

No. 2 / March 2022, Cologne  
#Intermot

## **INTERMOT 2022 is the first motorcycle trade fair to livestream new model launches and other industry news**

**New concept very well received in the industry - a number of renowned vehicle manufacturers have already confirmed their participation**

INTERMOT has set itself ambitious goals for its upcoming edition from 4 to 9 October 2022 in Cologne. Koelnmesse as the event's organiser and the German Motorcycle Industry Association (IVM e.V.) as its conceptual sponsor will further reinforce INTERMOT's importance as a leading international business and event trade fair for the motorised two-wheeler world with the event's future-oriented concept, which combines the tried and tested with newly developed exhibition segments and innovative activities. The focus will not only be on vehicle manufacturers' new model launches, which the motorbike community will be able to experience in the flesh for the first time at INTERMOT following their online presentation, but also on innovations across other segments in the two-wheeler industry. "This year's INTERMOT 2022 will be the first major motorbike show where motorcycle enthusiasts can experience the new model launches presented digitally over the summer in person and in all their glory," says Alexander Wolff, Director of INTERMOT. "And we have also gone full throttle with the trade fair's new concept - in addition to fascinating bikes, visitors can experience innovative technical developments and visionary concepts for the mobility of the future. This new direction is being very well received in the industry - a first peek at the exhibiting companies - among them BMW; Honda; Kawasaki; Triumph; Horex; MSA with brands Benelli, KYMCO, F.B. Mondial and VOGÉ; Zero; and KSR with its brand portfolio - shows that INTERMOT is definitely on the right track." The offering on show at INTERMOT ranges from motorcycles, scooters, both internal combustion and electric drive systems, trailers and sidecars to parts and accessories for motorised two-wheelers, engines and engine parts, electrical equipment, clothing and equipment for riders, tools, workshop and retail outlet equipment, lubricants and maintenance products as well as motorcycle-related tourism and leisure offerings.

"The new concept for INTERMOT centres around three core themes: innovation, community and lifestyle," explains Wolff. "Innovation stands for new vehicle launches and newly developed accessories, but also for the mobility of the future and associated concept studies in this field. Community refers to the two-wheeler community made up of industry players and motorbike enthusiasts, whom we address specifically using the keywords "digital", "event", "young", "international" and "business". And lifestyle is synonymous with passion for motorbikes and a certain unique attitude towards life associated with this enthusiasm. To ensure that



INTERMOT  
04.10. - 09.10.2022  
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Cologne  
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The IVM logo, featuring the letters "IVM" in a bold, blue, sans-serif font. To the right of the letters is 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.

the worldwide motorcycle community doesn't miss anything, we will be streaming new model launches, presentations and INTERMOT news in real time.”

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Under the overriding theme “WORLD OF INTERMOT”, these core themes will be brought to life and depicted in six INTERMOT theme worlds:

#### **WORLD OF eNNOVATION**

The WORLD OF eNNOVATION is all about electric mobility and forward-looking technologies - from smart solutions like advanced driver assistance systems and smartphone app integration options to keep you safe on the road, to sharing concepts and innovative e-fuels, the future of biking can be found here. And on the test track, you can experience for yourself just how much power an e-bike packs.

#### **WORLD OF 125ccm**

The WORLD OF 125cc is the theme world for the next generation of riders and those saddling up for the first time - the place to be for all those who know they're born to ride but want to have a good look around first. With advice on driving licences or equipment for those who are new to the saddle, a test ride course and a comprehensive range of products, both young bikers and fans of Germany's B196 licence for light motorcycles will find everything they need here. Special events, such as a comprehensive presentation of all available 125cc models, will round off this exhibition segment.

#### **WORLD OF SHOP@INTERMOT**

With the “WORLD OF SHOP@INTERMOT”, we are offering all visitors unique added value. Motorcycle enthusiasts can get kitted out with new gear for the coming season at the trade fair. Exhibitors will showcase their brands in the perfect setting where they can sell selected products directly on site, thereby gaining valuable feedback on products and collections from existing and new target groups in the process.

#### **WORLD OF TEST TRACKS**

A world of events at INTERMOT: A first ride on a 125cc machine, doing a lap on a big bike or experiencing electric mobility up close on an e-bike or an e-scooter - the WORLD OF TEST TRACKS gets every visitor in the saddle and lets them experience the allure of motorbikes in person. The 125cc track will also be open to those who are saddling up for the first time, with or without a motorcycle licence.

#### **WORLD OF TOURING**

A firm fixture in the INTERMOT event programme for many years - in the WORLD OF TOURING, you can discover the endless horizons that travel by motorbike offers. With personal accounts of rides on the world's most winding roads, feel your inspiration kick into high gear. More than just a showcase of bikes for adventures large and small, this theme world also presents tips and all the right gear and accessories relating to the thrilling topic of touring. And then, of course, the WORLD OF TOURING offers the opportunity to test bikes live on site.

#### **WORLD OF HERITAGE AND CUSTOMIZING**

This is the stage for classic and retro bikes, 70s-inspired bikes and bike accessories,

where the international community can experience spectacular designs, right up to one-offs and customized conversions. Pure, fascinating inspiration.

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#### About INTERMOT 2022:

From 4 to 9 October 2022, the latest motorcycles, e-bikes, scooters, e-scooters, as well as the most important developments in electric mobility, parts, accessories, clothing, travel and touring, heritage, customizing and workshop equipment will be showcased on the Koelnmesse exhibition grounds. While 4 and 5 October 2022 are reserved for business and intensive meetings and discussions for the trade, from 6 October 2022, the event is open to all motorcycle enthusiasts to discover the highlights of the world of motorised two-wheelers.

**Koelnmesse - industry trade fairs for the mobility segment:** Koelnmesse stages INTERMOT and THE TIRE COLOGNE, two major international trade fairs in the mobility segment, hosted at its trade fair grounds in Cologne/Germany. From 2022 Koelnmesse will expand its portfolio with polisMOBILITY, a new hybrid event that shows how mobility in cities can and must be designed in the future. Alongside tires and wheels, THE TIRE COLOGNE focuses on equipment for motor vehicle servicing and tire fitting centres and presents a comprehensive range of products and services for tire retreading and the recycling and disposal of old tires. INTERMOT is the show for motorised two-wheelers and presents the key innovations in electromobility, accessories, clothing, parts, customizing, touring and workshop equipment. The events serve as central, international business platforms, bringing the industry together with a carefully targeted approach to showcase the latest products, developments and innovations.

Further information:

[https://www.intermot-cologne.com/trade-fair/intermot-2022/industry-trade-fairs/?\\_ga=2.122922446.454795473.1646641169-554239331.1646389828](https://www.intermot-cologne.com/trade-fair/intermot-2022/industry-trade-fairs/?_ga=2.122922446.454795473.1646641169-554239331.1646389828)

#### The next events:

polisMOBILITY - Moving Cities, Cologne 18.05. - 21.05.2022

THE TIRE COLOGNE - The international trade fair for the tire industry, Cologne 24.05. - 26.05.2022

INTERMOT Cologne - International Motorcycle, Scooter and E-Bike-Fair (04.10. trade visitor and media day), Cologne 04.10. - 09.10.2022

#### Note for editorial offices:

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

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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