



NEW MOBILITY

DRIVING EXPERIENCE



Hockenheimring



16 – 18 October, 2026

TOMORROW'S MOBILITY BEGINS TODAY.

Mobility and energy are undergoing profound transformations – technologically, socially, and politically. To shape this change, we need fresh ideas, bold solutions, and strong platforms.

Since 2018, the **e4 TESTIVAL** has been a **dynamic hub** where people and innovation come together – — technologically, socially, and politically. To shape this change, we need fresh ideas, bold solutions, and strong platforms.

Our **mission** is to inspire, connect, and make the mobility of tomorrow a tangible experience – at the **Hockenheimring**, where **emotion meets technology**.



E4 TESTIVAL – EXPERIENCE THE MOBILITY OF TOMORROW



At **e4 TESTIVAL**, **innovation meets interaction**. Set on the iconic Grand Prix circuit of the Hockenheimring, the event offers a powerful platform for exhibitors to present their technologies in a dynamic, real-world setting.

From pit lane to outdoor areas, the focus is on what truly matters: **live experiences, direct customer interaction, and real product performance**.

A curated program of expert talks, panels, and exhibitions complements these experiences with valuable insights into the future of mobility.

e4 TESTIVAL connects you with an audience that is not only interested – but actively exploring, comparing, and making decision about the mobility of tomorrow.

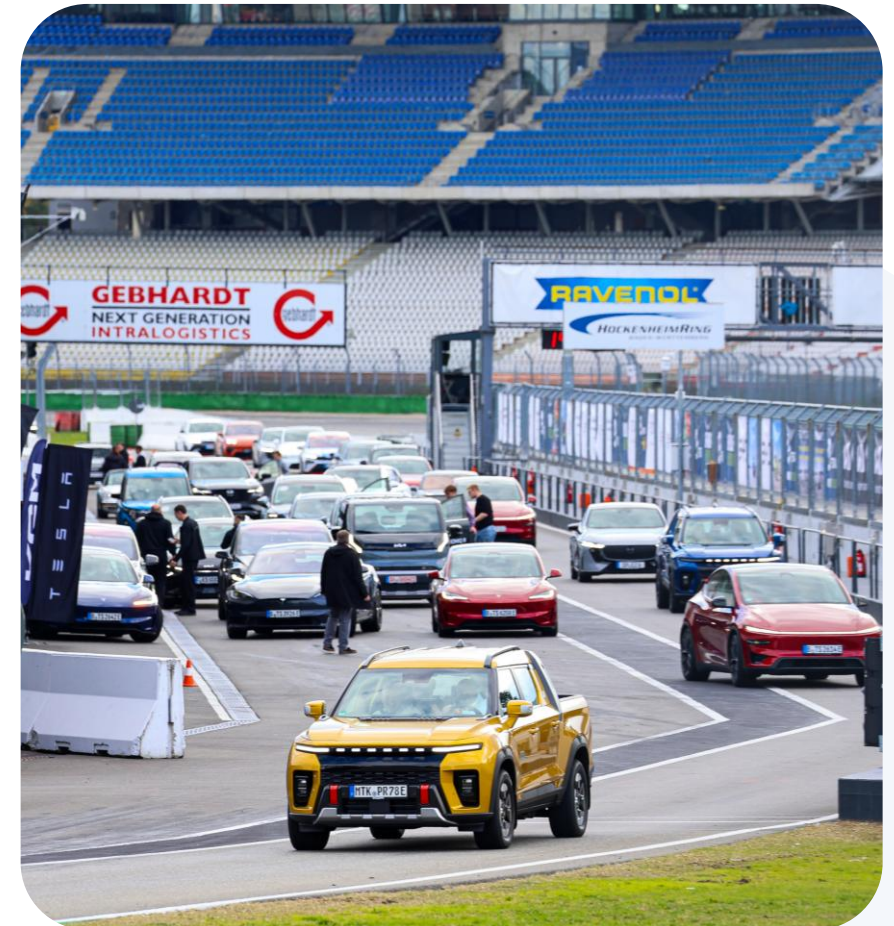


Alexander Nieland
CEO e4 TESTIVAL

“The future of mobility isn’t a fixed destination – it’s shaped by dialogue, courage, and the willingness to explore new paths.

At e4 TESTIVAL, innovation comes alive once again. On the legendary Hockenheimring, we create a unique space to shape tomorrow’s mobility in a hands-on, open, and curious way.

Because only those who experience the future can truly help shape it.”



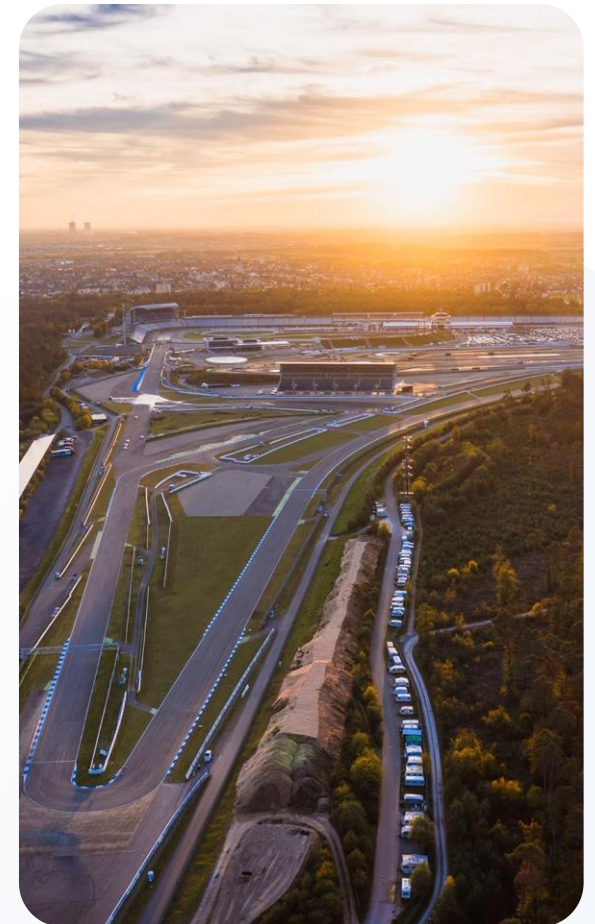
OUR LOCATION

at the heart of the Rhine-Neckar Delta

The prime location of the Hockenheimring draws thousands of visitors and offers a **dynamic platform** to showcase the latest **technologies, services, and products** shaping the mobility of tomorrow.

With **14 pit garages**, a spacious **paddock rooftop**, and extensive **outdoor areas**, the venue provides ideal conditions for exhibitors from **all sectors of the mobility industry**.

Dedicated **closed circuits** and **test tracks** tailored for urban mobility are also available – offering the perfect environment for real-world demonstrations and hands-on experiences.



THE HOCKENHEIMRING – WHERE MOBILITY BELONGS

As an **exhibitor** at **e4 TESTIVAL**, you don't just present your products — you **put them into motion**.

Experience the unique opportunity to showcase your solutions live on the world-famous Grand Prix circuit of the Hockenheimring, turning interest into real engagement.

Thanks to **our streamlined registration system**, visitors complete all liability requirements in advance. Upon arrival, identity verification takes just seconds — ensuring frictionless test drives and uninterrupted customer interaction.

This allows you to focus on what truly matters: **creating memorable experiences, building trust, and converting interest into action**.

Position your brand in an environment designed for impact — where customers don't just see your product, but **experience it in motion**.



DRIVING INNOVATION – LIVE AND IN MOTION

As an **exhibitor** at **e4 TESTIVAL**, you have a unique opportunity to showcase your drivable mobility solutions live - on the **world-famous Grand Prix circuit** of the Hockenheimring. This exceptional mobility platform enables you to present your brand directly and memorably to an engaged and curious audience.

To ensure smooth test drives, visitors are required to sign a liability declaration. **We simplify this process with a centralized solution:** visitors register online before the event and confirm their liability and participation agreement. Upon arrival at e4 TESTIVAL, visitors verify their identity at our central desk, enabling test drives to proceed without delays or repeated paperwork. This allows you to focus entirely on engaging with your visitors.

Use the pit garages to position your brand and products in the best possible light. Take advantage of this opportunity to convert potential customers through authentic, hands-on experiences – **get in, drive, and let them feel the difference.**



FASCINATION MEETS KNOWLEDGE

Trade Visitor Day & Mobility Forum

Inform. Connect. Rethink.

The **Trade Visitor Day** is dedicated to high-quality exchange, expert insights, and strategic dialogue.

The **Mobility Forum** translates complex mobility topics into tangible, real-world perspectives — making innovation accessible, relevant, and actionable

Concept
Trade Visitor Day &
Mobility Forum

JU-KNOW
Forward Thinking



TRADE VISITOR DAY & MOBILITY FORUM

TRADE VISITOR DAY #RELEARNMOBILITY | 16th OCTOBER, 2026

Immerse yourself in a day designed for **insight, exchange, and connection**. Join expert sessions, high-level panel discussions, and interactive formats that foster direct dialogue with key industry players.

The day concludes with an **exclusive networking evening** at the **Porsche Experience Center Hockenheimring** – bringing together decision-makers, innovators, and mobility leaders in a unique setting.



MOBILITY FORUM | 17th -18th OCTOBER, 2026

Experience two days filled with engaging **short talks, interviews, panel discussions, and Q&A sessions** – all centered on open-technology mobility. Visitors are invited to participate in expert-led discussions, connect with seasoned e-mobility users, gain valuable advice to support their purchasing decisions, and stay up to date with the latest innovations shaping the future of mobility.

Concept
Trade Visitor Day &
Mobility Forum

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Forward Thinking



KEY TOPICS 2026

Trade Visitor Night & Mobility Forum



Electromobility and AI

- From SDV to AIDV
- Vehicle as a business model



Urban Mobility & Tourism

- Transformation of public transport
- Potential and challenges in the travel and tourism industry



Logistics – Urban & Long Distance

- Opportunities of „small – light – electric“ for commercial and craft businesses
- New business models in urban logistics
- Charging infrastructure for long-distance transport and depots



Bidirectional Charging

- Potential and challenges
- Innovative business models



Autonomous Driving

- Robotaxis, robotaxi fleets, autonomous ride-sharing
- Trust, acceptance, experience



Legal Framework & Charging Infrastructure

- Mobility solutions for decarbonizing municipalities and companies
- Legal framework for e-mobility

HYDROGEN INNOVATION WORKSHOP



H2 in Everyday Mobility / Passenger Cars

- Experience hydrogen fuel cell vehicles in real-world use – including exhibition, expert talks, panels, and interactive workshops
- Test drives on the Hockenheimring Grand Prix circuit



H2 Solutions for Cities & Public Transport

- Zero-emission buses and municipal service vehicles – showcased through exhibition, panels, and hands-on formats
- Guided tours with optional test drive opportunities



H2 in Logistics / Heavy-Duty Transport

- Transforming long-haul transport – insights, showcases, panels, and workshops
- Test drives on the Hockenheimring Grand Prix circuit



H2 Ecosystem

- End-to-end insights: production, transport, storage, and application
- Funding opportunities and regulatory framework

NEW! START-UP DEMO DAYS & TRANSFORMING MOBILITY COMMUNITY



Innovation is shaping the future of mobility and energy.

With the **Start-up Demo Days** and the **Transforming Mobility Community**, we are taking our successful Start-up Award to the next level—turning the e4 TESTIVAL into a dynamic platform for start-ups, emerging companies, and student teams: the **e4 Mobility Hub**.

We are looking for **groundbreaking ideas, products, and services** that redefine mobility and energy—from early-stage concepts to market-ready innovations.

Showcase your solutions to a highly relevant audience of customers, media, industry leaders, and policymakers. Build valuable connections and become part of the e4 Mobility Hub.

Be part of shaping the future.

[Learn more here.](#)

Concept by

JU-KNOW
Forward Thinking

**Start-up Award „Transforming Mobility“
2019 - 2025**

Patron
Transport Minister Winfried Hermann MdL



Partner in the Advisory Board



YOUR BENEFITS

OF EXHIBITING AT THE E4 TESTIVAL.

If you want to boost your brand, build valuable connections, and get fresh insights for the future of mobility, you need the right platform.

Take your chance at e4 TESTIVAL to showcase your innovations, connect with industry leaders, and discover ideas that will help your business grow.



YOUR ADVANTAGES AT A GLANCE

-  **Maximum Visibility:** Showcase your brand in a high-impact environment designed to attract attention and drive engagement.
-  **Real Product Experience:** Let customers experience your solutions first-hand — under real conditions and in real time.
-  **Direct Market Feedback:** Gain valuable insights from customers, media, and industry experts.
-  **High-Value Networking:** Connect with industry leaders, partners, and qualified prospects in a focused business environment.

-  **New Business Opportunities:** Generate leads, initiate partnerships, and open new markets.
-  **Education & Training:** Offer workshops, seminars, training sessions and presentations for (potential) clients, business partners and employees.
-  **At the Heart of the Future:** Be part of the conversation shaping the future of mobility, technology, and energy.

ADAC E-COMPETITION

The motorsport event for e-mobility fans.

As part of the **e4 TESTIVAL**, the **ADAC e-Competition** will once again take place – a long-distance challenge for fully electric vehicles (BEVs). The goal for participating private and corporate teams is to cover the greatest possible distance with production-standard electric vehicles within the given time frame.

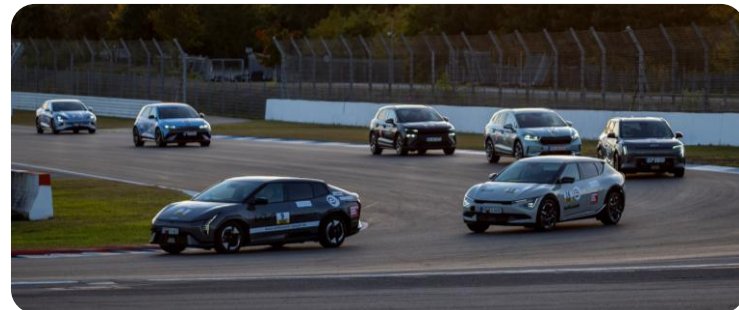
An exciting event that showcases the performance and range of modern electric vehicles—organized in cooperation with **ADAC** and supported by **STODIA** as the official charging partner. A must-see experience for all e-mobility enthusiasts!

 **STODIA**

Charging Partner



E-MOBILITY IN COMPETITION



The **ADAC e-Competition** demonstrates just how powerful and practical modern mobility solutions are in real long-distance conditions. Under true real-world scenarios, it becomes clear how vehicles, teams, and technologies perform in continuous operation.

But the event is about more than just racing. It is a vibrant meeting point for exchanging ideas, gaining new perspectives, and sharing a genuine passion for the future of mobility.

Take advantage of the unique atmosphere of the **Hockenheimring** to showcase your brand, company, dealership, or organization in a compelling way.

Whether you are a **motorsport enthusiast**, an **organization looking for a unique team-building experience**, or a visitor seeking an extraordinary day out, this special event at the Hockenheimring offers something for everyone.

For more information, visit: www.24ecompetition.com

YOUR CORPORATE EVENT WITHIN THE E4+ FESTIVAL

Integrate your **corporate event** into the e4+ FESTIVAL – whether during Trade Visitor Day or the public days.

We offer **excellent venues** for dealer trainings, customer events, expert workshops, press conferences, or team-building activities. The possibilities are endless!

Enhance your event with a visit to the e4+ FESTIVAL and take advantage of our special **group discounts**.



RETROSPECT 2025



- **The fifth edition of the e4 TESTIVAL** has firmly established itself as a leading event for new mobility and driving experiences, offering a comprehensive overview of vehicles, charging infrastructure, and e-mobility across everyday life, business use, travel, and even aviation.
- **A wide range of manufacturers and dealers showcased** their latest vehicle innovations, with opportunities for test drives on the Hockenheimring's Grand Prix circuit.
- The **B2B day, #RelearnMobility**, featuring conferences, discussions, expert insights, and consulting for everyone interested in new mobility, concluded with a culinary networking evening at the Porsche Experience Center Hockenheimring—now a key gathering point for the e-mobility community.
- The public days over the weekend combined driving excitement with valuable information and hands-on experiences. The **Best-in-Class Award** recognized outstanding vehicles and solutions. At the **Mobility Forum**, key topics such as charging infrastructure, photovoltaics, bike leasing, and e-camping were explored..
- Start-ups, pilot projects, and the **“Transforming Mobility” Award**, featuring 14 exciting finalists, offered a glimpse into the future of mobility.
- **Integrated ADAC e-Competition:** In October 2025, 33 teams—29 corporate teams and 4 private teams—competed in an 18-hour endurance format..

OVER 13.000 VISITORS

65 EXHIBITORS

OVER 7.000 TEST DRIVES

Sponsors:

PORSCHE
EXPERIENCE CENTER
HOCKENHEIMRING



STIMMEN ZUM e4 TESTIVAL



Es hat etwas Besonderes, dass der Hockenheimring – ein Ort, der sozusagen Kultstätte des rasenden Verbrennungsmotors ist – mit diesem Event zum Ort der Transformation zur neuen Mobilität wird.“

Winfried Hermann MdL. |
Minister of Transport for
Baden-Württemberg



„Wir stecken nicht in einer Krise, sondern an einem neuen Betriebspunkt. Survival Mode und Future Program sind gefragt.

Die Zukunft ist elektrisch, nachhaltig, autonom und geprägt von Physical AI.

Chancen sind gigantisch – „Wer nicht dabei ist, ist auch nicht mehr dabei. Time for change has come.“

Michael Jost E-mobility pioneer,
founder of eD-TEC, and former
Chief Strategist at
Volkswagen Group



„Das e4 TESTIVAL hat einmal mehr gezeigt, wie spannend & viel-seitig die Welt der Mobilität ist. Der Fachbesuchertag bot die perfekte Gelegenheit, aktuelle E-Autos selbst zu testen, spannende Einblicke in Ladeinfrastruktur, Photovoltaik und Klimaschutz zu gewinnen & sich über die neuesten Entwicklungen auszutauschen. Besonders beeindruckt haben mich die kompakten, aber inhalts-starken Vorträge sowie die spontanen Gespräche mit Branchenkollegen.“

Sebastian Henßler |
elektroauto.news



„Elektromobilität ist gekommen, um zu bleiben. Und auch wenn es manchmal so wirkt, als ob die Technologie noch mehr Zeit braucht, um sich durchzusetzen, sollten wir uns fragen, ob es nicht wir selbst sind, die oftmals zu langsam sind. Wenn sich die Welt verändert gibt es Menschen, die abwarten und solche, die vorangehen. Wir sind diejenigen, die vorangehen und leidenschaftlich für eine saubere Mobilitätswelt eintreten.“

Christian Clerici Mobility expert,
author, and TV presenter

OUR EXHIBITORS

- selection since 2018 -



WAYS TO PARTICIPATE - E4+ FESTIVAL 2026

Discover tailored participation options designed to maximise your presence — from exhibition spaces to targeted media and sponsorship packages.



EXHIBITION AREA OVERVIEW

The e4 TESTIVAL offers exhibitors a wide range of opportunities to showcase their brand, products, and services in the best possible way—both within the exhibition area and directly on the track. Thanks to the unique infrastructure of the Hockenheimring, a variety of locations are available, each offering distinct advantages in terms of visibility, customer engagement, and product presentation

Outdoor Area A & B

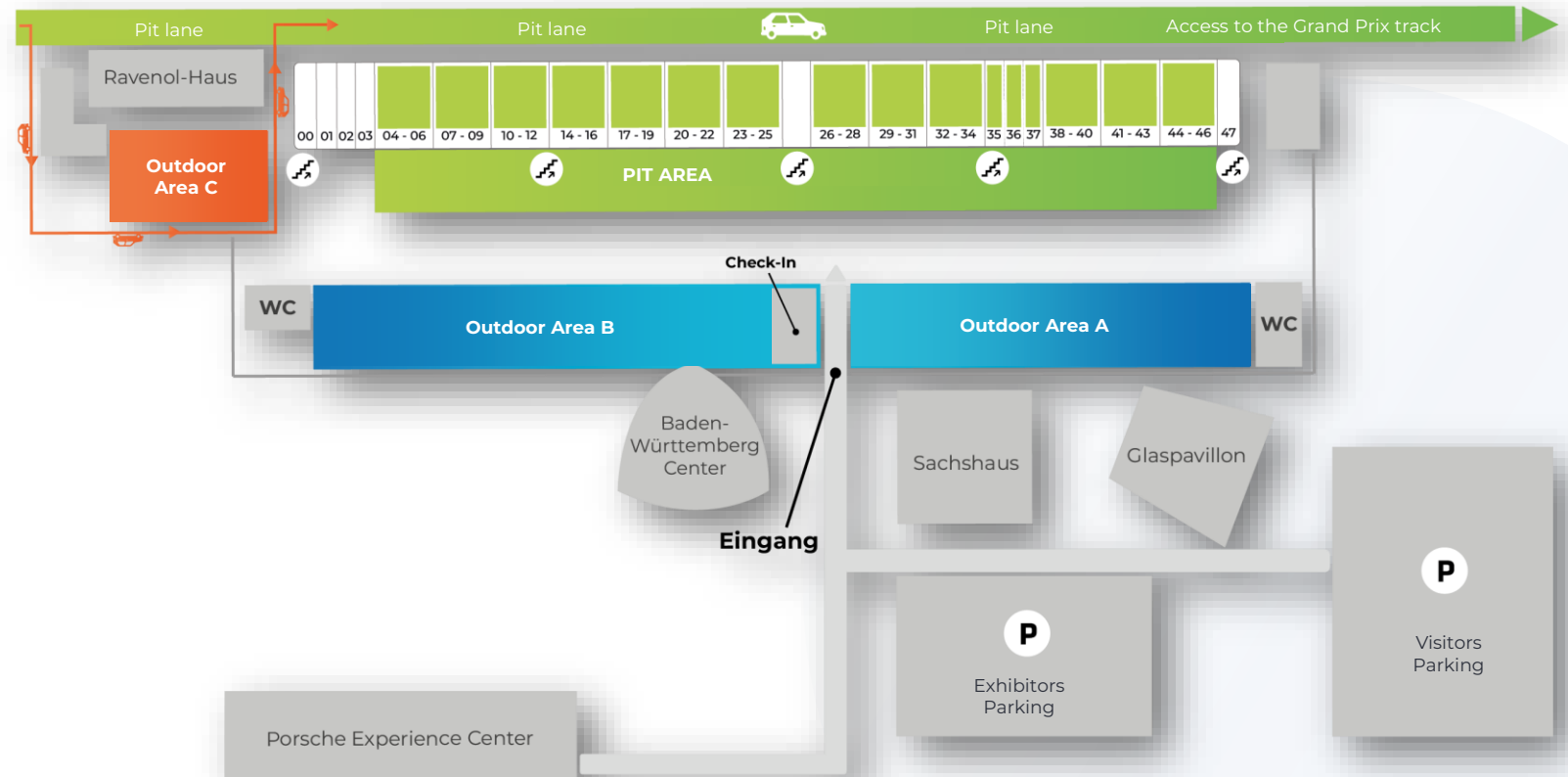
Ideal for static displays, large exhibits, and interactive brand presentations.

Outdoor Area C

Perfect for smaller organizations—with the option to gain access to the Grand Prix circuit.

Pit Area

Ideal for brands that want to offer test drives directly from the pit garages (04-46). Located right next to the pit lane, the garages provide immediate access to the Grand Prix track.



EXHIBITION AREAS

Outdoor Area

Areas A, B and C

155 €/m²

In the outdoor area, you can choose your stand size flexibly and individually, starting from 9 m².



Pit Area

1 Pit Garage

25.000 €

With 375 m² of exhibition space, you will be positioned in one of the 15 pit garages.



1/3 Pit Garage

9.000 €

With 125 m² of exhibition space, you will be allocated one-third of a pit garage.



All prices are subject to 19% VAT.

NOTES ON EXHIBITION AREA

Exhibition Space

Pit Garage: The 375 m² exhibition space consists of a covered area inside the pit garage (200 m²), a forecourt area in the paddock (70 m²), and a holding area in the pit lane (105 m²). With the “Pit” exhibition space, you benefit from direct access to the test track (Hockenheimring Grand Prix circuit).

1/3 Pit Garage: The 125 m² exhibition space consists of a covered area inside the pit garage (67 m²), a forecourt area in the paddock (23 m²), and a holding area in the pit lane (35 m²). With the “Pit” exhibition space, you benefit from direct access to the test track (Hockenheimring Grand Prix circuit).

Outdoor Areas A, B and C: In the outdoor areas, you can freely choose the size of your exhibition space. The minimum size is 9 m².

Exhibition spaces are provided without stand construction (such as pavilions, walls, furniture, etc.). These can be booked separately under “Additional Services” if required.

INCLUDED SERVICES FOR ALL EXHIBITORS

All exhibitors benefit from a comprehensive package of included services to ensure a successful and impactful presence.

Services	Pit Garage	1/3 Pit Garage	Outdoor Area A, B and C	Notes
Wi-Fi access	✓	✓	✓	
Power supply access	✓	✓	✓	
Exhibitor profile in the exhibitor directory	✓	✓	✓	
Listing in the site map	✓	✓	✓	
Logo placement on the pit garage front	✓	✓	–	1)
Tickets				
Guest tickets for trade visitor day (Fri)	15	5	From 2	
Guest tickets for public days (Sat/Sun)	90	30	From 10	
Exhibitor Staff Tickets	✓	✓	✓	2)

NOTES ON INCLUDED SERVICES

1) Display of your official logo on the pit garage

The signage is installed above the pit garage on the side facing the paddock. By default, it shows the exhibitor's brand logo. Additional custom elements, such as including the name of the exhibiting dealership, can be booked under "Additional Services."

2) Tickets

Exhibitor tickets for your stand staff will be provided in the required quantity.

ADDITIONAL SERVICES

	Price (plus 19% VAT)	Notes
Use of the Grand-Prix-Track for test drives (applies only to outdoor area C exhibitors)	800 €	
Pit Garage banner - individual design (Box Banner	130 €	3)
Extra Gast-Tickets	On request	4)
Vehicle cleaning	Basic exterior care – 39,90 € per vehicle Complete care (interior + exterior) – 59,90 € per vehicle	5)
Meeting rooms / spaces	On request	6)
Exhibition furniture	On request	
Meal allowances	On request	
Film production	On request	

NOTES ON ADDITIONAL SERVICES

3) Individual customization of the exhibitor logo above the pit garage (Box)

See item ¹⁾ Custom addition to the exhibitor logo above the pit garage (Box) , facing the paddock.

4) Guest Tickets

Additional guest tickets, beyond the exhibitor tickets for the Trade Visitor Day and Public Days, can be purchased at a volume discount. You will receive a corresponding number of discount codes to send to your guests, allowing them to book their tickets free of charge. Ticket categories and prices are available in the Ticket Shop.

Volume discount: from 10 guests: 5%, from 20 guests: 10%, and from 30 guests: 15%.

5) Vehicle cleaning

During the event, you can have your vehicles professionally cleaned by [emodrom tec & wash](#) directly at the Hockenheimring at a special rate::

- Basic exterior care: Premium exterior vehicle wash, wheel cleaning, vehicle drying, exterior window cleaning.
- Complete care: Premium exterior vehicle wash, wheel cleaning, vehicle drying, interior & exterior window cleaning, interior vacuuming, dashboard and surface dusting/wiping.

6) Conference / Meeting Rooms

During the e4 TESTIVAL, you have the option to rent rooms directly at the Hockenheimring for meetings, workshops, or seminars.



SPONSORSHIP & MARKETING PACKAGES 2026

At e4 FESTIVAL, we offer a wide range of opportunities to position your brand where it matters most — before, during, and after the event.

SPONSORING & MARKETING PACKAGES

Our sponsorship packages are designed to maximise visibility, strengthen brand perception, and connect you directly with relevant target audiences.

KILOWATT

Limited to **10 packages**

MEGAWATT

Limited to **3 packages**

GIGAWATT

Limited to **2 packages**

TERAWATT

Only **1 package**

Visibility & Communication	KILOWATT	MEGAWATT	GIGAWATT	TERAWATT	Note
Partner recognition across key channels:	✓	✓	✓	✓	
- Newsletter feature	✓	✓	✓	✓	
- Social media coverage	✓	✓	✓	✓	
- Event newspaper placement	✓	✓	✓	✓	
- Flyers & print media presence			✓	✓	
Event Branding					
Logo on the stage backdrop (Mobility Forum)		✓	✓	✓	
Large-scale outdoor screen (Location: Baden-Württemberg Center)		✓	✓	✓	

SPONSORING & MARKETING PACKAGES

Event Branding	KILOWATT	MEGAWATT	GIGAWATT	TERAWATT	Note
Pit lane banner (in the pit lane)	2	2	4	8	7)
Brand visibility on visitor badges			✓	✓	
Content & Program Placement					
Ad placement in event newspaper	1/3 page	½ page	1 page	2 pages	8)
Speaker presence on public days		✓	✓	✓	9)
Speaker presence on the trade visitor day			✓	✓	9)
Featured brand placement in event content				✓	
Digital Visibility					
Logo placement on the sponsoring board (website) + backlink	✓	✓	✓	✓	
Banner placement on exhibitor listing page		✓	✓	✓	
Banner placement on homepage			✓	✓	
Branded landing page on e4testival.com				✓	
Tickets & Access					
Additional trade visitor day tickets	25	50	100	200	
Additional public day tickets	unlimited	unlimited	unlimited	unlimited	
Price (plus 19% VAT)	4.750 €	7.500 €	15.000 €	30.000 €	

NOTES ON SPONSORING & MARKETING PACKAGES

7) Pit Lane Advertising Banner

Digitally printed banner, hemmed and eyeleted on all sides. Final size: 2600 × 1400 mm. Please provide print-ready artwork (design freely selectable) including 5 mm bleed: 2610 × 1410 mm. File format: PDF. Resolution: 70–100 dpi. Pit lane banners can be taken over by the exhibitor after the event upon request.

8) Advertisement in the Event Newspaper e4 TESTIVAL 2026

Three ad formats are available for the digital event newspaper:

- 1/3 page: final size 220 mm (width) × 100 mm (height)
- 1/2 page: final size 220 mm (width) × 140 mm (height)
- 1 page: final size 220 mm (width) × 290 mm (height)

No bleed. RGB color profile. Preferred file format: PNG. You can find the 2025 event newspaper [here](#).

9) Speaker Slots

Presentations in the forum and during the professional visitor day must be informative in nature (non-promotional). Topics are selected and coordinated in agreement with the event organizer.

EXCLUSIVE SPONSORING

Take your brand presence to the next level. Our exclusive sponsorship opportunities allow you to **own key experiences** within the e4 TESTIVAL — creating maximum visibility, emotional engagement, and long-lasting brand impact.

Theme worlds	Price (plus 19% VAT)	Note
START-UP AREA powered by	3.500 €	10)
Urban Parcours powered by	4.500 €	11)
Family Park powered by	4.500 €	12)
Networking Area powered by	6.500 €	13)
„B2Professionals Night“ powered by	18.000 €	14)
Hospitality		
Opening of the professional visitor day – “Breakfast by”	2.500 €	
Opening of the public day – “Snacks by”	2.000 €	
Popcorn stand during the public days – “powered by”	1.500 €	
Digital Content		
Special newsletter campaign	1.500 € per campaign	
Newsletter banner	550 € per banner	

EXCLUSIVE SPONSORING



Merchandising & Giveaways	Price (plus 19% VAT)	Note
Co-branded tote bag (distributed on site)	5.000 €	15)
Branded charging station presence	6.000 €	
Co-branded notepads and pens (distributed on site)	5.000 €	16)
Exclusive branding on trade visitor lanyards	15.000 €	17)
Exclusive branding on public visitor lanyards	35.000 €	18)
Editorial & Media		
Editorial creature in e4testival newsroom	1.500 €	
Advertisement in the event newspaper (digital & print, 5,000 copies)		8)
• 1/3 page	1.000 €	
• 1/2 page	1.200 €	
• 1 page	2.000 €	

NOTES ON EXCLUSIVE SPONSORING

10) START-UP AREA

Branding of the Start-up Area with your logo, placement of a roll-up on site, and logo placement on the partner board of the website.

11) Urban Parcours

Branding of the Urban Parcours with your logo and advertising banners, as well as logo placement on the partner board of the website.

12) Family Park

Branding of the Family Area with your logo and advertising banners, as well as logo placement on the partner board of the website.

13) Networking Area

Branding of the Networking Area with your logo, placement of a roll-up on site, the opportunity to distribute giveaways/flyers, and logo placement on the partner board of the website.

14) B2Professional Night

Branding of the B2Professional Night, exhibition space at the Porsche Experience Center, opportunity to distribute giveaways/flyers on site, co-branding of the selfie portrait corner, and logo presence in the catering area.

15) Tote Bag

Co-branding with the e4 FESTIVAL logo, distributed on site (1,500 units).

16) Notepad and pen

Co-branding with the e4 FESTIVAL logo: Notepads – 1,500 units, Sponsor-provided pens – 1,200 units

17) Professional Visitor Lanyard

Logo printed on the lanyard.

18) Visitor Lanyard

Logo printed on the lanyard.

TESTIVAL

NEW MOBILITY

DRIVING EXPERIENCE

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