

No. 1 / 2024, Cologne  
intermot

## Dawn of a new era - INTERMOT to be held annually from 2024

As well as switching to an annual cycle, INTERMOT is also moving to a new date: for the first time, Cologne will host Germany's most thrilling motorcycle fair in winter, from 5 to 8 December. Perfectly timed for getting a new season of biking off to a great start in the following spring - after all, many purchasing decisions are made towards the end of the year. With all the new models on display at INTERMOT, it's a chance not only to see them, but also to actually touch and experience them in person. At INTERMOT, the teams of motorbike and scooter manufacturers and importers will be on hand to offer advice and help everyone find their dream bike and, of course, the right accessories for both rider and vehicle!

With all this in store, Koelnmesse - INTERMOT's organiser - and the event's conceptual sponsor, the German Motorcycle Industry Association (IVM e.V.), aim to offer trade visitors and end consumers all the information they need as well as a completely new way to enjoy the run-up to Christmas and the shopping that goes with it. Of course, there will also be an event programme geared to the season.

Even before registration officially opens, the four-day event's new concept has already won over major market players, such as BMW Motorrad Germany, Kawasaki Motors Europe N.V. and Yamaha Motor Europe N.V., who have already announced that they'll be participating.

**Koelnmesse - industry trade fairs for the mobility segment:** Koelnmesse stages INTERMOT, THE TIRE COLOGNE and polisMOBILITY, three major international trade fairs in the mobility segment, hosted at its trade fair grounds in Cologne/Germany. 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 latest format polisMOBILITY shows how urban mobility can and must be designed in the future. 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-2024/industry-trade-fairs/>

### The next events:

polisMOBILITY - Moving Cities, Cologne 22.05. - 24.05.2024



INTERMOT  
05.12. - 08.12.2024  
[www.intermot-cologne.de](http://www.intermot-cologne.de)

Your contact:  
Markus Majerus  
Tel.  
+49 221 821-2627  
e-mail  
[m.majerus@koelnmesse.de](mailto:m.majerus@koelnmesse.de)

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
P.O. Box 21 07 60  
50532 Köln  
Germany  
Tel. +49 221 821-0  
Fax +49 221 821-2574  
[www.koelnmesse.com](http://www.koelnmesse.com)

Executive Board:  
Gerald Böse (President and Chief Executive Officer)  
Oliver Frese

Chairwoman of the Supervisory Board:  
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Headquarters and place of jurisdiction:  
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District Court Cologne, HRB 952

THE TIRE COLOGNE - The international trade fair for the tire industry, Cologne  
04.06. - 06.06.2024  
INTERMOT Cologne - International Motorcycle and Scooter Fair, Cologne 05.12. -  
08.12.2024

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[www.intermot-cologne.com/imagedatabase](http://www.intermot-cologne.com/imagedatabase) .

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**Your contact:**

Markus Majerus

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-2627

[m.majerus@koelnmesse.de](mailto:m.majerus@koelnmesse.de)

[www.koelnmesse.com](http://www.koelnmesse.com)

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