

No. 3 / October 2024, Cologne
#intermot 2024

INTERMOT 2024: comprehensive showcase to launch the season!

Experience the latest bikes for the upcoming season live in Cologne

From 5 to 8 December 2024, INTERMOT will fling open its gates, kicking off the 2025 motorcycling season in style. In keeping with the motto “Start the 2025 season with the latest models”, INTERMOT will see BMW Motorrad, Honda, Kawasaki, Royal Enfield, Suzuki, SYM, Triumph and Yamaha exhibit their new products for the first time in Germany. Ducati is even going one step further, having announced that it will unveil a world premiere. With all these brands participating, the trade fair is sure to be a highlight for all bike fans.

Renowned manufacturers such as Alpha Technik, Insta360, Öhlins, SW-Motech and Wunderlich will be on hand to present a wide range of accessories, from add-on parts, luggage solutions and suspension components to action cams, and showcase everything bikers need for the new season. Altogether, the exhibitors confirmed so far already cover almost 70 per cent of the entire German motorbike market.

A new motorcycling experience: innovation, community and lifestyle

“We want our visitors to see motorbikes and INTERMOT, too, in a new light. To this end, we want to reimagine motorcycling with a focus on innovation, community and lifestyle as key themes,” says Alexander Wolff, Director of INTERMOT. “What innovation means to us is, above all, the unique opportunity to start the new 2025 season with the latest models, but it also stands for topics such as urban mobility. By bringing together industry experts, fans and creators, the trade fair offers the community dimension that is particularly important in the motorbike segment. They all embody the special attitude to life that motorcycling inspires,” continues INTERMOT’s director.

INTERMOT - a world of experiences

As well as giving the entire biker community a comprehensive overview of all the new models and product innovations from the exhibiting manufacturers, INTERMOT also delivers a unique live experience. For example, visitors can pick up valuable tips and inspiration for their next adventures on two wheels by attending a range of talks and hearing fellow bikers share personal accounts and insights on a variety of topics.

Those who are more interested in motorcycling as a sport won’t want to miss out on the chance to rub shoulders with representatives of the teams racing in series including the International German Motorcycle Championship (IDM) and find out



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

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what it takes to be successful in the world of motorsport. True to its motto “Meet and greet the creators”, the Creators Lounge undoubtedly offers the best opportunity to come face to face with well-known influencers and creators from the motorbiking scene.

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INTERMOT signals the start of the 2025 season for the motorcycling community, making Cologne the ideal location for all bike fans to get a comprehensive overview of all the latest developments.

INTERMOT is organised by Koelnmesse and the German Motorcycle Industry Association (IVM e.V.), which provides conceptual support and expertise.

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:

INTERMOT Cologne - International Motorcycle and Scooter Fair, Cologne 05.12. - 08.12.2024

polisMOBILITY - Moving Cities, Cologne 11.06. - 12.06.2025

INTERMOT Cologne - International Motorcycle and Scooter Fair, Cologne 04.12. - 07.12.2025

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

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