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Already over 350,000 visitors at the IAA

Berlin (ots) -

The 64th IAA Cars, the world's most important trade fair for mobility, has already confirmed its reputation as a crowd-puller on its first public weekend. A total of over 350,000 people have visited the IAA since it opened. "This increase of 10 per cent puts us far ahead of the IAA 2009. Even in the mornings the IAA visitors had already filled the halls and were filling the open-air sites, too. Their main interest is of course the 89 automotive world premieres. But also the activities on the open-air sites - the off- road circuit, test drives, and the go-kart track - are very popular with the IAA visitors. We are looking forward very confidently to the second week of the IAA," said Matthias Wissmann, President of the German Association of the Automotive Industry (VDA). The VDA is the organiser of the IAA which, with its 1,012 exhibitors from 32 countries and exhibition space totalling 235,000 sq m, is the world's leading automotive trade fair. On the Press Days (13 and 14 September 2011) over 12,000 journalists from 97 countries reported on the IAA. The IAA is open until 25 September.

All further information is available online, at: www.iaa.de.

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