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#intermot 2024

Passion has one face: INTERMOT 2024

Trade fair presents emotional trailer

INTERMOT 2024 is preparing for its appearance under the motto #Together We Ride. From 5 to 8 December 2024, the trade fair will once again be the central meeting point for the entire bike scene - from established motorcyclists to up-and-coming riders and urban bikers. The diversity of the scene and the special atmosphere of INTERMOT will take centre stage.

The emotional trailer, which will be launched at the end of October, is intended in particular to emphasise the community aspect of INTERMOT. The film focuses on very different people in very different life situations, but who have one thing in common: a passion for motorcycling!

Prominent faces as protagonists

In order to emphasise the diversity that INTERMOT offers, the Koelnmesse team has found two suitable characters for the film in @sophiacalate, one of the largest German influencers on TikTok with over 1.5 million followers, and Claudio Heinzmann, musician and manager of his sister Stefanie Heinzmann, as representatives of the young, urban community. And Gerald Böse, CEO of Koelnmesse, was also keen to join the two other protagonists on his BMW to represent the diversity and attitude to life that makes the biker world so special - freedom, community and a passion for riding.

In addition to the protagonists of the film, many other influencers will of course be on site in Cologne, from Instagram and YouTube star @seaky to the singing biker from Bavaria, @paulmustano.

A complete list of creators can be found at

<https://www.intermot-cologne.com/events/eventcluster-erleben/creator/>

Link to the INTERMOT trailer:

<https://youtu.be/8LT4Yrn60l0>

The German bike scene will kick off the 2025 season at INTERMOT from 5 to 8 December 2024. INTERMOT is the only complete showcase for the start of the season in Germany; almost all of the new bikes from the exhibiting companies can be experienced live in Cologne and some can be test ridden. INTERMOT is organised by Koelnmesse and the Industrie-Verband Motorrad Deutschland e.V. (IVM) as the conceptual sponsor.



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

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jurisdiction:
Cologne
District Court Cologne, HRB 952

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

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

INTERMOT in the Social Web:

<https://de-de.facebook.com/INTERMOT>

<https://www.instagram.com/intermot/>

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<https://www.youtube.com/user/intermotcologne>

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