Chairman of the Board, ZF Group), Kim Kohlmeyer (Manager E-Mobility, Transport & Environment), Olof Persson (CEO, Iveco Group), Dan Priestley (Senior Manager, Semi Truck Engineering Tesla), Karin Rådström (CEO, Mercedes-Benz Trucks), Peter Schäfer (EVP & CSO Automotive at Infineon Technologies), Harald Seidel (President, DAF Trucks N.V.), Sara Schiffer (General Manager, hylane), and Andreas Schmitz (CEO, Schmitz Cargobull). Numerous politicians will also participate, including Robert Habeck (Federal Minister for Economic Affairs and Climate Action), Dr. Volker Wissing (Federal Minister for Digital and Transport), and Daniela Kluckert (Parliamentary State Secretary at the Federal Ministry for Digital and Transport).

IAA TRANSPORTATION 2024 will take place from September 17 to 22 in Hannover. On September 16, there will be a press day with over 80 press conferences. Media representatives can now register for the event here: www.iaa-transportation.com/en/press/registration.