

Beat: Automobiles

## IAA 2025: Internationale Automobil Ausstellung 2025, Munich, Germany

### Showcase of Innovation and Performance

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**USPA NEWS** - Munich, Germany (9/9/25 to 14/9/25): The biennial IAA (Internationale Automobil Ausstellung) 2025 or so-called "Munich Motor Show" commenced from 9/9/25 to 14/9/25. This replaced what used to be the biennial IAA Frankfurt since 2021. The Show was divided into two (2) parts: the IAA Summit at the Messe Munchen which highlighted major automobile and technology firms involved in Electric Mobility, Artificial Intelligence and Sustainability and the IAA Open Space in several portions of downtown Munich with several German marquee car companies such as Porsche, Audi and Mercedes Benz as well as several Chinese electric car companies such as BYD, Hongqi, Changan, Xpeng and GAC Motors. Of note, there has been at least a 30% increase in the Chinese companies exhibiting at the IAA 2025, as demand wanes in mainland China and new opportunities in the EU market arise. This was in the light of the German companies now facing increasing competition from these Chinese companies with regards to Electromobility/AI/Sustainability. Part of the challenge facing the German companies was that the entry price for the Chinese cars were about 25% less than their cheapest entry level electric cars in the EU.

IAA 2025 Summit: The Press Day was on 8/9/25. As is typical of every biennial IAA, the first and opening press conference is with the BMW Group from the host city, Munich, Germany. This was highlighted by the World Premier of the brand new: BMW iX3 by CEO, Mr. Oliver Zipse. This was followed by the introduction of the: Mini JCW X Deus Ex Machina from the Mini Group.

BMW Press Conference: IAA 2025 Summit, 8/9/25, Mini Group introduces the all-new All Electric Mini JCW X Deus - The Skeg.

IAA 2025 Summit: one of the major Chinese electric car companies, XPENG introduced the new P7 all-electric luxury sedan in the EU Market.

IAA 2025 Summit: Mercedes-Benz AMG Concept GT XX (Messe Munchen, 8/9/25). This was displayed at the Mercedes-Benz booth at the IAA Summit at the Messe Munchen.

TOGG Press Conference: The Turkish electric car company, TOGG, commenced it's in Germany with the world premiere of two electric cars: T10F and T10X. This was a long-time coming taking a few years before TOGG enters the EU market with these competitively priced electric cars.

TOGG Press Conference (8/9/25): The world premiere of the first electric cars in the EU market from Turkish electric car company: TOGG T10X and TOGG T10F.

GAC Motors Press Conference (8/9/25): The world premiere of the: AION UT in the EU market. GAC is another major Chinese electric car company highlighting their presence at the IAA 2025 Summit.

IAA 2025 Summit: BYD Press Conference was highlighted by their own product portfolio in the EU market. They also highlighted BYD's first factory in mainland Europe for producing electric cars in Hungary and the fastest EV in the world called the YangWang U9 Extreme with over 3000 hp and maximum speed of over 300 mph.

IAA 2025 Summit: The world premiere of the first vehicle powered by a Solid-state Battery (The Volkswagen Group). This was a first at the IAA Summit since all current electric vehicles are still using Lithium-Ion batteries but with Solid-state, there was more energy density, resulting on a smaller package and faster charging.

IAA 2025 Open Space: The World Premiere of the CUPRA TINDAYA at the IAA Open Space in downtown Munich. This was introduced the evening of 8/9/25 for the EU market.

IAA 2025 Open Space: Hyundai World Premiere of the IONIQ Concept Three. This was an all-electric concept car made by the Korean car manufacturer, Hyundai, during their Press conference on 9/9/25.

IAA 2025 Open Space: Mercedes-Benz booth highlighted the new all-electric grill place on the front of all it's electric cars moving into the future.

IAA 2025 Open Space: Audi, Volkswagen's Luxury Division, introduced the Audi CONCEPT C which is a brand new concept car that evokes a reminder of the Audi TT in an all-electric and sustainable version for the first time.

IAA 2025 Open Space: The world premiere of the brand new Porsche 911 Turbo S which is the first 911 Turbo with a hybrid powertrain. This is a first from Porsche as it's electric ambitions have stalled due to falling demand in the EU market. The revision of electric mobility goals from Porsche shows that ICEs are probably there to stay.

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