

# IFA

**4-8 SEPT  
2026**

Press Release

## **Volkswagen at IFA 2026**

*Berlin, 03 June 2026* – This year, IFA Berlin, the world's largest event for home and consumer tech, welcomes the Volkswagen brand to the Messe Berlin exhibition grounds. In doing so, IFA brings one of the world's best-known car manufacturers to the fore and demonstrates how mobility and technology are becoming increasingly intertwined in everyday life.

### **IFA 2026 brings innovations to life and enables brands to engage directly with visitors**

IFA brings new technologies to life for a wide audience. Visitors get to experience new products first-hand, discover trends and engage with brands. This provides manufacturers with a unique opportunity to reach a broad audience and receive unfiltered feedback directly on the spot.

*"For Volkswagen, IFA is the ideal platform to demonstrate how mobility, digitalisation and smart technologies are becoming increasingly intertwined with people's everyday lives. Our aim is to develop innovations that not only inspire from a technological perspective but are also intuitive to use and create real added value in daily life. This is precisely where we see the future of modern mobility,"* says Christine Wolburg, Chief Brand Officer of the Volkswagen Brand.

*"Volkswagen is bringing a compelling vision of the future of mobility to IFA. The brand is part of millions of people's everyday lives and demonstrates how e-mobility, digitalisation and everyday technologies are becoming increasingly intertwined. It is precisely this combination of innovative strength and a close connection to people that makes Volkswagen a valuable asset to IFA,"* says Leif Lindner, CEO of IFA Management GmbH.

As part of IFA 2026, Christine Wolburg, Chief Brand Officer of the Volkswagen Brand, and Kai Grünitz, Member of the Board of Management for Technical Development at the Volkswagen Brand, will deliver a keynote speech. Further details of the programme will be announced shortly.

### **Tickets for IFA 2026 are now on sale**

IFA 2026 will take place from 4 to 8 September 2026 at the Messe Berlin exhibition centre. Tickets for IFA 2026 are now on sale: <https://www.ifa-berlin.com/visit>  
Trade visitor ticket: <https://www.ifa-berlin.com/ticket-b2b>

### **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 2026: [www.ifa-berlin.com](http://www.ifa-berlin.com)

Journalists can apply for accreditation for IFA 2026 [here](#).

Experience IFA with your ears (Innovation For All - The IFA podcast): [open.spotify.com](https://open.spotify.com)

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