



Press release

On the road with IFA: Exclusive mobility partnerships for 2025

Berlin, 21 August 2025 – IFA Berlin, the world's largest event for home and consumer tech, announces its official mobility partners for 2025: Bolt, Lime, Voi, Free2move and BVG Club. Visitors and exhibitors at IFA will benefit from exclusive discounts and flexible offers for a smooth and sustainable stay.

Mobility as part of the IFA experience

From 3 to 9 September 2025, Berlin will become a global stage for technology and culture – and mobility is a central part of the experience. By collaborating with leading providers, IFA enables its visitors to explore the city without detours and with a reduced carbon footprint.

From Bolt's ride-hailing service to e-scooters and e-bikes from Lime and Voi to car-sharing solutions from Free2move and exclusive BVG Club tickets: the offers from IFA's mobility partners are as individual as the IFA visitors themselves – and take them directly to their destination.

'Mobility is a key topic of our time, that's why we are very pleased about the partnership with leading mobility providers. Together, we are focusing on smart, sustainable solutions that take our guests flexibly through Berlin and ensure an all-round successful trade fair experience,' says Leif Lindner, Managing Director of IFA Management GmbH.

Partner offers overview

Bolt

- 30% discount on ride hailing. Valid for the first 6,500 users who book a ride to or from Messe Berlin (code: BOLTIFA25, up to 30€ per ride)
- 50% discount on the first three rides with an e-scooter or e-bike. Valid for the first 1,000 users who book a ride in Berlin (code: IFA2025MOVE, up to 2€ per ride)
- 30% discount on the first car-sharing ride. (Valid for the first 1,000 users who book a ride in Berlin, code: IFA2025DRIVE)

Lime

- 20% discount on your first ride. Valid from 5 to 9 September 2025 for the first 5,000 users (code IFA2025)

Free2move

- 10€ starting credit for new users. Credit valid for 30 days when redeeming the code by 10 September (code PSM-IFA-2025)

Voi

- 50% discount on three rides for new customers. Valid from 5 to 9 September 2025 (code IFAVOI2025)

BVG Club

- 20% discount for BVG Club members on tickets for the IFA Summer Garden Opening Night Festival (4 September), including free IFA admission on a day of your choice.

With these partnerships, IFA 2025 ensures that visitors and exhibitors can travel comfortably, affordably and sustainably – while experiencing the IFA in all its facets.

About IFA Berlin

IFA Berlin is the world's leading event for home and consumer technologies and celebrates over a century of innovation. Since 1924, IFA Berlin has been the leading global platform where technology leaders, innovators and industry experts come together to showcase groundbreaking products and shape the future of consumer electronics. The event takes place every year in September in Berlin.

Further information on IFA Berlin 2025: www.ifa-berlin.com

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