

Press release

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Bus theme park at IAA TRANSPORTATION 2024

The topic of buses will play an important role at the upcoming IAA TRANSPORTATION — The trade fair will bring together the bus industry, freight transport and logistics in September — Compared to 2022, exhibitors are already showing much bigger interest in IAA TRANSPORTATION

IAA TRANSPORTATION, the leading international platform for commercial vehicles, logistics, buses and the transport sector, will take place in Hannover, Germany from September 17 to 22, 2024. For the first time a dedicated bus theme park is planned.

"The aim is clear: Achieving the Paris climate targets. This requires a platform, where the innovative progress of companies from all areas of the commercial vehicle industry for sustainable mobility can be showcased. Specifically for the bus industry, we are planning with our own area as part of IAA TRANSPORTATION. Here, in addition to the latest products, tests on charging solutions and autonomous driving can be seen. Solutions for sustainable and digital mobility in cities can thus be shown and tested up close by all visitors and exhibitors in a unique atmosphere," says Jürgen Mindel, Managing Director at the German Association of the Automotive Industry (VDA).

An exhibition hall hosting a bus theme park

The bus theme park should reflect various aspects of a city. Visitors will have the opportunity to directly test solutions for the city of the future. Bus seating, parking and green spaces, as well as connectivity options through mobility hubs, are also in focus, as are test drives.

"Passenger and freight transport are crucial aspects of public services and thus basic needs of human coexistence. They ensure supply in metropolises and rural areas. How this can be designed sustainably and digitally is what we want to showcase at IAA TRANSPORTATION," says Mindel.

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The new concept is also profitable for exhibitor companies in the bus and transport sector. A central bus campus is planned as a consultation area. There, companies will receive best practice examples on diverse topics. The range of topics extends from power and fuel supply, architectural planning, assistance systems, funding opportunities, after-sales, and depot conversion to second-life models.

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More registrations than at IAA TRANSPORTATION 2022

As current figures indicate, interest in IAA TRANSPORTATION is high already. The number of exhibitor registrations for the IAA TRANSPORTATION 2024 in the period under review is higher than last time. And IAA TRANSPORTATION 2022 was already a huge success: 1,402 exhibitors from 42 countries presented themselves on the platform. All information about IAA TRANSPORTATION 2024 can be found [here](#).