



## PRESS RELEASE

### “New Mobility World”: The Meeting Place on the Mobility of the Future at IAA

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Contact person:

Guido Reinking  
Editor in Chief

New Mobility World  
c/o CommCode GmbH & Co. KG  
Schloss Seefeld (Hochschloss)  
82229 Seefeld, Germany  
Mobil +49 (0) 173 928 61 06  
reinking@newmobilityworld.com  
www.newmobilityworld.com

The auto industry, high-tech companies and mobility service providers will be gathering at a new exhibition area at IAA Cars in Frankfurt am Main. Theme parks, forums, stands and an outdoor course are the framework for “New Mobility World.”

The mobile world is currently experiencing major technological and social changes. For several years, the Internet has been increasingly making its way into the automobile and is opening up entirely new opportunities in the field of mobility. The new exhibition area known as “New Mobility World” at the coming International Motor Show (IAA) Cars (September 17 to 27, 2015, in Frankfurt am Main) is drawing more than 150 partners and exhibitors. Besides well-known companies such as Bosch, Continental, Samsung, T-Systems and ZF Friedrichshafen, new start-ups will be presenting their solutions and ideas for the mobility of tomorrow. On a total of 30,000 square meters – including Hall 3.1 as well as a 12,000-square-meter outdoor course – everything will revolve around five topics: the “Connected Car,” “Automated Driving,” “E-Mobility,” “Urban Mobility” and “Mobility Services.” For the first time, this is giving visiting experts, media representatives and the general public the opportunity to gather information at one central location on the most important developments and innovations in this fast-changing market.

To better orientate visitors, Hall 3.1 is arranged into eight theme parks around the central forum. In the “Startup Zone,” small and innovative companies will present their business ideas. The “Connected Car Pavilion” will display the possibilities that the interaction of the automobile and wireless communication are producing, while the “Digital Infrastructure” theme park sheds light on the technical requirements for them. In the “Smart City Forum,” exhibitors will show what sustainable urban mobility might look like, and already available solutions and business will be presented in the “Urban Solutions Market.” In the “Multimodal Market Hall,” companies will showcase a wide variety of mobility opportunities – from motor scooter-sharing to ride-sharing opportunities. In the “Mobility Solution Center,” companies will exhibit innovative services and technologies such as car-sharing for companies. The “Electric Vehicle Plaza” will highlight the powertrain and charging technologies of electric vehicles, which will be displayed in the neighboring E-Gallery. Visitors can themselves

#### Anschrift

Projektbüro New Mobility World  
c/o CommCode GmbH & Co. KG  
Schloss Seefeld (Hochschloss)  
82229 Seefeld, Germany

Amtsgericht München, HRA 102274  
USt.-ID-Nr. DE 286 887 337

#### Persönlich haftender

**Gesellschafter**  
CommCode Verwaltungs GmbH

#### Kommunikation

Telefon +49 (0) 81 52 - 99 88 346  
Telefax +49 (0) 81 52 - 99 88 347  
E-Mail info@newmobilityworld.com  
www.newmobilityworld.com

#### Bankverbindung

Kreissparkasse  
München Starnberg Ebersberg  
IBAN DE 7370 2501 5000 2723 1679  
BIC BYLADEM1KMS



## PRESSEMELDUNG

do a test run on an e-bike or electric scooter on an indoor course. On the "New Mobility World" outdoor course (Stand F12, 80), live presentations of the latest assistance systems offer a look into the future of automated driving.

On Thursday, September 17, the meeting of the G7 transportation ministers will take place at the "New Mobility World" forum. Earlier, Alexander Dobrindt, the German Federal Minister of Transport and Digital Infrastructure, will officially open "New Mobility World." Then the transportation ministers will exchange views with industry experts – especially on the topics of automated and networked driving and smart transportation systems.

During the two press days (September 15 and 16), which are reserved exclusively for the media, journalists will gain interesting insights into the latest developments and innovations. At the Executive Forum in "New Mobility World," high-ranking representatives of the auto industry and IT companies will present their views on the mobility of the future between 3 and 6 p.m., on Wednesday September 16. The program is entitled "Innovation, Transformation, Disruption – The New Mobility World." Key executives are expected, including PSA CEO Carlos Tavares, Chris Urmson, the head of Google's driverless car program, and Mike McNamara, CEO of the electronics giant Flex (formerly Flextronics).

On Wednesday, September 16, a number of press conferences with partners and exhibitors on all the relevant mobility topics will take place between 9:30 a.m. to 2:30 p.m. Starting at 9:30 a.m., the press conference on mobility services begins on the theme park stage of the "Multimodal Market Hall" (Stand A 25). Then the topic switches to urban transportation services and electric mobility at 10:45 a.m. (Stand A 25). At noon, budding entrepreneurs will present their business ideas in the Startup Zone (Stand C 41), and automated driving and the networked automobile will take center-stage at 2 p.m. in the Connected Car Pavilion (Stand B 41).

Detailed information on "New Mobility World" is available at [www.newmobilityworld.com](http://www.newmobilityworld.com); if you have questions, please contact us via email at [office@newmobilityworld.com](mailto:office@newmobilityworld.com).

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Telefax +49 (0) 81 52 - 99 88 347  
E-Mail [info@newmobilityworld.com](mailto:info@newmobilityworld.com)  
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