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| **IAA Mobility will be on Schedule in September 2021** |
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The new IAA Mobility organized by the German Association of the Automotive Industry (VDA) and Messe München GmbH will take place in Munich, Germany for the first time from September 7 to 12, 2021. Up to now, a large number of notable companies have confirmed the attendance, including the eye-catching Chinese EV brands and manufacturers. The show will present major trends and world premieres on the road to climate-neutral mobility, bringing the most innovative digital solutions and adrenaline-driven experience to the participants around the globe.

**Organisers highly confident IAA Mobility will take place in September**

With the rapid vaccination of the population, the lifting of the travel restrictions as well as the decreasing incidences, the organizers of IAA Mobility are highly confident that IAA Mobility 2021 can take place according to the original plan.

“We are certain the IAA Mobility 2021 will be able to go ahead,” Jürgen Mindel, Managing Director of German Association of the Automotive Industry (VDA) said, “The current measures and the vaccination campaign will result in a much lower number of infections by September and a significant part of the population will gain immunity over the course of the next months. We will introduce a comprehensive hygienic concept together with the relevant authorities and make sure that the Munich Mobility Show will happen safely and responsibly. ”

At present, applying for Germany Schengen Visa is accessible and feasible for many countries including China and there is no requirement for quarantine when entering into the country for the Chinese citizens. Moreover, as the organizer of IAA Mobility, Messe München is fully prepared to deal with all kinds of entry and exit issues that exhibitors may encounter.

**Strong attendance with CHINA on board**

IAA Mobility 2021 will attract a strong line-up of international exhibitors. Among them, it is worth expecting that Chinese exhibitors will unveil products with real promise. Take Polestar as an example. The international joint venture between Volvo and Geely made an impressive mark in 2020. The multi-brand group Great Wall Motors (GWM) has high-end SUV brand WEY, who keeps refreshing the definition of the intelligent cars, and new energy car brand ORA who advocates care for women and thus wins great popularity among the female customers in China. Another Chinese electric car manufacturer NIO boasts with its ET7 sedan having a range of 1,000 km before needing a charge. The new force LEAPMOTOR is also speeding up to provide cost-effective electric vehicles. Besides, the world-renowned company HUAWEI always keeps a close eye on the high-tech field and is aiming to build an intelligent world with everything connected. Other Chinese exhibitors are also expected to display their latest products.

“In recent years, China’s new energy vehicle industry has seen rapid growth with its production and sales volume refreshing the world’s record year by year,” Ms. Xu Jia, Member of the Board of Directors of MMI Asia Pte. Ltd. said, “It’s delighted to see that as a force to be reckoned with, the Chinese EV brands and manufacturers are targeting the expansion in the globe through IAA Mobility. As the representative of Messe München in China, we will continue acting in close coordination with the partners CCPIT Shanghai and SIEC, providing ideal chances for Chinese companies to tap into the international market.”

Mrs. Wang Lei, President of Shanghai International Exhibition Co., ltd. (SIEC) noted, “China’s new energy automobile industry has won the world’s attention. As a first-mover, China has clearly demonstrated its advantage in the field of new energy vehicles. The number of the new energy vehicles accounted for more than half of the overall new vehicles produced, including the high-end products of traditional Chinese carmakers, the emerging new brands and the international luxury brands. We will provide Chinese auto manufacturers and brands with ideal opportunities to expand into overseas markets, promote their research and technologies as well as enhance their capabilities for international competition and cooperation.”

Other registered exhibitors in the four clusters of IAA Mobility 2021 include Audi, BMW, Daimler, Ford, Volkswagen, SAIC, Continental, Denso, Magna, ZF, Hyundai Motor Company, Bosch, etc. in the CAR cluster, IBM, Siemens, Mobileye, etc. in the DIGITAL cluster, Share Now, Intech, EDAG, etc. in the URBAN sector and Pierer Mobility AG, Speczialized, Scott & Bergamont, Riese & Müller, etc. in the BIKE sector.

**About the IAA Mobility**

Under the motto “What will move us next”, the Munich Mobility Show 2021 will present all major world premieres and trends for digital and climate-neutral mobility. A large number of international exhibitors from the automotive, bicycle and tech industries will showcase what people will be able to use on the roads in the future. The *Summit* will be a meeting place for the media and professionals; at the *Conference*, international guests will discuss key trends; along the *Blue Lane*, new products will be tested by visitors; while the *Open Spaces* in the city centre will make innovations accessible to the general public. This new concept will make the IAA Mobility, which opens to visitors from 7-12 September, the leading international mobility platform. The Media Days will be held on 6-7 September.