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#intermot

## INTERMOT 2020: Modern concept sets new standards in the international market for motorcycle trade fairs

### More reach, more target groups, more networking

INTERMOT is setting new standards in the international market for motorcycle trade fairs: with a fresh new concept completely tailored to the needs of its target groups, the forthcoming event from 6 to 11 October 2020 will complete the necessary transformation from a simple exhibition to a theme-based and trend-led trade fair event. "Trade fairs like INTERMOT have to do considerably more today than merely presenting supply and demand in the conventional style and enriching this with a supporting programme. In particular where events are open to the general public, they now have to wow their audience by delivering the show factor. They must reflect trends like digitalisation on all channels and thereby convince their target groups: exhibitors, visitors and last not least the media," explains Christoph Werner, Vice President Trade Fair Management and member of the Koelnmesse management board. "The concept's key pillars are more reach, more target groups, more networking. Together with the German Motorcycle Industry Association (IVM e.V.), which acts as INTERMOT's conceptual sponsor, and the market leaders represented here, we have developed a strong concept for the necessary redesign of INTERMOT and one that will set new standards in the international market for motorcycle trade fairs."

### More reach: Stage X - the event platform for major appearances

The central event platform at INTERMOT 2020 will be Stage X. Conceived as a large arena, it meets all the technical requirements of the current state of the art and is equipped for live media broadcast. Stage X is dominated by an extra-large LED wall for screening live images or additional trailers at the end of the arena, and vehicles can drive on the stage. Combined with the linked catwalk with an integrated turntable, the stage is perfectly designed for presenting motorcycles. Spectators can follow the action - bikes and people - from up close and in depth on the central LED screen. One of the highlights at INTERMOT 2020 is set to be the multi-brand Press Conference Show, which will showcase the key global new launches, technical innovations, new mobility concepts and accessories. From among the ranks of the leading manufacturers, BMW, Triumph and Honda have already confirmed that they will be appearing in the Press Conference Show. Hosted by a celebrity with high media relevance, the show will also feature interviews with company brand managers, who will discuss the unique features of their products. The entire Press Conference Show will be live-streamed worldwide so that market participants and motorcycle fans around the globe can experience the new launches in real time.

In an innovative new development, the Press Conference Show is scheduled so that



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International Motorcycle and  
Scooter Fair  
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[www.intermot-cologne.com](http://www.intermot-cologne.com)

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The IVM logo features the letters "IVM" in a bold, blue, sans-serif font, followed by a stylized blue graphic of a motorcycle's front fairing. Below the logo is the text "Industrie-Verband Motorrad Deutschland e.V." in a smaller, blue, sans-serif font.

Industrie-Verband Motorrad Deutschland e.V.

all the conferences take place at one time in a single place, thereby differentiating it significantly from other trade fairs. The exciting staging saves the participating companies from having to invest money and man-hours in rebuilding their own trade fair stand and upgrading its technology. It guarantees considerably greater reach and allows new audiences to be targeted via live streaming. In addition, the media attending the show benefit from greater convenience as their representatives can find all the most important news for their reports at a single event without having to worry about scheduling clashes or making it to the next press conference in time. Simultaneous interpretation will naturally be provided during the presentations for event spectators in the live stream.

Besides this, Stage X will host a large number of shows on each day of the fair, ranging from individual company presentations of new mobility concepts, for instance, to influencer appearances, fashion shows and business talks. Pictures of the press conference and a first visual impression of Stage X can be found at: <https://bit.ly/2SvX1ki> . You will find the presentation for the "new INTERMOT" on the INTERMOT website in the press releases section.

#### **More target groups: INTERMOT meets gamescom**

INTERMOT meets gamescom - the cooperation with gamescom, the world's largest gaming trade fair, enables focussed communication with new target groups that goes far beyond the main communication channels used in the industry. With the INTERMOT Cup, INTERMOT is developing an overarching story that links it directly to gamescom. The cup brings the gaming industry and the motorcycle industry together, and will ensure high awareness on the leading social media networks before and during INTERMOT 2020. The contest aims to inspire even more young prospective customers to discover the world of motorcycles and scooters and the lifestyle they embody, especially as individual mobility will play an important role for young people in particular when all the changes currently being discussed start to take effect. While motorised two-wheelers will continue to express a distinctive attitude towards life, electric motorcycles and scooters are set to be a significant factor in future urban mobility.

The INTERMOT Cup is a contest conceived by the trade fair and hosted by INTERMOT and its participating partners BMW, Honda, Kawasaki, KTM and Triumph. In the contest, visitors will go head-to-head against each other in branded motorcycle simulators. The INTERMOT Cup is supported by two influencers, who will act as cup team captains and will be involved in all communications. The team captains will represent one team (Team Gaming or Team Biking) and use their reach on social media to attract cup contestants and interested visitors to the trade show. The first rounds of eliminations for the INTERMOT Cup will kick off in mid-May. Qualifiers will be hosted at motorcycle events and at the INTERMOT stand at gamescom to determine the members of the Gaming and Biking teams. The final battles will take place on the Friday and Saturday of INTERMOT 2020 on Stage X and played on eight simulators - hosted by presenters with close ties to the scene.

But the show won't be over after the INTERMOT Cup: The programme also has interesting talks with the influencers and the teams in its line-up, as well as further gaming acts on Stage X. For instance, Let's Players will be invited to put MotoGP,

trials and other motorcycle-themed games through their paces live on stage while they provide commentary.

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#### **More networking: Multi-Brand Networking Event**

Alongside the new introductions of staged show elements, INTERMOT 2020 remains an important business trade fair for the motorcycle industry. Networking - in the sense of both nurturing existing contacts and establishing promising new relationships - is essential for the industry and the retail trade. The Multi-Brand Networking Event is the perfect way to combine both of these activities. Vehicle manufacturers, suppliers, equipment manufacturers and distributors will invite their most important retail partners to a joint event in the Stage X arena, where they can enjoy an entertaining evening in a unique atmosphere. Live music, food and drinks will provide the perfect backdrop to relaxed discussions. The debut Multi-Brand Networking Event is initiated by BMW, Matthies and Nolan.

#### **Koelnmesse - Global Competence in Digital Media, Entertainment and Mobility:**

Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment and Mobility segments. Trade fairs like photokina, DMEXCO, gamescom, gamescom asia, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.

#### **The next events:**

photokina - IMAGING UNLIMITED, Cologne 27.05. - 30.05.2020

THE TIRE COLOGNE - Empowering the entire business, Cologne 09.06. - 12.06.2020

gamescom - The world's largest trade fair and event highlight for interactive games and entertainment, exclusively digital, Cologne 27.08. - 30.08.2020

#### **Note for editorial offices:**

INTERMOT Cologne photos are available in our image database on the Internet at [www.intermot-cologne.com](http://www.intermot-cologne.com) in the "News" section.

Press information is available at: [www.intermot-cologne.com/Pressinformation](http://www.intermot-cologne.com/Pressinformation)

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#### **INTERMOT in the Social Web:**

<https://de-de.facebook.com/INTERMOT>

<https://www.instagram.com/intermot/>

<https://twitter.com/intermotcologne>

<https://www.youtube.com/user/intermotcologne>

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