

THE 64<sup>TH</sup> IAA MOTOR SHOW

**TRADE DAYS** 15 and 16 September, 2011  
**PUBLIC DAYS** 17 to 25 September, 2011

**VENUE** **SHOW HOURS**  
 Messe Frankfurt 9 a.m. – 7 p.m.  
 Trade Fair Grounds  
 Ludwig-Erhard-Anlage  
 D - 60327 Frankfurt/Main

**ADMISSION PRICES**  
 Day ticket on trade days 45.00 Euro  
*No accreditation necessary*  
 Day ticket on public days, weekend 15.00 Euro  
*17, 18, 24 or 25 September, 2011*  
 Day ticket on public days, workdays 13.00 Euro  
*19 to 23 September, 2011*

Special day ticket for pupils, students, apprentices and trainees, participants in Federal Voluntary Services 7.50 Euro  
*17 to 25 September, 2011*

Evening ticket\*, adults 8.00 Euro  
 Evening ticket\*, pupils, students 4.50 Euro  
 Children under the age of 7 free entrance  
 Persons with disability ID incl. one assistant free entrance  
 Persons with wheel chairs free entrance  
*(independent of degree of disability) incl. one assistant*

\* after 3 p.m., 19 to 23 September, 2011

**ADVANCE TICKET SALES**  
[www.iaa.de](http://www.iaa.de), [iaa-tickets@vda.de](mailto:iaa-tickets@vda.de)  
 For details, call: +49 30 897842 - 520

All tickets on these terms are also available at the IAA pay desks on the fair grounds.

## FAIR ATTENDANCE

**IAA WALK OF INNOVATIONS:**

The fold-out map of the fair grounds is free of charge and locally available. It displays the shortest routes on the fair grounds to the latest innovations in the protection of climate and environment, car safety, design and electromobility.

**EXHIBITION CATALOGUE** 26.00 Euro

*The official IAA Catalogue in German and English including site map is obtainable at: Buch und Presse Vertrieb GmbH & Co. KG Aschmattstraße 8, D - 76532 Baden-Baden Phone +49 7221 502132 [www.bestell-logistik.de](http://www.bestell-logistik.de), [iaa@bestell-logistik.de](mailto:iaa@bestell-logistik.de)*

**BARRIER-FREE ACCESS TO THE SHOW**

There are good facilities for persons with restricted mobility throughout the IAA. For individual support and assistance contact [handicap@messefrankfurt.de](mailto:handicap@messefrankfurt.de).

**ACCOMODATION**

Tourismus & Congress GmbH  
 Frankfurt am Main  
 Kaiserstraße 56  
 60329 Frankfurt/Main  
 Phone +49 69 212 - 30808  
 Fax +49 69 212 - 40512  
[info@infofrankfurt.de](mailto:info@infofrankfurt.de)

**INFORMATION ABOUT YOUR STAY**

To enjoy your stay after your visit at the IAA Motor Show you will find useful hints and tips on Frankfurt/Main on the internet platform [www.frankfurt-tourismus.de](http://www.frankfurt-tourismus.de)

## SPECIAL ACTIVITIES

**S1 ECOSYSTEM ELECTROMOBILITY** 

Here you will get a uniquely encompassing overview on all aspects of electromobility so that visitors and exhibitors may swap ideas on chances and possibilities of this alternative technology. Suppliers and vehicle manufacturers present pioneering and eco-friendly innovations from small system elements through to complete vehicles focusing on the electric drive.

**S2 OFF-ROAD VEHICLE TEST TRACK**

On a demanding off-road course you can experience from the passenger's seat how your vehicle of choice performs on rough terrain. Whether it is a steep incline or banks and slopes, skill comes before speed! Please register directly at the off-road course on site.

**S3 TEST RIDES**

Test the vehicle of your choice on a ride away from the fair in public traffic. Just register directly with the participating exhibitors on site, get in and drive off. You will need a valid driver's license.

**S4 ECO-TRAINING**

The training is conducted locally by exhibitors.

**S5 OLDTIMER**

There have been more than 400 automobile brands in Germany over the years. The exhibition "125 Jahre Automobil" presents a selection of these and invites you to a tour of history of the German automotive industry.

**S6 OUTDOOR GO-CART TRACK**

On this track pure driving pleasure is guaranteed. You will have to show your driving skills.

**S7 CARRERA TRACK**

Motor sport at its best and neck&neck duels are the order of the day on the giant digital Carrera race track.

**S8 LADIESCORNER**

The automobile from another point of view: In a comfortable atmosphere the LadiesCorner and their partners specifically inform the female visitors to the IAA about different subjects dealing with automobiles – from the automobile consumer club to insurance matters. Diversions for the young and old, lots of information and a refreshing vitamin bar for relaxation. More information at: [www.ladiescorner.de](http://www.ladiescorner.de)

**S9 IAA CHILDRENS' CINEMA**

Young guests aged five years and above can feel the wind rush around them in the IAA Childrens' Cinema: The CineStar Metropolis presents exciting films for little visitors.

**S10 RELAXATION AREAS**

In collaboration with the massage couch manufacturer HHP the IAA provides a Relaxation Lounge. The visitors can enjoy a massage on the couches in order to relax during the fair, or experience the absolute wellness feeling on the Emotion Armchair of the magazine Emotion.

**S11 DVR: DRIVE CAREFULLY**

Excessive and inappropriate speed, driving without seatbelts and driving under the influence of alcohol are the greatest causes for traffic accidents around the world. The consequences of these three failures of judgement are demonstrated at the joint stand of the Federal Ministry of Transport, the German Council for Traffic Safety and the German Traffic Patrol.

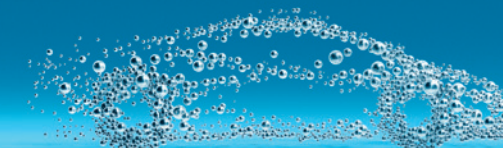
**S12 DVR: LOAD RESTRAINT IN AUTOMOBILES**

In the framework of the „Zero Risk“ campaign, safe loading in passenger cars is demonstrated with practical examples. The prevention campaign sponsored by the statutory accident insurance industry is intended to increase risk awareness in in-house transportation and in traffic.

**S13 MODEL CAR COLLECTORS FAIR "AUTOMANIA"**

The "Automania" is the meeting point for international model car collectors at the IAA on the weekend of September 17/18, 2011.

## Visitor Information



**IAA**

64<sup>th</sup> International Motor Show

**September 15 – 25, 2011**  
 in Frankfurt/Main



SPECIAL ACTIVITIES

- S1** ECOSYSTEM ELECTROMOBILITY
- S2** OFF-ROAD VEHICLE TEST TRACK
- S3** TEST RIDES
- S4** ECO-TRAINING (CONDUCTED LOCALLY BY EXHIBITORS)
- S5** OLDTIMER
- S6** OUTDOOR GO-CART TRACK
- S7** CARRERA TRACK
- S8** LADIESCORNER
- S9** IAA CHILDRENS' CINEMA
- S10** RELAXATION AREAS
- S11** DVR: DRIVE CAREFULLY
- S12** DVR: LOAD RESTRAINT IN AUTOMOBILES
- S13** MODEL CAR COLLECTORS FAIR "AUTOMANIA"



SERVICE

- Bank / Currency exchange
- IAA Information
- Fire department
- Lost and Found
- First Aid
- Police
- Car park
- Motorcycle parking
- Shuttle bus to Rebstock
- Room reservations
- Shop
- Subway station
- Suburban rail station
- Tram station
- Taxi

ARRIVAL

**BY CAR OR COACH**  
 Take the autobahn exit Frankfurt West/Messe or any other exit signposted with IAA signs. The roads leading to the car parks are signposted with IAA signs. The IAA visitor car parks are located outside Frankfurt's Environmental Emission Zone and can be used without an official emission zone permit.

**HOW TO FIND THE VISITOR PARKING LOTS WITH NAVIGATION SYSTEMS**  
 Using older systems, enter "Ursinusstraße"  
 Using more recent systems, enter "Zum Messeparkhaus Rebstock"

**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". The IAA admission tickets do not count as public transport tickets.

**BY AIRPLANE**  
 From Rhein-Main Airport (FRA) either take a taxi to the exhibition grounds or use public transport – the S-Bahn to "Hauptbahnhof" (Central Station). From there you can walk (10 min.), take a taxi, or see under public transport above.

**BY RAIL WITH DEUTSCHE BAHN**  
 Take a train to Frankfurt/Main Hauptbahnhof (central station) and continue from there by foot (10 min.), by taxi, or see under public transport above.

**IAA SPECIAL TICKET BY DEUTSCHE BAHN**  
 In cooperation with the IAA, Deutsche Bahn will bring you at a discount fast and conveniently to Frankfurt/Main:  
 Up to a distance of 350 kilometers, a round-trip ticket\* of the IAA Special Ticket costs 79 Euro (2<sup>nd</sup> class) or 139 Euro (1<sup>st</sup> class). If your journey takes more than 350 kilometers, this ticket will cost 139 Euro (2<sup>nd</sup> class) or 219 Euro (1<sup>st</sup> class).  
 The IAA Special Ticket is valid from September 13 to 27, 2011. To book via telephone, please call +49 (0)1805 -31 11 53\*\* and quote "IAA" as reference. For bookings via internet you will get a discount of 10 Euro: [www.bahn.com/iaa](http://www.bahn.com/iaa)

\* Booking in advance at least 72 hours. Passengers are tied to a certain train and tickets are available while stocks last. Exchange of tickets costs 15 Euro before day of validity. Non-returnable from the day of validity.  
 \*\* Monday to Saturday, 8 a.m. - 9 p.m., phone calls from German landline cost 14 Cent per minute and 42 Cent per minute at a max from German mobile network.

- 1** Hall (number)
- F** Outdoor area