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#intermot 2024

INTERMOT 2024: motorcycling reimagined

Unique opportunity to start the new season with the latest model

The new edition of INTERMOT will be roaring into Cologne from 5 to 8 December 2024 and offering the entire biking community a unique opportunity: visitors to Germany's most thrilling motorcycle fair will have the chance to experience almost all of the new season's models in person for the first time as the year draws to a close. Exciting companies including Royal Enfield and SYM will be represented alongside other established brands like Honda, BMW Motorrad, Yamaha, Kawasaki, Suzuki and Triumph. Lively interactions and genuine networking with like-minded people, experts and industry professionals are also key components of the event. It all comes together to make INTERMOT a destination where everyone can immerse themselves in the motorcycle scene and share their passion with the community.

Re-energising the motorcycling experience for all bike fans

The aim of INTERMOT 2024 is to re-energise the motorcycling experience for all bike fans. On the one hand, it will take a more focused approach by delivering what has always been at the heart of INTERMOT: a unique overview of current and brand-new motorbikes as well as the hottest trends in the accessories segment. On the other hand, INTERMOT wants to devote more attention to the younger generation. In particular, the spotlight is increasingly being shone on the target group of 18- to 30-year-olds who are either already gripped by motorbike fever or yet to catch the bug. Combined with an urban society that is reinterpreting mobility in towns and cities, both target groups are injecting a breath of fresh air into the world of motorcycling and the fair itself. From 125cc models to scooters and urban mobility solutions, INTERMOT has something to offer every biker.

INTERMOT is organised by Koelnmesse and the event's conceptual sponsor is the German Motorcycle Industry Association (IVM e.V.).

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



INTERMOT
05.12. - 08.12.2024
www.intermot-cologne.de

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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.

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Further information: <https://www.intermot-cologne.com/trade-fair/intermot-2024/industry-trade-fairs/>

Note for editorial offices:

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