
PRESS RELEASE

OICA Launches New Roadmap for Motor Show Activities

IAA, Munich, September 10, 2025 – The International Organization of Motor Vehicle Manufacturers (OICA) today announced a renewed structure and vision for its motor show activities, reflecting the evolving needs of the global automotive industry and the motor show ecosystem.

Under the leadership of the committee Chairman Jan Heckmann (VDA) and OICA Secretary General François Roudier, the organization is introducing new missions and a fresh structure:

- The **Selection Committee** becomes the **International Motor Show Committee (IMS)**.
- The **Exhibition Committee** becomes the **Motor Show Exchange Forum (MSF)**.

The International Motor Show Committee (IMS)

The IMS will oversee strategic decision-making on motor shows within OICA. Its responsibilities include managing the official OICA motor show calendar, deciding on new shows in line with established rules, reviewing OICA-labelled show standards, and supervising the overall motor show process. The committee will also coordinate statistics, surveys, and presentations, while meeting digitally in advance of MSF sessions.

The Motor Show Exchange Forum (MSF)

As a sub-committee of IMS, the MSF brings together all OICA-approved motor show organizers and their associations. Its role is to serve as a collaborative platform for knowledge-sharing, benchmarking, and



innovation exchange. Organizers will present their experiences, discuss new trends, and engage in interactive sessions. Guest speakers from the industry and sponsors may also be invited to contribute.

New Meeting Format

To foster regular collaboration, two physical MSF meetings will be held annually, preferably during major motor shows.

The transition began with a short MSF session in Munich on September 8, 2025, to present the new orientations. An IMS Committee meeting will follow at the end of September to coordinate the 2026–2027 calendars, with final approval by the OICA General Assembly on October 22, 2025.

“OICA’s reorganization of its motor show activities marks an important step in supporting the evolution of global motor shows,” said François Roudier, OICA Secretary General. “By creating a more collaborative and structured framework, we are helping organizers and associations to share best practices, innovate, and adapt to new industry realities.”

“ The term “Motor Shows” refers to the simultaneous and collective presentation to the public, outside the locations or premises usually occupied by the automotive industry or trade, of motor vehicles or machinery, motor vehicle assemblies or parts, accessories, or spare parts of various makes or manufacturers with distinct legal personalities.”

Definition unanimously agreed upon at the OICA meeting held at the Royal Automobile Club in London on June 26, 1935

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