NEW MOBILITY WORLD

IAA Cars 2015 | Frankfurt am Main, 17 to 27 September

IAA

"The next ten years will decide that the success story of German cars will continue for another 125 years"

ANGELA MERKEL, FEDERAL CHANCELLOR OF GERMANY

NEW MOBILITY WORLD

Matthias Wissmann
VDA President

The IAA International Motor Show in Frankfurt has always been a showcase for innovation. This is where the significant new developments and technological advances for future personal transport are introduced. For the 2015 show, the VDA is creating a new kind of display with its "New Mobility World" exhibition that places the individual transportation needs and wishes of the 21st century at its center.

Industry, science and politics are all invited to drive forward the interdisciplinary dialog within the framework of this world premiere. For the first time ever, we will be providing a "hybrid" show format – exhibitors and partners will have the opportunity either of using the first four days of the show as a B2B event or of extending their appearance over the entire length of the show as a sort of "range extender".

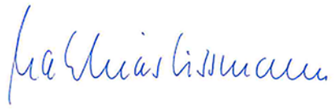
New solutions are called for and affect everyone. Because the challenges for the personal transport of tomorrow have grown substantially and become much more complex. Connectivity is the promise and the task. Connectivity in the sense of the "connected car" that is permanently online and app-enabled. But also connectivity in the shape of optimum interconnection of different forms of transport, drive systems and conventional and innovative transport concepts. Because it is obvious that no one means of transport on its own will be capable of handling the growing volume of traffic – especially in towns and cities. But it is equally clear that the car in particular will continue to have a central role to play.

The German car industry is in a good position in that context, having already invested billions in this future market and now intensifying efforts to create a new concept of personal transport. It is creating alliances with IT giants, establishing car-sharing models, developing alternative, eco-friendly drive systems and adopting surprising and forward-looking solutions.

Intensive exchanges of ideas and concrete collaboration projects not only with ITC providers, energy suppliers and service providers but also local communities and financiers are opening up new transport options and business models.

The New Mobility World, which reveals new intermodal perspectives for transport for the first time, is a showcase, experimentation lab, testing ground and discussion platform all rolled into one. Both for experts and future users. Because the sooner we excite the public about the fascinating possibilities of the personal transport of tomorrow, the sooner innovations will translate into markets.

We look forward to welcoming you as an exhibitor of the New Mobility World at the IAA Car 2015.



NEW MOBILITY WORLD

THEME PARKS

- → Connected Car Pavilion
- → Urban Solution Market
- → App Planet
- → Consulting & Venture Capital District
- → Silicon Valley Innovators Lab
- → Electric Vehicle Plaza

4 DAYS B2B

9 DAYS B2C

HYBRID EVENT*

13 DAYS IAA

*YOUR CHOICE AS EXHIBITOR

Take part in the first 4 days of the show only – or the full 13 days of the IAA.

B2B AREA FOR

- → SYMPOSIA
- → MEETINGS
- → NETWORKING

MEET THE EXPERTS

PRESS DAYS: SEPTEMBER 15 AND 16, 2015
TRADE DAYS: SEPTEMBER 17 AND 18, 2015

- → Top level comprising automotive and supplier industries
- → Cross-industry dialog: IT and telecommunications, energy and financial management, consulting
- → Politics and science: EU, government ministries, municipal service providers, industry associations and research establishments

EXPERIENCE NEW MOBILITY

PUBLIC DAYS: SEPTEMBER 19 TO 27, 2015

- → Forum
- → Test track
- → Lounge areas
- → Multimedia guides
- → Special events
- → NMW@Night

WORLD'S LEADING MOTOR SHOW.

EXHIBITORS IAA 2013

- → 1,098 exhibitors from 35 countries
- → 42 % of exhibitors from outside Germany
- → 159 world premieres, 70 of them from car makers
- → 400 suppliers representing entire value added chain presented 65 world premieres

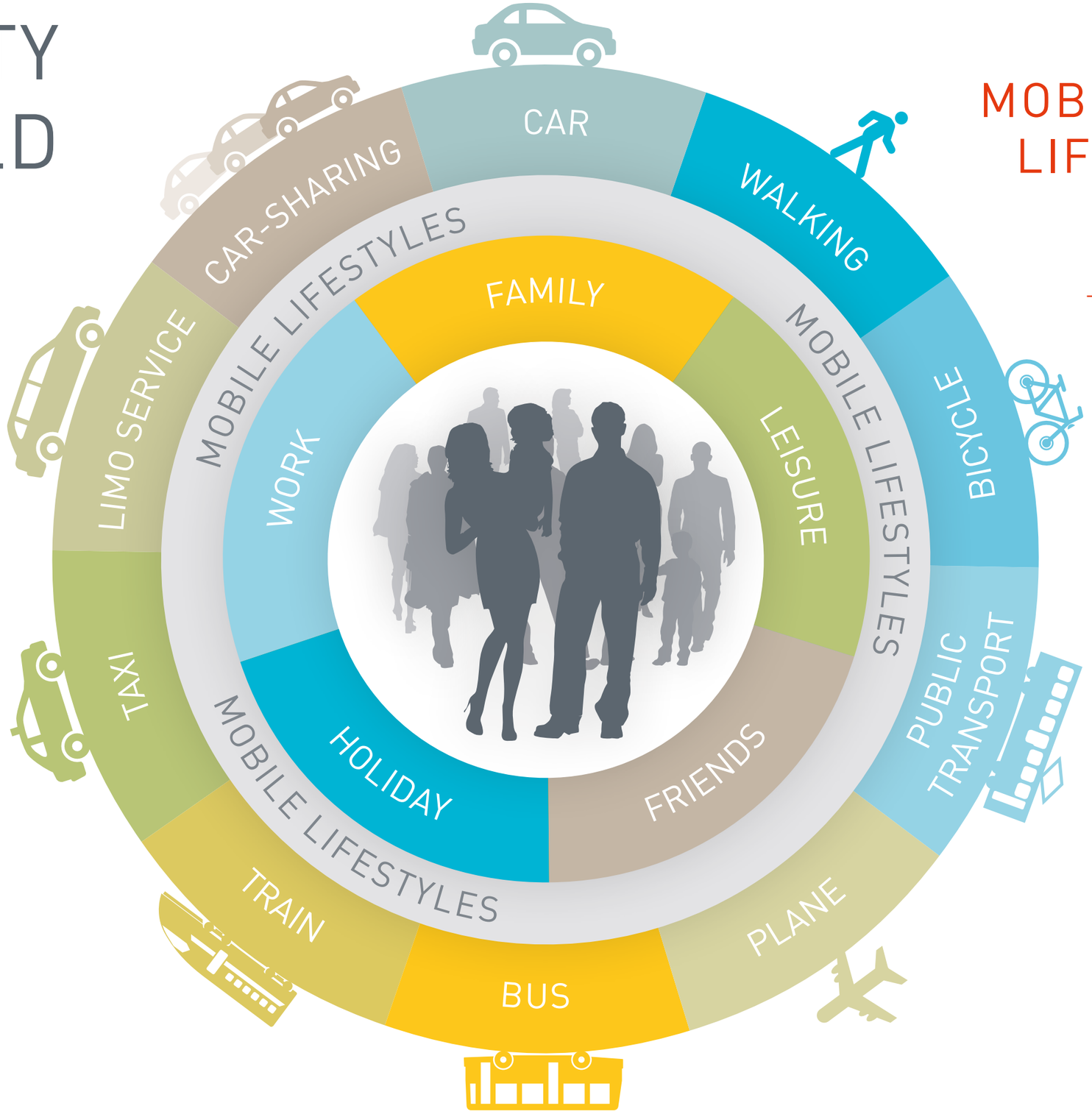
BIGGEST MEDIA DRAW IAA 2013

- → 11,350 accredited journalists from 99 countries

VISITORS IAA 2013

- → 900,000 visitors from (83 % from Germany)
- → Trade visitors made up 35 %
- → 69 % of trade visitors involved in buying decisions
- → Proportion of women among general public: 16 % (constantly growing)
- → Average age of IAA visitors: 36
- → 34,000 schoolchildren from right across Europe

NEW MOBILITY WORLD



MOBILE LIFESTYLES

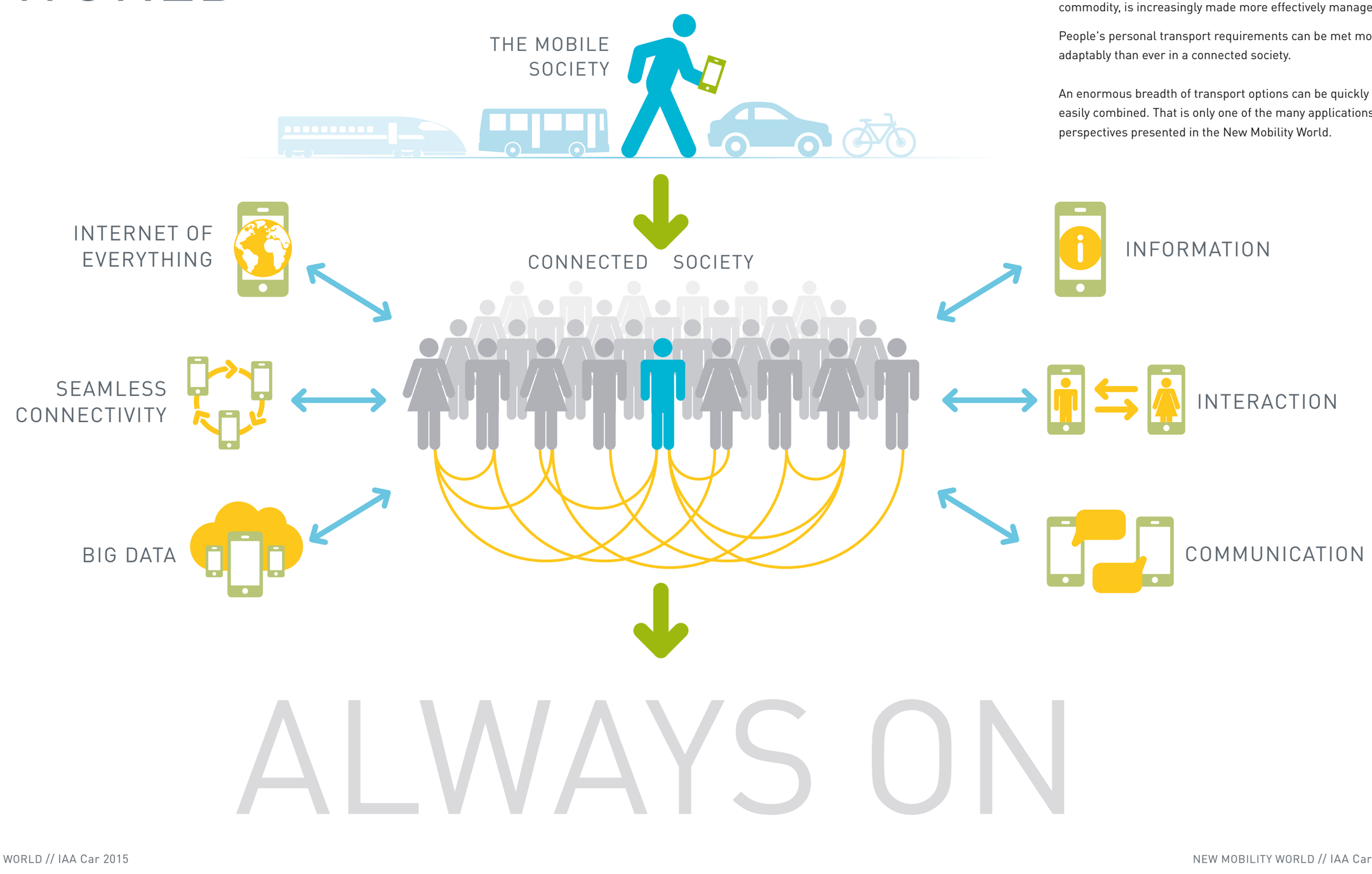
→ Freedom of travel – that primeval need of humankind has never before undergone such a process of change as it is experiencing today. Globalization and rapidly growing worldwide urbanization are pushing our transport arteries to their absolute limits and beyond.

It is people who move and are transported. Their needs and wishes determine what future travel will look like.

The Internet and communications networks offer solutions for overcoming the diversity of challenges. New modes of transport, drive systems and personal transport concepts are changing our everyday lives.

The New Mobility World presents that complexity from many fascinating viewpoints and creates a communication channel between industry experts and the general public.

NEW MOBILITY WORLD



CONNECTED SOCIETY

→ Electronic information and communications networks open the door to entirely new ways of experiencing everyday life. Many things are made simpler, more convenient, and often more efficient and economical. Time, as the most valuable commodity, is increasingly made more effectively manageable.

People's personal transport requirements can be met more adaptably than ever in a connected society.

An enormous breadth of transport options can be quickly and easily combined. That is only one of the many applications and perspectives presented in the New Mobility World.

ALWAYS ON

NEW MOBILITY WORLD

→ In the coming years, personal transport needs and possibilities will change fundamentally. The connected car and networked infrastructure will become the norm by virtue of mobile Internet and WiFi. New drive system concepts and vehicle forms, car-sharing and other service models will contribute to relieving the burden on urban transport systems. New and traditional modes of transport and transportation concepts are attracting attention. The car is being re-invented – and is an essential component of future personal mobility.

WORLD'S BIGGEST CAR MARKETS **2030**

Revenue earned worldwide with networked safety features and vehicle safety components

2015
10BN
9BN

2020
33BN
49BN

Source: "Connected Car 2013" – Study by Management Engineers at Booz & Company + Center of Automotive Management (CAM)

Internet of everything - connected devices in 2020:
50,000,000,000

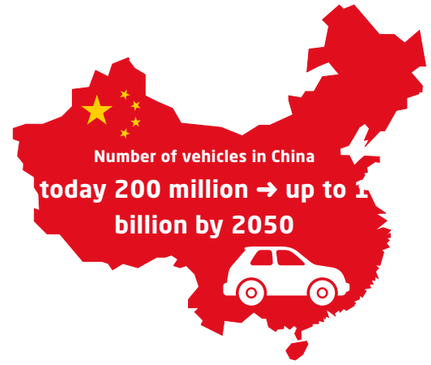
Source: Cisco IBSG, 2012

Worldwide sales of connected car products by 2020. On an additional annual sales volume of around 110bn euros.

Source: "Connected Car 2013" – Study by Management Engineers at Booz & Company + Center of Automotive Management (CAM)

MARKET AND TRENDS

2020 1,000,000
ELECTRIC VEHICLES IN GERMANY



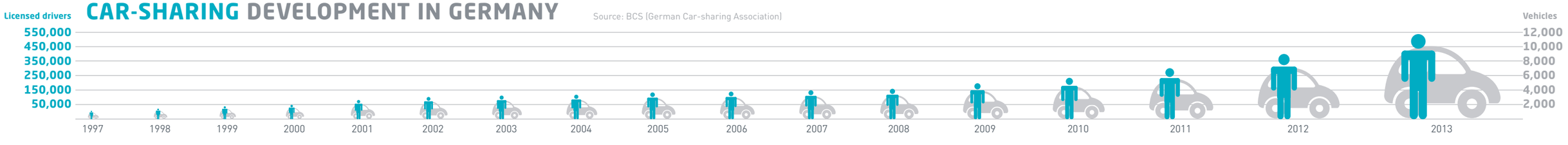
2015
40,000,000
ELECTRIC BIKE SALES

2025 130,000,000
ELECTRIC BIKE & ELECTRIC SCOOTER SALES WORLDWIDE

Source: Electric Bikes Worldwide Reports (EBWR)

CAR-SHARING DEVELOPMENT IN GERMANY

Source: BCS (German Car-sharing Association)



NEW MOBILITY WORLD

THE THEMES

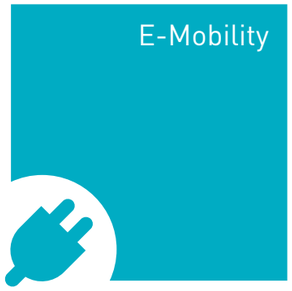
"It is now about the major task of working with the IT sector to make personal transport even more intelligent and interconnected."
Martin Winterkorn, CEO Volkswagen

"Anyone who sees only the German market as the measure of their success in the electric transport market is selling themselves short. Those who fail to act will be punished by the market."
Norbert Reithofer, CEO BMW

CONNECTED CAR

THE THEMES:
- → Connectivity/Infrastructure
- → Autonomous driving
- → Driver assistance/Safety
- → Communication/Services
- → Intelligent navigation
- → Information/Entertainment

Expansion of the network infrastructure for mobile Internet to blanket coverage already allows innovative integrated transport solutions today. The connected car is becoming a "smartphone on four wheels". New usability and application concepts are re-inventing the "car as living space". Never before has it been possible to make time spent in a car as full of variety; never has driving a car been easier or safer.



ELECTRIC TRANSPORT

One million electric cars on Germany's roads by 2020? It can be achieved. Because the products on offer are becoming more differentiated, the infrastructure is growing and usability is increasing. In short, electric transport is becoming increasingly attractive and has now reached the consumer. But it is not just electric cars that are enjoying constantly rising demand; electric bikes and trikes are experiencing an unprecedented boom.

THE THEMES:
- → Electric vehicles
- → Electric bikes and trikes
- → Infrastructure solutions
- → Energy management
- → Fleet management
- → Financing models

URBAN TRANSPORT

THE THEMES:
- → Intermodal transport options
- → Real-time traffic management
- → Solutions for urban infrastructure
- → Municipal services
- → Low-emission zones
- → Local public transport
- → Logistical and transport solutions

By 2050, 70 percent of the world's population will live in cities. In the same period, the number of cars will double. A functioning urban transport system will only be achievable through innovative and integrated approaches. Seamless integration of different modes of transport is one solution. Intelligent traffic control based on real-time data becomes an imperative in the struggle to avert the collapse of road transport.

PERSONAL TRAVEL SERVICES

Mobile Internet and smartphones are the enablers for a large variety of personal travel services. They are the central control units for seamless integration of the diversity of transport options. Ease of use and attractive pricing are the keys to a new perception of travel, and to constantly up-to-date information and greater safety.

THE THEMES:
- → Travel management
- → Car-sharing
- → Car-pooling
- → Limousine and taxi services
- → Parking space location
- → Intelligent route-planning
- → Location-based services

"In the past we talked about the car-friendly city; now it's all about the city-friendly car."
Rupert Stadler, CEO Audi

"We think it is conceivable that mobility services such as Car2Go could generate as much 800 million or a billion euros in revenue by the end of this decade."
Dieter Zetsche, CEO Mercedes-Benz

NEW MOBILITY WORLD

→ The public's need for information on all aspects of travel and transport is enormous. The New Mobility World creates multilayered platforms on which the diversity of the products, solutions and services can be encountered and experienced in the best possible sense.

VISITOR ADVERTISING

The New Mobility World is an integral part of the IAA communication concept. The extensive media collaborations with the New Mobility World enable widespread and early access to the most important visitor groups. A suitably differentiated approach to the trade visitors is assured by working with the most important professional journals in the specialist areas concerned.

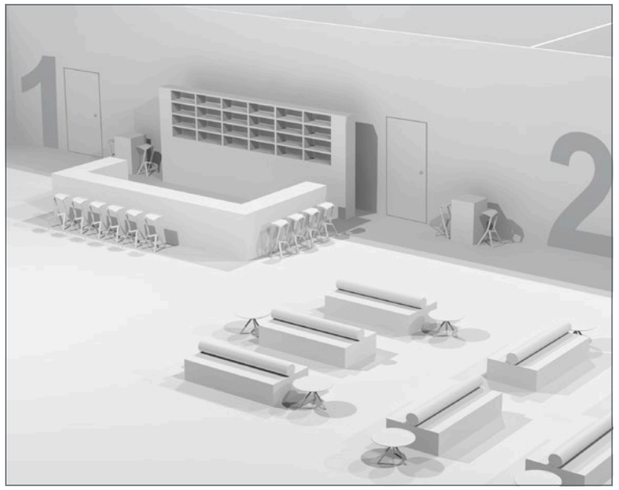
NEW MOBILITY WORLD

ACTION AREAS

→ The hybrid show concept is reflected in the layout of the halls. The first 4 days of the show are reserved for press and trade visitors and demand special spatial arrangements which will be modified according to the exhibitor's status for the public show days that follow.

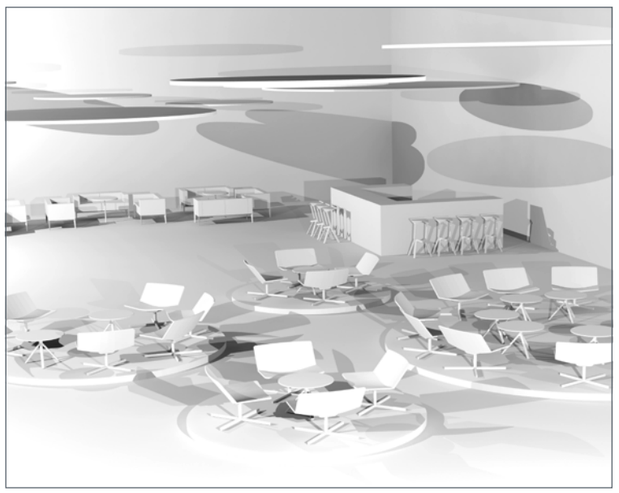
B2B AREA

A B2B area accessible only with the appropriate trade visitor registration and open throughout the IAA will enable exhibitors and trade visitors to conduct discussions in calm and quiet surroundings. Workshops can be held here, meeting rooms booked and a generous lounge and communications area provides the ideal stage for effective networking. All facilities in the B2B area can also be reserved exclusively for corporate events.



LOUNGE

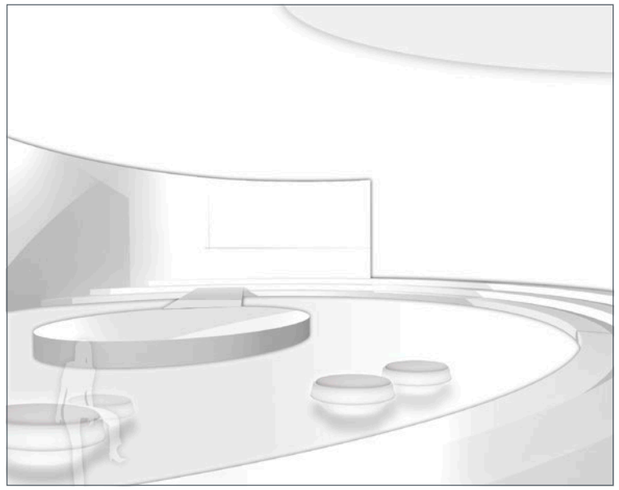
The lounge is in a central position with a good overall view of the New Mobility World. Here, visitors can relax in comfort and mull over what they have seen, try out the diverse-range of app-based services or take time out for a bite to eat and a drink.
For exhibitors, the lounge offers the opportunity to canvass visitors with targeted surveys, subject to the prior agreement of the organizer.



FORUM FOR NEW MOBILITY WORLD PARTNERS

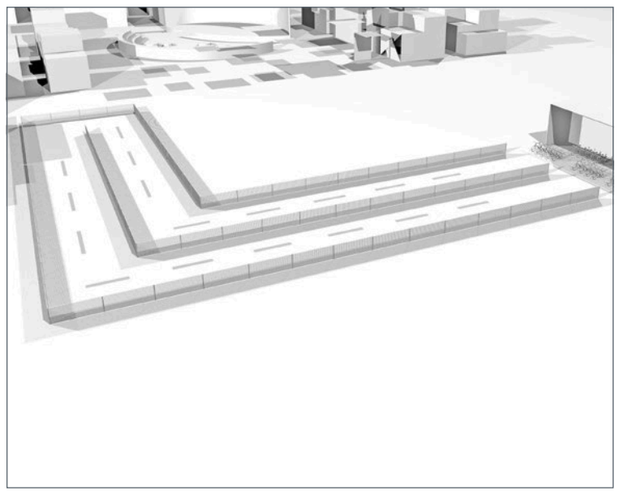
A comprehensive range of participation options allows every New Mobility World exhibitor to take part in the forum:

- → Involvement in stage and show performances
- → Independent high-profile brand presentation (manufacturer-exclusive stage and show performances)
- → Exclusive branding by means of graphical and multimedia components
- → Inclusion in own trailers, ads, etc. on the forum projection areas
- → Exclusive evening events



FORUM

In cooperation with major media groups and publishers, a tightly packed program will be presented on the central show stage throughout the day. All of the issues around personal mobility will be dealt with in every conceivable "TV format" in the style of a dedicated channel.
A glass-walled TV studio is available for production purposes and will offer an insight into the world of TV production.



TEST TRACK

The special attraction of electric transport is best experienced through hands-on experience. A test track will offer visitors the opportunity to try out the wide range of options for themselves. Suppliers of electrically powered bikes and trikes can book a place on the track with their products as an addition to their show stand.

NEW MOBILITY WORLD THEME PARKS

→ The New Mobility World offers an **opportunity unique anywhere in the world** to experience the most important aspects and trends all in the **same place**. For exhibitors, taking part in one of the six theme parks offers an interesting and financially attractive alternative.

The **position of each theme park on one of the main aisles** enables visitors to **easily find their bearings**. For exhibitors, that means a constantly **high visibility level** and, therefore, the ongoing opportunity for **interesting contacts**.

Furthermore, the topic focus of the theme parks makes it easy for visitors to find the suppliers in their particular area of interest close together in the same place.

The hybrid principle will apply to the theme parks too: exhibitors will be able to restrict their appearance to the first 4 days of the show or extend it over the full 13 days of the IAA.

COMMUNICATION

Each theme park benefits from integration in the communication concept for the IAA and the New Mobility World.
In addition, individual communication actions are being developed for each of the theme parks that will reflect the exhibitor structure and the key topics and business sectors. The aim is individually tailored visitor advertising to the relevant target groups.

VISITOR ADVERTISING

As well as the classic communication channels such as mailshots, printed supplements and PR, great attention is being paid to the Internet profile and social networks.
The interaction with visitors starts well in advance of the actual show and enables effective and purposeful preparation for the event by both sides. The "connected visitor" to the New Mobility World will be provided with contemporary "tools" for organizing the visit to the IAA in the most effective way.

PARTICIPATION OPTIONS

Each theme park has its own individual profile and design concept. The participation options differ from one theme park to another and are based on the specific presentation requirements.
For each theme park there are multiple options graded according to scope and size.

COOPERATION PARTNERS

Each theme park will be supported by authority holders in the sector concerned. Cooperation with trade magazines and industry associations is planned which will underline the contextual relevance of the theme parks.
The aim is to present the most important and current topics at the IAA.

Connected Car Pavilion

- → Connectivity
- → Infrastructure
- → Communication
- → Alliances
- → Standards
- → Intelligent navigation
- → Information and entertainment
- → Entertainment
- → Driver assistance
- → Safety
- → Autonomous driving

Electric Vehicle Plaza

- → Electric cars
- → Electric bikes
- → Pedelecs
- → Electric mopeds
- → Segways
- → Electric scooters
- → Electric cargo bikes
- → Electric trikes
- → Components/Drive systems
- → Infrastructure/Charging stations
- → Hire services

Urban Solution Market

- → Intermodal transport
- → Real-time traffic management
- → Intelligent parking space location
- → Municipal services
- → Local public transport
- → Infrastructure solutions
- → Energy management
- → Low-emission/CO_2 zones
- → Fleet management
- → Logistical & transport solutions
- → Financing models
- → Business models
- → Car-sharing
- → Car-pooling
- → Limousine services
- → Private car hire

Silicon Valley Innovators Lab

→ The digital revolution is inconceivable without Silicon Valley. The New Mobility World aims to create a dedicated theme park in which visitors can experience the special spirit and dynamism of the place for themselves.
To that end, participation will be made as easy as possible by special package offers for start-ups and corporations.
Exhibitors can be suppliers of innovative products and solutions in all sectors featured in the New Mobility World.

App Planet

Application development

- → Strategic alignment
- → Business models
- → Concepts
- → Design
- → Technical implementation
- → Marketing
- → Monitoring & analysis

Best practice

- → Travel management
- → Car-sharing
- → Limousine/taxi services
- → Car-sharing and travel opportunities
- → Private car hire
- → Route planning
- → Parking space location
- → Parking space rental
- → Concierge services
- → Location-based services

Consulting & Venture Capital District

- → Start-up
- → Development infrastructure
- → Business assessment
- → Intellectual property
- → SMEs & buy-outs
- → Business angels
- → Venture capital
- → Private equity
- → Corporate venture capital
- → Capital market & IPO
- → Crowd investing
- → Fund-raising

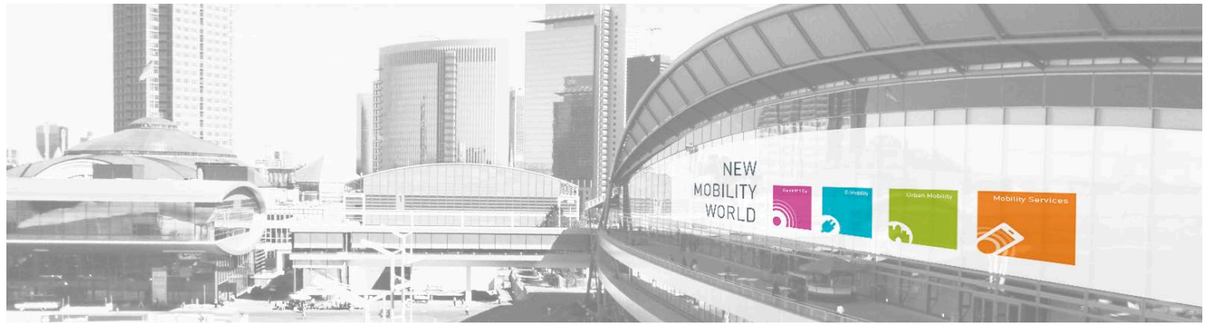
NEW MOBILITY WORLD

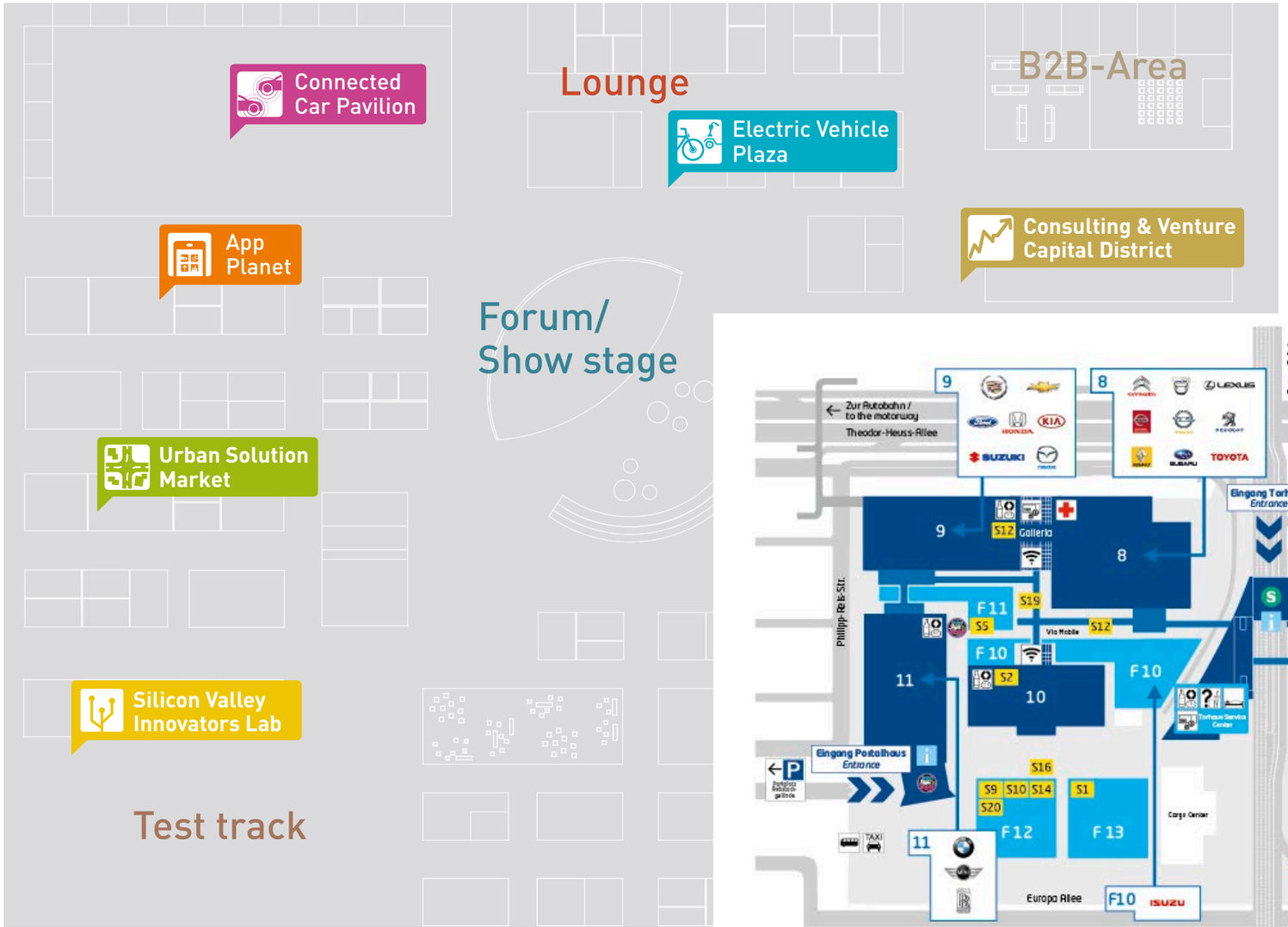
Connected Car

E-Mobility

Urban Mobility

Mobility Services





Placement and size are exemplary

→ The New Mobility World will be set up in Hall 3.1.
Its central position in close proximity to the Mercedes presentation area in the Festival Hall, the Audi pavilion in the main concourse and the complete Volkswagen Group brand portfolio in Hall 3.0 guarantees very high visitor frequency.

Prominent large-area advertising around the exhibition center grounds will place this IAA highlight firmly in the minds of show visitors. A test track in the outdoor area will provide the opportunity for test rides on a wide variety of electric vehicles.

Site plan IAA Pkw 2013

NEW MOBILITY WORLD

PARTICIPATION OPTIONS IN SUMMARY

THEME PARKS

Connected Car Pavilion	→ www.newmobilityworld.com/**CCP**
Urban Solution Market	→ www.newmobilityworld.com/**USM**
App Planet	→ www.newmobilityworld.com/**AP**
LEV Plaza	→ www.newmobilityworld.com/**LP**
Consulting & Venture Capital District	→ www.newmobilityworld.com/**CVCD**
Silicon Valley Innovators Lab	→ www.newmobilityworld.com/**SVIL**

ACTION AREAS

B2B Area	→ www.newmobilityworld.com/**B2B-Area**
Forum – Show stage	→ www.newmobilityworld.com/**Forum**
Lounge	→ www.newmobilityworld.com/**Lounge**
Test track	→ www.newmobilityworld.com/**Parcours**

SPECIALS

Individual packages	→ **on request**

EXHIBITION SPACE IN HALL 3.1

(for exhibitors with their own stand)

1.1 Basic rent

per square meter	→ €131.00

1.2 Surcharges

Open on 2 sides	→ 20 %
Open on 3 sides	→ 30 %
Open on 4 sides	→ 40 %
Upper floor space	→ € 34.00

CONTACT

Projektbüro New Mobility World
c/o CommCode GmbH & Co. KG
Uwe Ansorge

Tel + 49 81 52-99 88 346
Fax + 49 81 52-99 88 347
info@newmobilityworld.com
www.newmobilityworld.com

Postal address:
Projektbüro New Mobility World
c/o CommCode GmbH & Co. KG
Schloss Seefeld (Hochschloss)
82229 Seefeld

A project of the VDA Verband der Automobilindustrie

and comm code