

Beat: Automobiles

Chancellor Merkel opens the world's most important trade show for mobility

Chancellor Merkel opened the 66th IAA Car

Frankfurt / Main, 18.09.2015, 21:13 Time

USPA NEWS - Chancellor Angela Merkel opened together with Matthias Wissmann, President of the German Association of the Automotive Industry (VDA) the 66th IAA Cars, in the presence of numerous high-ranking guests from politics, business and society.

During the subsequent official IAA Opening Round Tour Chancellor Merkel visited the stands of BMW, Ford, ZF Friedrichshafen, Toyota, Opel, Bosch, Continental, Daimler, Audi, Volkswagen und Porsche. She was impressed by the innovative power of the exhibiting manufacturers and suppliers. A Strong and innovative automotive industry is important of Germany and Europe, said the Chancellor. When it comes to the automatic driving, she underlined what matters are mainly due to data transmission, data protection and standardized interfaces.

"The world's most important trade fair shows that the digitization of mobility is the mega topic driving the automotive industry forward with innovations coming at a rapid rate. They will make driving even safer, more comfortable, and more efficient. The German automotive industry alone is investing 16 to 18 billion euros in connected and automated driving over the next three to four years. This 66th IAA Cars opens up a view onto the mobility of tomorrow. Over 1,100 exhibitors "" more than we have ever had before in this century "" are using the entire trade fair grounds as a fascinating showroom. They come from 39 countries. The innovation density at this exhibition is unique across the globe: visitors will find 219 world premieres, a good third more than we had two years ago," said Matthias Wissmann, President of the German Association of the Automotive Industry (VDA), at the IAA's opening ceremony in Frankfurt am Main.

"The large number of new models by the manufacturers from many countries delights car enthusiasts of all ages. The innovations from the supply industry also bring the IAA into the limelight it deserves. Frankfurt is the only place where the completely automotive value chain can experienced in all its diversity. The fascination with automobiles is more international than ever before. In short, mobility connects!" said Wissmann underscored.

Article online:

<https://www.uspa24.com/bericht-5387/chancellor-merkel-opens-the-worlds-most-important-trade-show-for-mobility.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSIV (German Interstate Media Services Agreement): Ekkehard Boldt

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Official Federal Reg. No. 7442619