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IAA MOBILITY to remain in Munich until at least 2031

- The next three editions of IAA MOBILITY will take place in Munich. This was agreed upon by the two cooperation partners: the German Association of the Automotive Industry (VDA) and Messe München.
- The contract extension underscores the importance of Munich as an international trade fair location and of IAA MOBILITY as a global meeting point for the mobility industry.

Following the repeated success of IAA MOBILITY in Munich with its new concept, the next three editions from 2027 onward will also be held in the Bavarian capital. This ensures the continued and uninterrupted collaboration between the VDA and Messe München.

The event's concept—combining a summit and conference program for trade professionals at Messe München's exhibition grounds in Munich Riem with the Open Space in downtown Munich, offering free access and a wide range of mobility-related content—has proven highly effective. Munich has thus become an international hub for the mobility sector, bringing together exhibitors and visitors from around the world.

Stefan Rummel and Dr. Reinhard Pfeiffer, Co-CEOs of Messe München, stated: "We are delighted that IAA MOBILITY will continue to be held in Munich. Since its move from Frankfurt in 2021, the Munich venue has continuously developed and expanded the event in 2023 and 2025. The Open Space concept—making mobility accessible to everyone in the city center while combining it with B2B formats at the exhibition grounds—has thrilled national and international exhibitors and visitors alike, now for the third time in a row. With IAA MOBILITY, Messe München not only fosters dialogue on mobility but also generates a purchasing power effect in the hundreds of millions for the city and region."

Hildegard Müller, President of the German Association of the Automotive Industry (VDA), added: "We look forward to continuing and further developing our successful partnership with Messe München—and we also thank the Bavarian state government and the City of Munich for their excellent cooperation. Few events combine economic strength, societal dialogue, and future visions as consistently as IAA MOBILITY. We are very pleased with the combination of the trade fair halls and the freely accessible Open Space in the city center. This format excites people. IAA MOBILITY is a unique event with

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tremendous global appeal. We are very much looking forward to the upcoming editions.”

Political leaders in Bavaria and Munich welcomed the decision and emphasized the relevance of IAA MOBILITY for the industry and Munich as a trade fair location.

Bavarian Minister President Dr. Markus Söder: “Auto is coming home! IAA MOBILITY and Bavaria are a perfect match. Great news: Munich will remain the home of the IAA. Bavaria is Germany’s number one automotive region. We support our key industry, provide a major stage for mobility, and unite technology with innovation. Germany needs a renewed commitment to the automobile—it is the lifeblood of our economy. The IAA is the global showcase of the German automotive industry. We present ourselves with great spirit and at our very best.”

Munich’s Mayor and Chairman of the Supervisory Board of Messe München, Dieter Reiter: “Munich has proven to be an ideal location for IAA MOBILITY. Continuing the event here is a real win for the city and its economy. IAA MOBILITY highlights Munich’s position as a forward-looking and dynamic metropolis, home to a globally recognized tech scene and world-class research institutions. The Open Space concept benefits both visitors and locals by making various forms of mobility accessible to all. The visitor numbers from past events clearly show the strong acceptance of the Open Space in the city center.”

Bavarian Minister of Economic Affairs and Deputy Chairman of the Supervisory Board of Messe München, Hubert Aiwanger: “This is a strong signal for Bavaria as a business location and for the automotive industry based here. The world’s leading trade fair for the automotive industry and future mobility solutions has found an ideal home in Munich and Bavaria well into the next decade. Bavaria’s economy stands for innovation, a strong industrial base, low unemployment, a powerful automotive sector, and the largest startup scene in Germany. Exhibitors and visitors from around the world come to IAA MOBILITY in Munich, demonstrating the importance of international cooperation and cross-border exchange in times of geopolitical challenges.”

The third edition of IAA MOBILITY is currently taking place in Munich from September 9 to 14, 2025. This year, the share of international exhibitors has reached a record 57%, highlighting the event’s global significance for the mobility industry.

IAA MOBILITY moved from Frankfurt to Munich in 2021 and has since been held in the Bavarian capital with a new concept. Instead of a traditional car show, the focus is now on holistic mobility, showcasing fascinating innovations and technologies related to the automobile. Nearly half a million people visited IAA MOBILITY in 2023, generating an additional purchasing power of 160 million euros for Munich and the

surrounding region. The opening day of this year's event was attended by high-ranking representatives from business, science, and politics, including Federal Chancellor Friedrich Merz, Bavarian Minister President Dr. Markus Söder, Bavarian Minister of Economic Affairs Hubert Aiwanger, and Munich's Lord Mayor Dieter Reiter.

The next IAA MOBILITY will take place in Munich from September 7 to 12, 2027.

Messe München

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