



# People and Goods on the Move

Discover the latest in fossil-free and digital logistics.

The IAA TRANSPORTATION 2022 becomes the most advanced platform for commercial vehicles, transport, logistics and buses.

Transport and logistics, vehicles, trailers and vehicle bodies, services and the debate on the challenges of international supply chains – these are the topics of the new IAA Transportation.

This includes in particular the route on the last mile, which we are focusing on for the first time with the new Last Mile Area.



# IAA Last Mile Area

## The challenges of the last mile

Rising consumer and shopping behaviour has led to an increase in the volume of traffic caused by delivery vehicles, especially in city centres. Numerous logistics companies, distributors and freight forwarders are on the road every day with their fleets in the cities. On main traffic axes, delivery vehicles represent 25 to 30 percent of total traffic on a working day, according to a study by Oliver Wyman Consulting. The impact on individual mobility, timely delivery and especially emissions is enormous.

Therefore, with the Last Mile Area, we would like to give you the opportunity to present your innovations and trends on the way to climate-neutral logistics while increasing transport efficiency.



# IAA Last Mile Area

## Climate-neutral logistics solutions in action

For the first time at the IAA TRANSPORTATION 2022, the Last Mile Area will be set up in a themed hall as an indoor city scenery in which Last Mile Solutions can be presented in moderated and interactive shows.

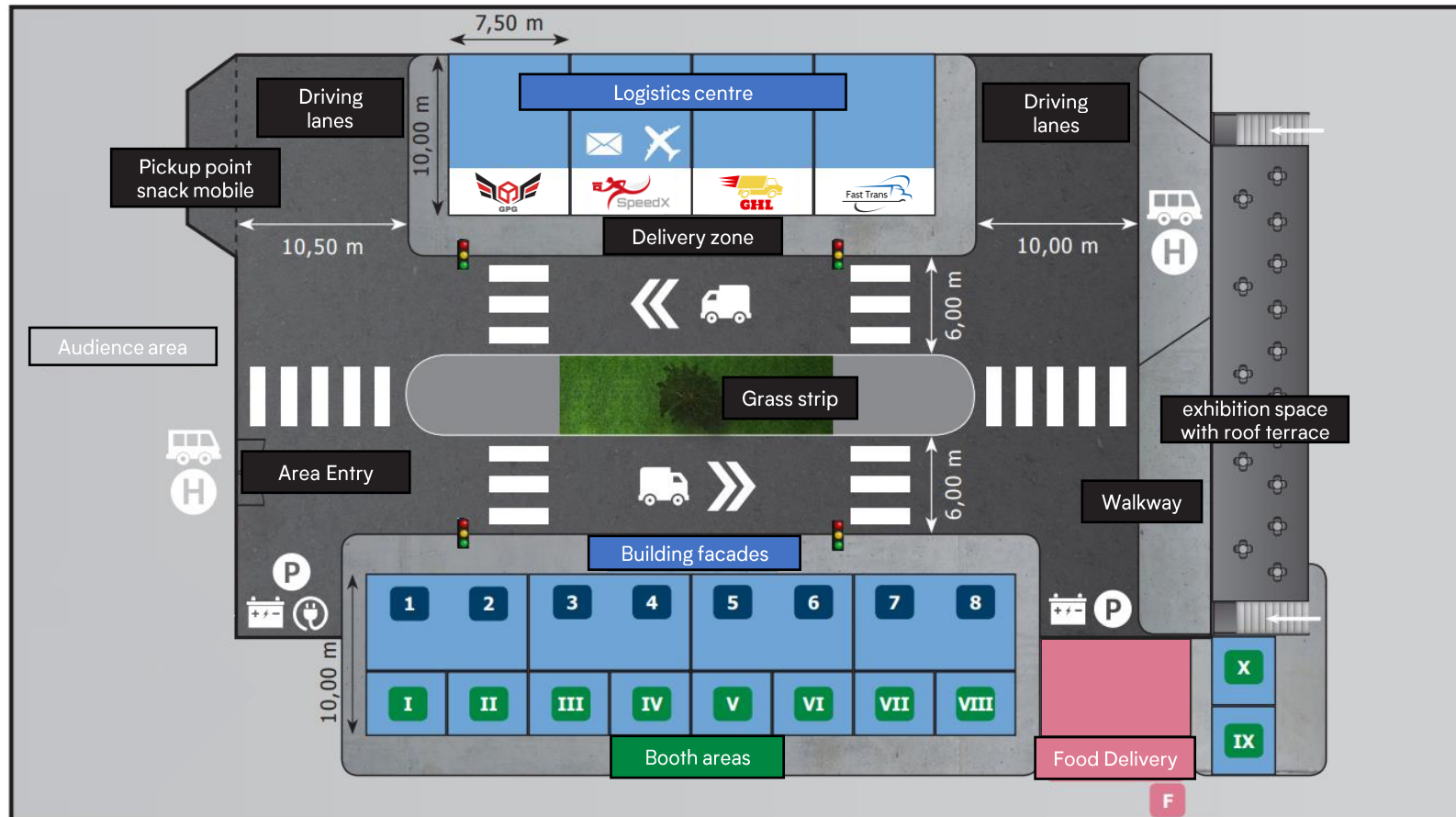
This includes, for example, e-transporters, e-cargo bikes, parcel drones and delivery robots, as well as the disruptive solutions needed for smooth implementation, such as concepts from the Internet-of-Things, high-performance 5G data networks, cloud technologies, SaaS platforms and decentralised hubs.

Various marketing and sponsorship opportunities on the area, as well as adjacent booth space options, give you the chance to interact with the target group in an holistic way and to position your brand topic-related at the IAA TRANSPORTATION 2022.



# IAA Last Mile Area

## Planning & implementation\*



- Large audience area
- Driveable road scenery
- Interaction between logistics centre and recipients in building facades
- Stop for autonomous shuttle (option)
- Kitchen area for food delivery (option)
- Pickup Point for Snack Mobil (option)
- Large exhibition space with roof terrace, e.g. for the integration of a main sponsor
- Connected booth areas equipped with system stand construction (various area sizes can be created)
- Further marketing and sponsoring options conceivable

\* Exemplary layout idea of the area. The VDA expressly reserves the right to make changes.

# IAA Last Mile Area

## Next Steps

### » Registration of your use cases

Do you have a use case that you would like to demonstrate at the Last Mile Area?

**→ Please get in touch with us!**

Your benefits:

- Interactive and moderated demonstration of your products / technologies in a detailed indoor city scenery
- Various marketing and sponsorship opportunities, as well as adjacent booth space opportunities

### » Participation in Round Table

Would you like to exchange information about the Last Mile Area on a regular basis?

**→ Please get in touch with us!**

Your benefits:

- Regular dialogue with other interested exhibitors on potential use cases
- Regular updates on the planning progress of the project, as well as the possibility to place ideas and give direct feedback

Pricing:  
depending on final requirements and design of the area, as well as the total number of participating exhibitors\*.

# CONTACT



We would be pleased if the offer aroused your interest.

Please do not hesitate to contact us if you have any questions or would like to register.

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