“Almost like a festival”: Robert Ader on IAA Mobility 2025

06/09/2025 Robert Ader has been CEO of Porsche Deutschland since May – and now he’s attending the IAA Mobility show in Munich in this capacity. In this interview, he reflects on his first months in the role, shares his perspective on the importance of the IAA, and reveals some of the highlights that visitors to the Porsche stand can look forward to – from exclusive cars and high-profile guests to a surprise musical moment.

Robert Ader, you have been CEO of Porsche Germany since May this year. How have the first four months been?

Robert Ader: In two words: intense and exciting. But also as I expected. I know the German market very well.

In recent years, in your role as the global Head of Marketing at Porsche AG, you had responsibility for motor shows around the world. Munich’s IAA Mobility is approaching – do you view it any differently now that you are at the helm of Porsche Germany?

Ader: Yes, it is indeed an interesting progression. We began designing the Porsche stand at Wittelsbacher Platz in 2024. At that time, I was still actively involved in my marketing role. The team has since finalised the stand, and now the joint operational management on site with Porsche Germany begins. So I have switched sides – from rather conceptual work and the stand construction to the operational management of the space.

At the last IAA, Porsche had a very striking stand featuring a giant silhouette of a car. What is planned for this year?

Ader: We are, of course, keeping the details under wraps until the last minute but I can reveal this much: there will be a giant element again this year, and the Porsche crest will play a central role.

What can visitors expect at IAA Mobility in Munich in 2025?

Ader: We will showcase some outstanding sports cars that can be experienced up close. These include artistically staged limited editions, the new Cayenne Black Edition, and a true world premiere of our icon, the 911. We're also offering a comprehensive supporting programme: test drives through Munich in our all-electric fleet, including Taycan and Macan models, as well as test rides on Porsche e-bikes.

On stage, visitors can enjoy a diverse programme featuring highlights such as talks with Sean Wotherspoon and Arthur Kar, along with surprise musical performance.

Our partner, La Marzocco, is providing a coffee bar, and at our water station visitors can refresh themselves while supporting a good cause.

How so?

Ader: We are partnering again with Viva con Agua. For every litre of water dispensed from our water station, Porsche will donate two euros to the cause. Together, we are supporting global charitable projects that provide safe access to clean drinking water and basic sanitation.

What does the IAA mean to you? Do motor shows like this have a future?

Ader: The IAA in Munich is one of the major highlights for me this year – it's a kind of community gathering. I am convinced that formats like this have a future. Fans and enthusiasts can engage with the cars at their own pace: touching, feeling and even smelling them. They can interact with our Car Explainers and experience the spirit of our brand. The open concept makes the brand very approachable. It almost feels like a festival. Our customers also enjoy attending the IAA. As part of the show, we are planning exclusive customer events with brand enthusiasts from across Germany. This demonstrates the strong appeal of this motor show.

Last question: what do you wish for the 2025 IAA?

Ader: Good weather. The rest is under control!

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