



PRESS DOCUMENT FIAA 2026

INDEX

- 1. Greetings from FIAA's director**
- 2. General Info**
- 3. FIAA 2026 brings the global bus and coach industry together in Madrid amid the shift towards electrification, digitalisation and expanding public transport networks**
- 4. Agenda – Press Day**
- 5. Agenda – Activities**
- 6. Quotes**
- 7. FIAA 2026 Board**
- 8. Communication and Press Department**

1. David Moneo, FIAA's Director

Each edition of FIAA has something special about it, but FIAA 2026 arrives at a particularly important moment for the industry. As you open this press dossier, I would like to begin by recognising the work of all the professionals who make buses and coaches an essential part of modern mobility. From 22 to 24 September, IFEMA MADRID will once again become the meeting point for an industry that is evolving rapidly and ambitiously.

We are experiencing a period of growth, but also one of responsibility. Rising demand, fleet renewal, electrification, digitalisation, efficiency, safety and talent attraction are among the major challenges already facing both operators and public authorities. At FIAA, we aim to support this transition with a practical, realistic and forward-looking approach that delivers value to the entire sector.

That is why this edition is designed to be much more than a showcase. More than 110 exhibitors and a stronger international presence will demonstrate how the industry is responding to these challenges, with solutions ranging from zero and low-emission vehicles to charging infrastructure, connectivity, maintenance, intelligent fleet management and initiatives that enhance the passenger experience.

We have also prepared an extensive programme featuring press presentations and a FIAA Forum focused on the key issues shaping the industry today: the energy transition, public-private collaboration, digitalisation, artificial intelligence, cybersecurity, female leadership and the future of transport fleets. In addition, the Sustainable Bus Awards will once again highlight the innovation and sustainability driving the sector forward.

I would like to personally invite you to experience FIAA 2026 from the inside. For industry professionals, it will be a place to make decisions, build partnerships and identify new opportunities. For journalists, it will provide direct access to the people, trends and insights shaping a sector that plays a vital role in our mobility systems.

We look forward to welcoming you to IFEMA MADRID.





2. GENERAL INFO

EVET	FERIA INTERNACIONAL DEL AUTOBÚS Y EL AUTOCAR (FIAA)
DATES	From Tuesday 22 to Thursday 24 September 2026
VENUE	IFEMA MADRID Halls 7 and 9
OPENING TIMES	10:00am to 07:00pm horas
HAPPENING	Two years
ORIENTATION	ProfeSsional
EDITION	16TH
EXHIBITORS	110
ORGANIZATION	IFEMA MADRID



FIAA 2026 brings the global bus and coach industry together in Madrid amid the shift towards electrification, digitalization and expanding public transport networks

Organised by IFEMA MADRID from 22 to 24 September 2026, FIAA will bring together more than 110 exhibitors in Madrid, showcasing the latest innovations in sustainable, safe and efficient passenger transport.

FIAA, the **International Bus and Coach Trade Fair**, returns to **IFEMA MADRID from 22 to 24 September** for its 16th edition, bringing together the key players shaping the future of road passenger transport. Over three days, manufacturers, bodybuilders, operators, fleet managers, technology providers, public authorities and industry associations will gather to explore the trends, opportunities and challenges driving the sector's transformation.

For journalists, **FIAA 2026** offers a comprehensive overview of an industry undergoing rapid change. Key topics will include growing passenger demand, fleet renewal, the transition to low and zero-emission vehicles, digitalisation, safety, passenger experience, talent attraction and the increasing internationalisation of the sector.

A sector on the rise and undergoing rapid transformation

FIAA, the International Bus and Coach Trade Fair, returns to IFEMA MADRID from 22 to 24 September for its 16th edition, bringing together the key players shaping the future of road passenger transport. Over three days, manufacturers, bodybuilders, operators, fleet managers, technology providers, public authorities and industry associations will gather to explore the trends, opportunities and challenges driving the sector's transformation.

For journalists, FIAA 2026 offers a comprehensive overview of an industry undergoing rapid change. Key topics will include growing passenger demand, fleet renewal, the transition to low and zero-emission vehicles, digitalisation, safety, passenger experience, talent attraction and the increasing internationalisation of the sector.

The innovations shaping the future of the industry

FIAA 2026 will showcase the technologies and solutions to reshape the future of road passenger transport, with electrification taking center stage across the exhibition floor. Visitors will see a wide range of new electric buses and coaches, including world



premieres, award-winning models and next-generation vehicles designed to support the industry's transition towards zero-emission mobility.

The exhibition will also highlight advances in vehicle propulsion, components and energy efficiency. Manufacturers and suppliers will present new electric drivetrains, transmission systems, high-voltage technologies and specialised engineering solutions aimed at improving performance, reliability and operational efficiency.

Smart safety and driver assistance technologies will be another key focus. From AI-powered monitoring systems and digital mirrors to accessibility solutions and passenger assistance tools, exhibitors will demonstrate how technology is helping operators improve safety, efficiency and the travel experience.

Digitalisation will feature prominently throughout FIAA 2026, with solutions covering fleet management, telematics, intelligent transport systems, ticketing, predictive maintenance and AI-powered operational tools. The event will provide a comprehensive overview of the technologies transforming the day-to-day management of passenger transport services. The latest developments in passenger comfort, accessibility and vehicle lifecycle services will complete the showcase, with innovations ranging from minibuses and premium vehicle conversions to climate control systems, lightweight materials, professional driver recruitment platforms and advanced vehicle maintenance solutions.

International expansion in focus

Internationalisation will be one of the defining features of FIAA 2026. The event has strengthened its position as one of Europe's leading meeting points for the bus and coach industry, bringing together manufacturers, operators, suppliers and decision-makers from an increasingly diverse range of markets.

This year's edition has recorded a 50% increase in international participation, reflecting both the growing global profile of FIAA and the international outlook of the industry itself. Companies from Europe, Asia and the Americas will use the exhibition as a platform to showcase innovations, establish new partnerships and explore business opportunities across different markets.



The international dimension of FIAA will also be reflected in its programme of professional conferences, networking activities and business meetings, reinforcing the event's role as a gateway between Spain and the global bus and coach industry.

Sustainable Bus Awards

As the industry continues to embrace innovation and technological transformation, FIAA 2026 will host the Sustainable Bus Awards 2027 ceremony on 23 September, one of the sector's leading international awards programmes. Its presence at IFEMA MADRID reinforces the show's role as a showcase for the technologies shaping safer, smarter and more sustainable passenger transport.

The awards recognise excellence across the Urban, Intercity and Coach segments, highlighting advances in electrification, operational efficiency, safety, accessibility, connectivity and environmental performance. Finalists include vehicles from leading manufacturers such as Mercedes-Benz, Solaris, Irizar, Scania, BYD, Yutong, VDL, King Long, Temsa and Marcopolo.

Judged by an international panel of specialist journalists, the awards assess vehicles from a broader operational perspective, considering innovation, energy efficiency, digitalisation, maintenance, total cost of ownership, sustainability and overall value for operators. Their presentation at FIAA reflects many of the key themes that will define the 2026 edition, including electrification, digitalisation, fleet management and energy efficiency.

A programme designed to support media coverage

FIAA 2026 has been designed to provide journalists with a clear overview of the key trends shaping the industry. On 22 and 23 September, the spotlight will be on exhibitor press presentations, offering first-hand insight into new vehicle launches, technological developments and product innovations from leading manufacturers and suppliers.

On 23 September, the FIAA Forum will bring together industry leaders to discuss issues such as after-sales services, the energy transition, public-private collaboration, and the evolving role of manufacturers and operators. The programme will also include the presentation of the Sustainable Bus Awards, one of the sector's most recognised international distinctions.



On the final day, 24 September, attention will turn to the future workforce and the technologies shaping the next generation of transport services. Discussions will focus on talent attraction, digitalisation, artificial intelligence, cybersecurity and the development of increasingly connected fleets.

Taken together, FIAA offers a valuable opportunity to understand where the bus and coach industry is heading. The event provides a comprehensive snapshot of the technologies reaching the market, the strategies manufacturers and suppliers are adopting to meet changing mobility demands, the challenges facing operators, and the growing role of innovation, sustainability and digitalisation in the future of road passenger transport.

FIAA 2026 unveils a comprehensive programme of activities

On 23 September, FIAA 2026 will strengthen its role as a knowledge hub for the passenger transport industry. The programme will combine press presentations with a series of panel discussions focused on aftersales services, the transition to zero-emission transport, public-private collaboration, developments in the Spanish market and the role of manufacturers and operators in meeting new mobility challenges.

Highlights will include the Club Posventa VI Conference, the Sustainable Bus Tour, a Transport Industry Roundtable on the challenges facing the Spanish market, the Sustainable Bus Awards ceremony, and a Manufacturers' Roundtable dedicated to the next generation of buses and coaches.

The day will conclude with a debate organised by ANETRA exploring the future of coach access to cities, covering issues such as low-emission zones, access restrictions, intermodality and the strategic role of coaches in urban and metropolitan mobility. On 24 September, the FIAA Forum will focus on innovation, leadership, technology and operational transformation. The programme will open with a session led by EMT Madrid examining artificial intelligence as a driver of future mobility, including its impact on efficiency, user experience, sustainability and digitalisation.

Further sessions will address women's leadership in the bus industry, the transformation of passenger transport operations, and emerging technologies such as connectivity, ADAS systems, artificial intelligence and cybersecurity. Together, they will underline the importance of innovation and talent in shaping the future of the sector



3. Agenda – PRESS DAYS.

Tuesday, 22 September | IFEMA MADRID

TIME	EVENT	LOCATION
09:00	OPENING BREAKFAST	Media Centre & Buyers
09:30	DAIMLER BUSES	Press Conference Hall 9
10:00	IVECO BUS	Press Conference Hall 9
10:30	TEMSA	Press Conference Hall 9
11:00	OTOKAR	Press Conference Hall 9
11:30	SOLARIS	Press Conference Hall 9
12:00	KARSAN	Press Conference Hall 9
12:30	INDCAR	Press Conference Hall 9
13:00	ZEROID	Press Conference Hall 9
13:30	IRIZAR	Press Conference Hall 9
15:00	MARCOPOLO	Press Conference Hall 7
15:30	FARIZON	Press Conference Hall 7
16:00	PAGLIANI SERVICE	Press Conference Hall 7
16:30	ISUZU	Press Conference Hall 7
17:00	HIGER	Press Conference Hall 7

Wednesday, 23 September | IFEMA MADRID

TIME	EVENT	LOCATION
10:30	UNVI	Press Conference Hall 9
11:00	FERQUI	Press Conference Hall 9
11:30	JMB	Press Conference Hall 9



Getting to FIAA 2026

Public transport

If you are travelling to IFEMA MADRID by Metro or bus, you can reach Halls 7 and 9 via the South Entrance.

Taxi or private hire vehicle

Taxis and private hire vehicles will drop passengers off at the North Entrance. From there, Halls 7 and 9 can be reached on foot via Avenida Central.

Parking

We recommend using the Orange or Green car parks, as these are the closest to Halls 7 and 9. From the car parks, enter the venue on foot through North Entrance. Puerta Norte (check our [map](#)).

4. Quotes.

IFEMA MADRID

David Moneo. FIAA's Director

"FIAA 2026 comes at a pivotal moment for the bus and coach industry. As the sector accelerates its transition towards more sustainable, digital and efficient mobility, FIAA will bring together the companies, technologies and professionals driving that transformation."



"This year's edition reflects the strength of the market, with new exhibitors, increased international participation and the industry's leading brands showcasing the latest solutions for passenger transport."

"At IFEMA MADRID, our goal is to provide a practical platform where professionals can discover new ideas, build partnerships and find solutions to the challenges facing the industry."

"Hosting the Sustainable Bus Awards 2027 further strengthens FIAA's international profile and highlights the innovation, efficiency and sustainability shaping the future of passenger transport."

"From 22 to 24 September, FIAA will once again bring the industry together in Madrid, offering a unique opportunity to explore the trends, technologies and business models defining the next generation of mobility."

CONFEBUS

Rafael Barbadillo *President of CONFEBUS*

The bus and coach sector is at a pivotal stage. Continued growth demonstrates that policies supporting public transport, together with the industry's commitment to improving safety, quality, digitalization and the passenger experience, are delivering tangible results.

At the same time, the sector faces major challenges, including concession renewals, fleet decarbonization, service digitalization, driver shortages and the need for a stable regulatory framework that allows operators to continue providing an essential public service.

Against this backdrop, FIAA plays a vital role. More than a trade fair, it is the leading meeting point for the bus and coach industry, bringing together manufacturers, bodybuilders, operators, technology





companies, suppliers, public authorities and transport professionals to exchange knowledge and create new business opportunities.

As Chair of the Organizing Committee, I am proud to be part of this edition. I am confident that FIAA 2026 will once again highlight the strength of our industry and its commitment to more sustainable, people-centered mobility, while reinforcing Spain's leadership in the sector and FIAA's position as one of Europe's leading passenger transport events.

DAIMLER BUSES

Alejandro Alcalde Echevarria. *Managing Director, Daimler Buses Spain & Portugal*

Passenger transport is at a pivotal moment. The industry must move towards more sustainable mobility while maintaining efficiency, safety and profitability. At Daimler Buses, we believe there is no one-size-fits-all solution. Instead, operators need technologies and services tailored to their specific requirements. That is why we offer an integrated approach combining innovation, digitalization and a comprehensive service ecosystem to support operators throughout this transition. FIAA provides the ideal platform to share this vision, exchange experiences and help drive a safer, more efficient and more sustainable future for passenger transport through collaboration between manufacturers, operators and institutions.



IVECO GROUP

Fabrizio Toscano. *Managing Director of IVECO BUS Spain & Portugal*

Passenger mobility is evolving rapidly, requiring solutions that can address a wide range of needs while supporting a common goal: making public transport more sustainable, efficient and accessible. At IVECO BUS, we believe innovation starts with listening to the market and understanding the real challenges faced by operators and public authorities. That is why we offer a broad range of solutions and technologies tailored to different mobility requirements and designed to support our customers throughout the energy transition. FIAA provides the ideal platform to share this vision, engage with the industry and continue shaping the future of passenger transport alongside our customers.



IRIZAR

Igor Mendive, Commercial Director for Spain & Portugal

At Irizar, we have a clear goal: Decarbonize mobility through a strong commitment to sustainable and efficient transport solutions, including electric, hybrid, gas, hydrogen and diesel technologies. The outlook for the coming years is positive, driven by three key trends: growing demand for public transport, increased digitalization, and the transition to low and zero-emission fleets. While the market is expected to see steady growth, the industry faces vital challenges, including bringing up new vehicle technologies, rising production costs, international competition and a shortage of labor. FIAA has always been a benchmark. It brings together manufacturers, operators, suppliers and professionals in a setting where innovation, technology and expertise take center stage.



KARSAN

Deniz Çetin, Karsan CCO

As Karsan, we believe the future of public transportation will be shaped by sustainable, zero-emission and intelligent mobility solutions. On our 60th anniversary, we continue building a vision for the upcoming, one step ahead in the future of mobility. While the transition to clean transportation remains one of our greatest challenges, it represents an opportunity to create more efficient, resilient and connected cities. Our strategic priority is to speed up this by advancing the electric evolution of public transport while paving the way for autonomous intelligence, making sustainable mobility more accessible for cities worldwide. We believe collaboration across the mobility network is essential to achieving this vision, and FIAA remains one of the industry's most valuable platforms for bringing together manufacturers, operators and public authorities to shape the future of passenger transport.



SOLARIS

Mateusz Figaszewski Institutional Partnerships & External Relations Director Solaris Bus & Coach sp. z o.o.

Over the past year, we have seen the growing importance of public transport across Europe, with particularly strong momentum in the zero-emission bus segment. This trend is clearly reflected in Solaris' business, where battery-electric buses, hydrogen buses, and trolleybuses already account for more than 90% of our production and sales. We remain committed to strengthening our leading position in the European zero-emission market while expanding into new segments. One of our key strategic priorities is entering the zero-emission intercity transport market, with a new product premiere planned for next year. In parallel, 2026 marks Solaris' debut in the United States with a dedicated offer tailored to local market needs. At FIAA 2026, we will showcase our 15-metre three-axle electric bus, designed for both urban and intercity operations. FIAA remains one of





the most important industry events in Europe, bringing together key stakeholders from Spain and beyond. We warmly invite visitors to join us at our stand and celebrate the 30th anniversary of Solaris.

MARCOPOLO

André Vidal Armaganijan. *Chief Executive Officer of Marcopolo*

For more than seven decades, Marcopolo has contributed to transforming mobility by connecting people and supporting the development of public transportation systems around the world. As our industry advances toward a more sustainable and efficient future, we remain committed to innovation, collaboration, and solutions that improve people's daily lives. We believe mobility has the power to create opportunities, strengthen communities, and drive sustainable development. FIAA is an important platform for bringing the industry together to shape this future collectively.



BYD

Stéphane Espinasse.

Vice President of E-bus Sales. BYD Europe

The European passenger transport industry is undergoing a decisive transformation, facing mounting pressure to electrify without compromising operational efficiency. At BYD, we believe the future of zero-emission mobility is not just electric, it is integrated. Our vision centres on native e-bus platforms built around pioneering Blade Battery technology, coupled with intelligent charging infrastructure and energy services designed for uncompromising uptime. We build our network around our customers' mission, optimizing fleet management from the depot to the road. FIAA 2026 brings together the sector at a pivotal moment, and BYD is proud to demonstrate how we are shaping the future of collective transport with energy, technology, and services engineered to keep European cities moving sustainably.



ANADOLU ISUZU

As the commercial vehicle industry undergoes a significant transformation driven by sustainability, digitalization, and evolving urban mobility needs, Anadolu Isuzu remains committed to shaping this transition through innovative technologies and environmentally friendly mobility solutions. At FIAA 2026, together with our Spanish distributor and business partner ITT, we will showcase our innovative product portfolio, including our electric models, designed to address diverse market needs while contributing to safer, more efficient, and lower-emission transportation. Backed by our strong export network spanning more than 45 countries and our extensive international presence, we continue to deliver tailored mobility solutions that meet the evolving expectations of different markets. We see FIAA as one of the industry's most important international platforms, bringing together key stakeholders, fostering new partnerships, and helping shape the future of passenger transportation.



TEMSA

At TEMSA, we believe the future of passenger transport will be shaped by sustainability, electrification, and innovation. While supportive regulations and the growing adoption of zero-emission vehicles create significant opportunities for the industry, challenges such as charging infrastructure, financing conditions, and supply chain constraints continue to influence the pace of transformation. As one of Europe's leading mobility manufacturers, we are contributing to this transition through one of the industry's most comprehensive zero-emission portfolios and our in-house battery technologies. Türkiye is strengthening its position as a key production and export hub for Europe through its manufacturing expertise, engineering capabilities, and growing know-how in electric mobility. Guided by our vision of becoming the "Preferred Mobility Brand," we remain focused on sustainable and profitable growth, operational excellence, and creating value for our customers. FIAA continues to be an important platform for bringing together industry stakeholders to exchange ideas and help shape the future of mobility.



5. FIAA 2026 Board

David Moneo

Director

Vicente Toldos

Sales Director

Magalí Durán

Secretary



6. Communication & Press Department

Raúl Díez

Ifema's Communication Director

Pablo López

Event's Communication Director

Marco Presa

FIAA's Press Chief

mpresa@ifema.es

+34 652 528 756

Helena Valera

International Press Chief

evalera@ifema.es

+34 629 644 208

Lucas Farioli

International Press Officer

lfarioli@ifema.es

+34 678 649 212

Pilar Serrano

Press Secretary

pilars@ifema.es

+34 648 189 218

Susana Domínguez

Broadcasting and Media Coordinator

+34 687 722 102