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#intermot

INTERMOT 2022: Voices from the industry approve the new concept

For motorcycle and scooter enthusiasts all over the world, INTERMOT - International Motorcycle, Scooter and E-Bike Fair, taking place this year from 4 to 9 October 2022, is the highlight of the year. As the first international motorcycle and scooter fair of the year, INTERMOT presents the latest models and new products to the international trade and the biker community. This year, the event will implement a future-oriented concept to further develop its position as a leading international business and event trade fair for the world of motorised two-wheelers. A selection of initial feedback from the industry shows that INTERMOT is on the right track and is continuing to set new standards in the motorcycle world.

BIHR GmbH - Antonio Lorenzo, Country Sales Manager

“BIHR is keen to make a clear statement. We are a part of this industry. And we want to achieve the same level of importance in Germany as we have in France and other countries. Anyone who wants to be successful in Germany should be there at INTERMOT - live, in colour, loud and direct!”

BMW Group - Michael Sommer, Head of BMW Motorrad Deutschland

“As a German motorcycle manufacturer with a long history, the entire BMW Motorrad Deutschland team naturally has a great interest in presenting our brand and products to INTERMOT visitors, with the Cologne event as a strong trade fair partner in the German market, which is so important to us. We are therefore looking forward to meeting our customers and motorcycle fans in person again at INTERMOT 2022, and celebrating motorcycling together.”

Honda Deutschland GmbH - Albert Erlacher, General Manager Motorcycle Division

“Like 2021, 2022 will be another very exciting year for the motorcycle industry. We and our partners expect the strong demand for motorcycles to continue. With the launch of new models at INTERMOT and the expansion of 125cc sales, attractive accessory ranges and support from Honda Bank, we are aiming to further increase our market share. Honda wants to be a company that is accepted and respected in society. We drive forward initiatives that make people’s lives easier. We see huge potential in the world of young 125cc riders and we take new, sometimes unconventional approaches in order to grow continuously.”

Kellermann GmbH - Dr Stefan Wöste, CEO

“For Kellermann as a German manufacturer of high-quality accessories for motorcycles, INTERMOT is one of the most important industry trade fairs. INTERMOT



INTERMOT
04.10. - 09.10.2022
www.intermot-cologne.com

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The IVM logo features the letters "IVM" in a bold, blue, sans-serif font. To the right of the letters is a blue graphic element resembling a stylized motorcycle wheel or a wing. 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.

gives us the perfect platform for meeting and talking with our partners and customers from all over the world - because the attractiveness and quality of our elegant and extremely bright light products come over best when experienced live and in person.”

Page
2/5

KSR Group GmbH

“We are one of Europe’s leading importers of two-wheel vehicles. In recent years, we have also successfully established ourselves as a manufacturer with the Motron Motorcycles, Brixton Motorcycles, Lambretta and Malaguti brands. The Royal Enfield, CFMOTO and NIU import brands are also an important part of our portfolio. INTERMOT has always been a key date in our calendar, both for our activities as a manufacturer and as an importer.

As a result, the restrictions imposed in response to the pandemic were initially a shock. We moved many activities into the digital sphere, of course. It became necessary to completely rethink the way we did press events, for example. The new skills we developed - from necessity, originally - now stand us in good stead. That is something we can be very proud of

And yet INTERMOT is still here, and is double underlined in our 2022 calendar! Direct, in-person exchange is important, especially in the motorcycle industry. That’s not simply a matter of trying to hold on to a sentimental, old-fashioned concept. It’s simply what the industry wants and needs after more than two years. It’s time for the digital to return to the real world. And it’s time for us to return to Cologne.

Johannes J. Matthies GmbH & Co .KG - Stefan Onken, Managing Director

“INTERMOT again, finally, after four years! Here at Matthies we are looking forward to finally meeting workshops, dealers and sales partners in Cologne in October. Over 300 square metres, we will be presenting the latest trends for workshops, diagnostic technologies, workshop equipment and numerous new tools and problem solvers for workshops. As well as a selection from the latest range of replacement parts and accessories, complete with the appropriate services.”

Motorex AG - Ronald Kabella, Director Powersports

“In my view, INTERMOT 2022 is going to be an outstanding event for the motorcycle industry. The first international motorcycle trade fair in two years. Lots of new models, in-person contact, and exchanging opinions and experiences with the community - and all in the real world, not online. Touching and sitting on motorcycles is a very different experience to looking at pictures of them online. For Motorex as an exhibitor, this will give us the chance to meet our German retailers and all our international importers. And Cologne, as a trade fair location with an international airport, has excellent transport connections and plenty of attractive culture and gastronomy to experience - for our guests, these are always strong additional arguments for making the journey to Cologne.”

Motul Deutschland GmbH - Mark Grunert, Head of Marketing

“At Motul, trade fairs continue to be an important element for presenting our brand and our products. Despite impressive digital innovations and new forms of collaborating and interacting, we also want to meet our customers and fans in person again after two years apart. Younger generations are increasingly obtaining

information digitally - but the digital world cannot replace personal advice, and the experience of touching and trying the bikes. We are therefore relying on a healthy mix of both approaches, and are looking forward to this year's INTERMOT."

Page
3/5

Rukka Motorsport - Matthias Kroner, Country Manager Germany/Austria

"For Rukka, INTERMOT is absolutely essential as a global business platform and showcase for the motorcycle community. With the further development of the trade fair's concept, the INTERMOT organisers are on the right track for making the event even more attractive. For example, we are very excited about the possibilities that the "WORLD OF SHOP@INTERMOT" opens up. For us, it's not only about being able to sell products at the trade fair and thereby fulfilling the request of numerous visitors, but first and foremost about verifying the end customer business. What do consumers want? Which products are going down well? It allows us to judge demand for the upcoming season far more precisely."

Stadler GmbH - Hans Jürgen Stadler, Company Owner

"For us as a German company/brand, the question is not whether to take part in the most important industry trade fair for our market, but to what extent. Even as the world becomes increasingly digital, personal contact remains irreplaceable, especially with such an emotional topic as motorcycles. Motorcycling is an analogue affair. The quality and feel of many products have to be experienced directly - beautiful images, videos or glowing descriptions will never do them justice."

Triumph Motorrad Deutschland GmbH - Natalie Kavafyan, Managing Director

"Triumph has a strong emotional connection with INTERMOT because that's where the Triumph brand celebrated its relaunch in September 1990.

For us, INTERMOT is an important platform on which we can present our models to our customers live and in person. Of course, we also used digital platforms to introduce new models during the pandemic. But with an emotional and technically complex product, this can never replace the live experience customers have when they touch and sit on our motorcycles, and talk with our staff in person.

After three years, we're looking forward more than ever to being back in Cologne live and in person to present our latest and future models."

Wunderlich GmbH - Frank Hoffmann, Managing Director

"I've always been a fan of INTERMOT because it's the best and most professional showcase for the motorcycle industry and the community. Motorcycling is joy - and joy is best shared with friends. After the hard times of the pandemic, INTERMOT 2022 offers the perfect platform for exactly that - because the concept presented by Alexander Wolff and his team is impressive! We can't wait!"

Zero Motorcycles - Ralf Czaplinski, Country Manager Germany and Eastern Europe

"Electric drive technology is being increasingly adopted in all areas of mobility, including in the world of motorcycling. We want to show INTERMOT visitors that it's possible to address hotly debated issues such as exhaust and noise emissions not only with sensible arguments, but also with powerful motorcycles that promise a great riding experience. Zero Motorcycles' fully electric motorcycles are best experienced in person, at events such as INTERMOT. That's why we decided to take

part.”

Page
4/5

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>

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 .

Press information is available at: www.intermot-cologne.com/pressinformation

If you reprint this document, please send us a sample copy.

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Page
5/5

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