



**63rd IAA Cars**  
September 17– 27, 2009, Frankfurt am Main

**IAA**

**Internationale  
Automobil-Ausstellung**

Eine Veranstaltung des  
VDA Verband der Automobilindustrie e.V.

Westendstraße 61  
60325 Frankfurt/ Main

Tel. +49 (0) 69 / 9 75 07-2 64, 2 67  
Fax +49 (0) 69 / 9 75 07-3 20  
info@iaa.de  
www.iaa.de

## Press Release

Focus on innovations for electric vehicles and conventional drive systems

### **Wissmann: The IAA Presenting Itself as the World's Most Important Mobility Show**

700 exhibitors – New IAA poster unveiled – IAA slogan: “A Moving Experience”

Berlin/Frankfurt am Main, *June 11, 2009.* “Measured in terms of the number of exhibitors and the amount of space occupied, the IAA continues to be the world’s most important mobility show. No other auto show is the equal of the IAA when it comes to comprehensively presenting the entire value chain of manufacturers and suppliers,” said Matthias Wissmann, President of the German Association of the Automotive Industry (VDA), at the presentation of the new IAA poster in Berlin. The VDA will be organizing the 63rd International Motor Show (IAA) Cars in Frankfurt, Germany, from September 17 to 27, 2009.

Despite the difficult economic situation worldwide, Wissmann said he is convinced “the IAA will once again be a success. This IAA will be officially opened by German Chancellor Merkel on September 17. It will present an impressive array of innovations and be an auto show for those who will shape the future and emerge from the crisis even stronger than before. Nowhere else will visitors be able to find answers to the challenges created by the crisis.” A total of 700 exhibitors, including more than 60 automakers from all over the globe, will be presenting world premieres at the IAA. The event will occupy a total area of 170,000 square meters.

The global economic situation, however, will make it necessary to measure this year’s IAA by different standards than in the past, because a purely quantitative assessment, as in past years, would make little sense. Said Wissmann: “The IAA will focus much more on quality. After all, the IAA is the internationally leading show for automotive mobility. It provides the solutions for today’s needs and tomorrow’s challenges. That’s why this year’s event is attracting, in particular, many companies actively involved in the competition of innovations.” Wissmann went on to emphasize that “we are convinced the IAA 2009 is being held at the right place and at the right time. In September we expect it will be clear to see when the crisis will either bottom out or when the worst will be behind us. What’s more, the German automotive industry’s new products are showing us the way out of this crisis.”

The IAA will showcase further optimized conventional drive systems such as clean diesel and supercharged gasoline engines with direct injection, as well as advances in automotive electrification, ranging from mild hybrids to all-electric cars. The focus will be on a consistent further reduction of fuel consumption and therefore of CO<sub>2</sub> emissions, as well as on all-new assistance systems that make driving even safer and easier.

The new IAA slogan — “A Moving Experience” — builds on the idea of sustainable mobility, which already characterized the IAA in 2007, and continues it in a consistent manner. Wissmann emphasized that “we have consistently pursued this strategy during the past two years by substantially reducing the CO<sub>2</sub> emissions of our new vehicles. CO<sub>2</sub> emissions dropped by two percent in 2007 and by three percent in 2008. What’s more, this trend is going to continue this year as well.” According to Wissmann, in the past two years the German

manufacturers achieved greater reductions in key areas, such as the mid-range segment, than did importers.

Said Wissmann: “Many things that still sounded like science fiction two years ago are now in the product planning phase or are already on the road today. An example of this is the first series-produced upper-range hybrid car with a lithium-ion battery.” Although optimized internal combustion engines will dominate global markets for a long time to come, the increasing importance of electric mobility is clearly evident at this year’s IAA.

The development of electric vehicles is moving forward in leaps and bounds, said Wissmann. “All the German manufacturers are working hard on this point.” Daimler will be delivering the first batch of 100 electric smarts for the “e-mobility Berlin” project later this year, and it recently purchased shares of the electric sports car manufacturer Tesla. The BMW Group is already testing around 500 MINI Es in Los Angeles and New York. In England an electric mobility project is also planned this year for the region around London and Oxford. In addition, a further batch of 50 MINI Es will be handed over in the coming weeks in Berlin, and tests of the electric MINI are also planned in Munich. Volkswagen also will display pioneering concepts for zero-emission driving and highly fuel-efficient combustion engines at the IAA. Opel will present the “Ampera,” and Ford will show the Tourneo Connect BEV. According to the latest indications, more than 20 carmakers will exhibit in the “electric” section of the IAA. Innovations in electric mobility will also be presented by many supplier companies, including Bosch, Clean Mobile, Continental Automotive, EBM-Papst, Li-Tec, and ZF.

The focus of the world’s most important mobility show will be emphasized by the IAA slogan. “Visitors to the IAA will be able to experience what is making sustainable mobility possible today. At the same time, they will of course also see what will move the automotive future,” explained Wissmann. All the senses will be treated to “a moving experience.” “This means cars won’t be there just to be looked at, but also to be sat in — to be touched and felt.” The slogan thus underscores the emotional and fascinating nature of the new models.

This message is also clearly conveyed by the new IAA poster. Said Wissmann: “It brings together man and engine, driver and vehicle, city and countryside. In addition, the green shades in the foreground and the white and blue sky at the top highlight the environmental aspect and climate protection. The image of the Frankfurt skyline in the background signifies the location of the IAA.” The IAA poster is an innovation as well, being the first IAA motif based on a photograph. However, the car is not depicted as a solid object, but only in outlines. “The hands make clear that it is mankind that gives the car its contours, and therefore its form. This idea is also symbolized by the fact that the two hands in a sense ‘grasp’ the car, which is also shown in motion on the road. What’s more, it stands for the great care with which we develop and produce our cars,” said Wissmann.

Following a call for entries, the members of the VDA Managing Board unanimously decided in favor of this motif, which was designed by the Berlin-based advertising agency WeDo. The motif is ideally suited for large posters, Internet presentations, and the IAA letterhead. It can be viewed on the website at [www.iaa.de](http://www.iaa.de).

Contact: Eckehart Rotter  
VDA  
Press Department  
Tel.: +49 (0)69 97507-266  
e-mail: [rotter@vda.de](mailto:rotter@vda.de)