

News



In the showroom of the future: The IAA 2011



THE INTERNATIONAL MOTOR SHOW (IAA) IN FRANKFURT

DYNAMICS AND PRECISION

The Porsche exhibit at the 64th International Motor Show in Frankfurt will feature an innovative trade-fair concept and a new exhibition-stand design.

The Porsche exhibition stand at the IAA has undergone a total makeover: it is now larger, brighter, and with cutting-edge restyling. This new design of the architectural concept also underscores the brand's core values: dynamics and precision. Another change from the previous IAA in 2009: for the first time, the Porsche exhibit will be relocated to Hall 3 for the year's largest motor show. The exhibition stand will be nearly doubled in size with an area of 2,646 square meters (28,470 square feet)—providing plenty of space for the vehicles.

The Porsche Intelligent Performance strategy—bringing the best-possible performance to the road with the least possible energy—harmonizes perfectly with the motto of this year's IAA: "Future Comes as Standard." About 900 exhibitors from nearly 40 countries as well as more than 800,000 visitors are expected in Frankfurt. They can look forward to a veritable fireworks of premieres by all manufacturers. Innovations in the optimization of conventional drives and of hybrid and electric drive vehicles will be a main feature in many new exhibits.

The IAA at a Glance

September 17 to 25, 2011,
Frankfurt am Main Fairgrounds

Admission hours

Daily from 9 a.m. to 7 p.m.

Prices

Day ticket on weekends: €15

Day ticket on weekdays (second show week): €13

High-school and college students, apprentices: €7.50

Directions

By car: Take autobahn exit "Frankfurt West/Messe" or another exit marked by IAA signs. To find a direct route to visitor parking at the Rebstock area on your navigation system, enter "Ursinusstrasse" or "Zum Messeparkhaus Rebstock" and "60327 Frankfurt".

By rail: Take the IC/ICE to "Frankfurt Hauptbahnhof" (Central Station); from there take S-Bahn lines S3, S4, S5, or S6, among others, to the IAA fairgrounds ("Messe" stop).

By air: Transfer from Rhein-Main Airport by S-Bahn to the Frankfurt Central Station; from there take an S-Bahn line (see "By rail" instructions) to the IAA.

For additional information: www.iaa.de