

WELCOME

to the 67th International Motor Show (IAA) Cars in Frankfurt/Main.

You can look forward to a large number of world premieres and innovations from the international world of the automobile!

Under the slogan "Future now" we invite you to a journey of discovery through all the latest mobile trends, such as electric vehicles, digital information and entertainment, and automated driving.

You will also gain exciting insights into the mobility of tomorrow at numerous live activities, for example on the New Mobility World outdoor circuit.

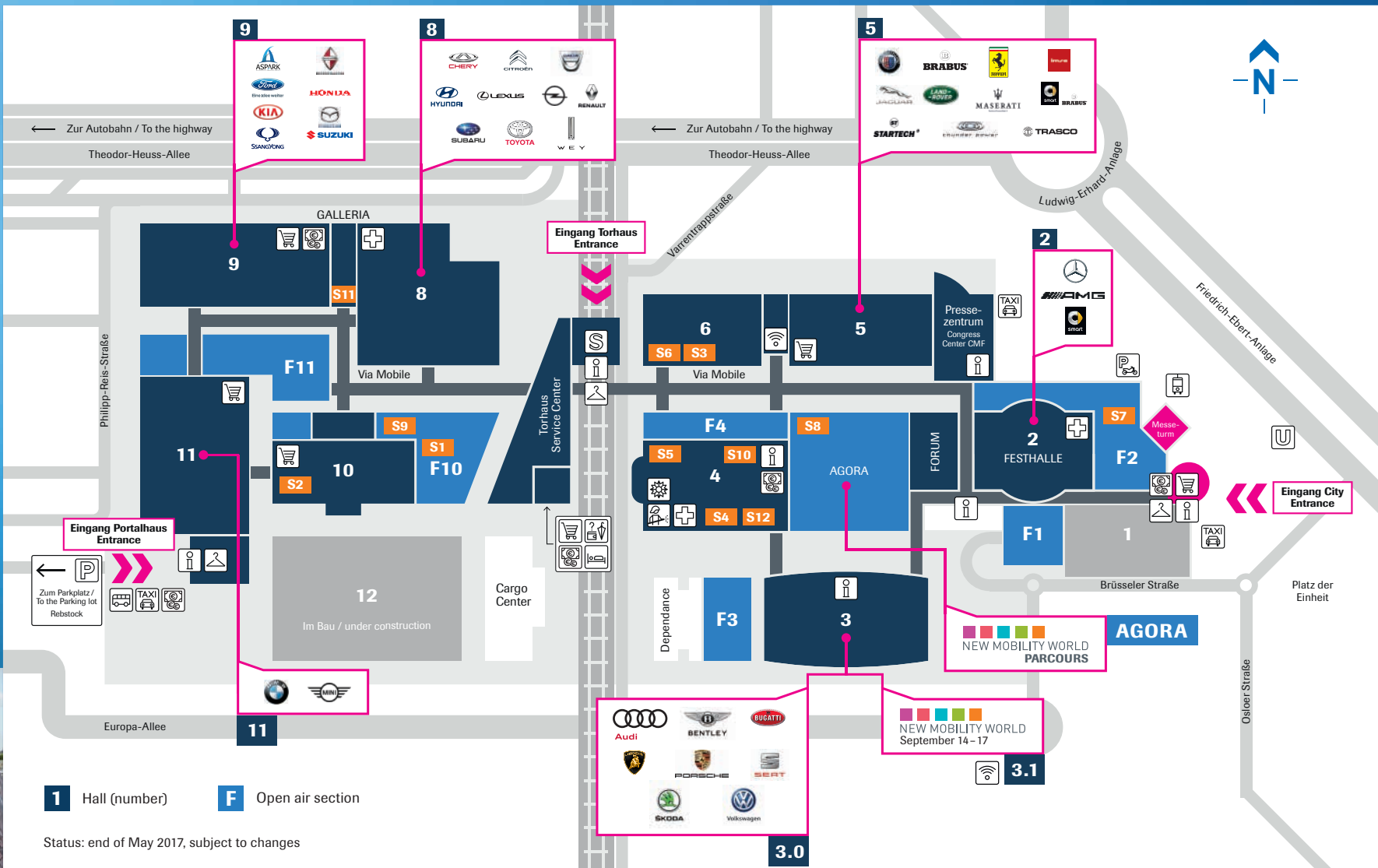
In addition, the IAA offers you a varied program of supporting activities for both adults and youngsters, and of course for trade visitors, including spectacular test drives, special shows, collector's items, a chance to discuss educational and career opportunities, and high-caliber specialist events relating to cars.

We want you to find the things you are looking for quickly and easily at the IAA. We are therefore offering here not only our official site map with a compact overview of exhibitors and amenities on the exhibition grounds, but also extensive additional information about ticket prices, special activities, and tips for getting to the show and finding your way around.

We hope you have a lot of fun at the IAA Cars 2017!



SITE MAP



SPECIAL ACTIVITIES

NEW MOBILITY WORLD

(Hall 3.1 and AGORA)

The New Mobility World 2017 is the place where pioneers meet and innovation comes to life. Digital experts, technology companies, startups, disruptors and the automotive industry come together to discuss and build the mobility of tomorrow. Connectivity, automation, electrification, new urban mobility solutions and services are the topics; HALL and FORUM will host conferences, keynote speeches and an exhibition for trade professionals and interested parties from September 14 until 17. The PARCOURS brings the mobility of the future to life for everybody until September 24.

S1 OFF-ROAD VEHICLE TEST TRACK (F10) On a demanding off-road course, you can experience from the passenger's seat how your vehicle of choice performs on rough terrain. Skill exceeds speed!

S2 TEST DRIVES (Hall 10) Test the vehicle of your choice on a ride away from the fair in public traffic: simply register on-site and drive off. Required: valid driver's license.

S3 VINTAGE VEHICLES SPECIAL "THE WILD 70s!" (Hall 6.0) What used to be "trashy" is now cult. Tuned cars were typical of the 70s. Back then, the focus was on technical tuning. Engineers souped up the engine, carburetor and exhaust to increase performance, sound, and driving experience. Experience the 70s up close!

- IAA Information
- Parking lot
- Motorcycle parking
- Shuttle bus (to Rebstock parking lot)
- Subway station
- Suburban rail station
- Tram station
- Taxis
- First aid
- Police
- Fire department
- ATM
- Lost and found
- Cloakroom (fee required)
- Room reservations
- Shopping & food
- Wi-Fi (also on the Via Mobile, in the hall foyers and large areas of the open air section.)

S4 JOB AND CAREER AT IAA (Hall 4.0) Looking for that dream job in the automotive industry? The recruiting platform "job and career at IAA Cars" focuses on top employers in the sector with a first-class program of talks on careers, applications, etc.

S5 CARMEDIAWORLD (Hall 4.0) Automobile infotainment for everyone! Leading manufacturers present their innovative products – presented in an informative world of experiences.

S6 BMVI/DVR/DVW: SLOW DOWN (Hall 6.0) Inappropriate speed, tailgating, and distraction: the "Slow Down" campaign deals with the main causes of accidents and their prevention. Experience it all at the joint stand of the German Federal Ministry of Transportation (BMVI), the German Road Safety Council (DVR), and the German Road Safety Volunteer Organization (DVW).

S7 DVR: GERMANY'S BEST DRIVER AT THE IAA (F2) For 29 years the German Road Safety Council (DVR) and AutoBild have been looking for "Germany's best driver" with this test driving initiative. Stunning prizes are waiting for the best of the best.

S8 CARRERA SLOTCAR TRACK (AGORA) The place to be for all motorsport enthusiasts: check your racing talent on the Carrera Slotcar track and win fantastic prizes.

S9 THE HYUNDAI DRIVER'S LICENSE FOR CHILDREN (F10) In the Hyundai LEGOLAND® driving school, children between the ages of three and 13 can earn their first "driver's license" with small electric cars.

S10 IAA CHILDRENS' CINEMA (Hall 4.2, Room Brillanz, September 16 – 24) Young guests from the age of five and older can feel the energy of movement here: shows start at 12:00 p.m., 2:00 p.m., and 4:00 p.m.

S11 MODEL CAR COLLECTORS' FAIR "AUTOMANIA" (Galleria.1, September 16 and 17) The "Automania" is the meeting point for international model car collectors at the first IAA weekend.

S12 #WASMITAUTOS POWERED BY AUTOBERUFE (Hall 4.0) The German Federation for Motor Trades and Repairs (ZDK) presents "AutoBerufe" (automotive professions) live: automotive mechatronics engineer, paint shop technician and automotive business administrator. The highlight will be live challenges with familiar faces from Youtube!

ADMISSION PRICES

TRADE DAYS

September 14, and 15, 2017

PUBLIC DAYS

September 16–24, 2017

NEW MOBILITY WORLD HALL AND FORUM IN HALL 3.1

September 14–17, 2017

SUPPLIER WITH SHORTER EXHIBITION PERIOD IN HALL 4.1

September 14–15, 2017

VENUE

Messe Frankfurt Trade Fair Grounds

SHOW HOURS

9:00 a.m. till 7:00 p.m.

ORGANIZER

German Association of the Automotive Industry (VDA)
Behrenstr. 35, 10117 Berlin, Germany
Phone +49 30 897842-0, Fax +49 30 897842-600
www.vda.de



Tickets Webshop Cash Desk

Day ticket trade visitor	€ 45	€ 47
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September 14 or 15. Accreditation is not necessary.

Gift ticket (two-day ticket)	€ 18	–
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The gift ticket entitles one person to one visit each to the 67th IAA Cars on two consecutive public days from September 16 to 24 in Frankfurt/Main. It is only available in German and only at the IAA webshop.

Day ticket weekend	€ 14	€ 16
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September 16, 17, 23, or 24

Day ticket workday	€ 12	€ 14
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September 18–22

Day ticket pupil / student	€ 7.50	€ 7.50
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September 16–24. For pupils, students, apprentices and trainees. Valid proof must be presented at the entrances.

Day ticket reduced rate	–	€ 7.50
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September 16–24. For participants in Federal Voluntary Services and recipients of unemployment benefits. Valid proof must be presented at the entrances.

Afternoon ticket	€ 8	€ 10
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September 18–22, valid from 3:00 p.m. onward.

Afternoon ticket reduced rate	–	€ 4.50
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September 18–22, valid from 3:00 p.m. onward.

Those entitled same as for „Day ticket reduced rate“ plus pupils, students, apprentices and trainees. Valid proof must be presented at the cash desks.

Children under the age of seven (September 16–24, 2017) Persons with disability IDs with annex “B” including one accompanying person each Persons in wheelchairs including one accompanying person each	free entrance
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PRESALE / PUBLICATIONS

ADVANCE TICKET SALES

www.iaa.de/tickets, for details, phone +49 69 7575-5000. IAA tickets are not valid for public transport. No presale fees are charged at the IAA webshop.

EXHIBITION CATALOG € 26

The official IAA Catalog (without photos) in German/English including site map is available starting in August as a printed version and as an app at: Buch und Presse Vertrieb GmbH & Co. KG, Aschmattstraße 8, 76532 Baden-Baden, Germany
Phone +49 7221 502-132
www.bestell-logistik.de and iaa@bestell-logistik.de

IAA CARS APP

As of mid-August, the IAA Cars App 2017 will be available free of charge in the stores for iOS (iPhone® and iPad®) and Android. It is the official IAA app and thus the only one with complete and current details about exhibitors, innovations, and events.



IAA DIGITAL

Would you like to receive daily news and highlights about the IAA? Then follow us on www.iaa.de/en: or Twitter, Facebook and Instagram as well as numerous other channels. Join the IAA Community now!

#IAA2017



IAA PREMIERE GUIDE

Available for download free of charge from September 12, 1:00 p.m. onward on the app and at www.iaa.de/en: As a pdf file, the IAA Premiere Guide presents the exhibitors' brand-new innovations regarding the automotive connectivity, climate protection, safety, and design (without photos).

ARRIVAL / EXHIBITION STAY

BY CAR OR COACH

Within reach of the IAA, all highway exits (e.g. A5, Frankfurt West/Messe) and streets leading towards the IAA visitor parking lots are signposted by the IAA guidance system. This traffic guidance signage by the police responds dynamically to road capacities.

Therefore following personal/individual GPS devices to reach the trade fair grounds is not advisable within the metropolitan area. It is instead recommended to follow the IAA signage and the IAA service personnel along the way.

The IAA visitor parking lots are located outside Frankfurt's Environmental Emission Zone and can be used without an official emission zone permit (exception: lot "Gleisdreieck").

CHARGING ELECTRIC VEHICLES

For IAA visitors who travel with electric cars, charging points will be available in the Rebstock parking garage close to the exhibition grounds. Apart from the regular parking fee, the charging is free. All charging points use Type 2 connectors. As charging places are limited, please register with Messe Frankfurt in due time at emobil@messefrankfurt.com.

BY TRAIN

Take the train to Frankfurt/Main "Hauptbahnhof" (central station) and continue from there by foot (15 min.), by taxi, or public transport.

Bargain trip with DB to the IAA Cars 2017

In cooperation with Deutsche Bahn (DB – German railways), the Association of the Automotive Industry (VDA e.V.) brings you conveniently to the IAA Cars at a reasonable price and in an environmentally friendly way. With the exclusive DB event ticket, you can travel from any Deutsche Bahn station nationwide to Frankfurt/Main at a fixed price in the period from September 10 to 26, 2017. Book your DB event ticket today online at www.iaa.de/en/arrival and get the lowest price guaranteed. Please note that the IAA entry ticket is not included in the Deutsche Bahn event ticket. The VDA and DB wish you a pleasant journey!

BY PUBLIC TRANSPORT FROM CENTRAL STATION

Take the tram lines 16 or 17, or the S-Bahn (suburban rail) lines S3, S4, S5, or S6 to "Messe". Or take the subway U4 to "Festhalle/Messe". IAA tickets are not valid for public transport.

BY INTERCITY BUS SERVICE

Intercity buses from various providers arrive directly in the center of Frankfurt/Main at the central train station ("Hauptbahnhof"). From there, you can get to the IAA trade fair grounds ("Messegelände") by foot (approximately 15 min.), by taxi, or by public transport (see above).

BY AIRPLANE

From Frankfurt Airport (FRA) either take a taxi (20 min.) to the exhibition grounds or use public transport – the S-Bahn (suburban rail) – to "Hauptbahnhof" (central station). From there you can walk (15 min.), take a taxi, or use public transport (see above).

BARRIER-FREE ACCESS TO THE SHOW

Barrier-free facilities in terms of access and the connecting network allow visitors with restricted mobility to move around the IAA freely. Assistance and further information are available by phone (+49 69 7575-6999), by e-mail (handicap@messefrankfurt.com), or at www.messefrankfurt.com.

ACCOMMODATION / STOPOVER

Notes and advice about Frankfurt/Main: Tourismus+Congress GmbH
Kaiserstr. 56, 60329 Frankfurt/Main, Germany
Phone +49 69 212-30808, Fax +49 69 212-40512
www.frankfurt-tourismus.de, info@infofrankfurt.de
For visitors with restricted mobility also recommended: www.frankfurt-handicap.de

WI-FI

At numerous places on the IAA trade fair grounds Wi-Fi is available free of charge, e.g. in the NMW Hall 3.1, on the Via Mobile, in hall-foyers and large areas of the open air section.



PLEASE NOTE

In order to guarantee the highest level of security at the IAA, visitors' bags will be checked carefully at all entrances. This may lead to longer waiting times. We recommend you not to bring large bags or luggage onto the trade show grounds, and to plan sufficient time for your IAA visit.



FUTURE NOW

September 14–24, 2017
Frankfurt/Main



VISITOR INFO

NEW MOBILITY WORLD

www.iaa.de/en

