

No. 8 / December 2024, Cologne  
#intermot 2024

## INTERMOT celebrates successful first winter edition

**+++ Cologne transformed into the place to be for the motorcycle community +++ Manufacturers present German premieres of new models and trends +++ CREATOR LOUNGE is a magnet for the young motorcycle scene +++ KICK STARTER 125cc special event enthralled budding bikers +++ Trade fair stages paddock show with racing teams +++**

INTERMOT 2024, hosted in Cologne from 5 to 8 December, marked the start of a new direction for the trade fair, which will now take place annually. With the 125cc special event on the Boulevard, the CREATOR LOUNGE as a central gathering for the young motorcycle scene, and numerous German premieres by manufacturers, this year's edition of the trade fair marked a new era in the motorcycle experience. It was the first time that the motorcycle and scooter event opened its doors in December. Visitors made extensive use of the opportunity to experience the latest models and trends for the coming season first-hand in Cologne. Spanning around 50,000 square metres, INTERMOT transformed the trade fair grounds in Cologne into the biggest showcase for the motorcycle industry in Germany.

With BMW Motorrad, Ducati, Honda, Kawasaki, Royal Enfield, Suzuki, Sym, Triumph, Yamaha, Zero Motorcycles and other manufacturers appearing at the event, INTERMOT covered more than 70 per cent of the German market at its debut winter edition. Oliver Frese, Chief Operating Officer of Koelnmesse GmbH, was delighted with the results: "The immense response from visitors this year shows the enormous potential that INTERMOT has. With the Cologne trade fair grounds, we have one of the largest trade fair venues on an international scale and a unique catchment area, which extends beyond Germany. The industry has chosen INTERMOT as the platform to unveil its new launches to the German audience for the first time. For us, this is a clear signal that underscores the trade fair's importance against the benchmark of other events."

"As the most important motorcycle market in Europe, Germany needs a strong leading sector event like INTERMOT. With this new concept, we've proved that we've set the right course for the future," says Reiner Brendicke, General Executive Manager of the German Motorcycle Industry Association (IVM), which acts as INTERMOT's conceptual sponsor.

### CREATOR LOUNGE serves as the scene's hotspot

The young generation of motorcycle fans was crucial in giving INTERMOT new



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

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

Chairwoman of the Supervisory Board:  
Mayor of the City of Cologne  
Henriette Reker

Headquarters and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952

The IVM logo, featuring 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 or a wing. Below the logo is the text "Industrie-Verband Motorrad Deutschland e.V." in a smaller, blue, sans-serif font.

IVM  
Industrie-Verband Motorrad Deutschland e.V.

dynamism this year. By expanding their creator and influencer marketing, the organisers succeeded in appealing to a digital-savvy young community. Throughout the four days of the event, 85 creators with an impressive number of followers totalling 20 million on Instagram alone reported on the action on their channels. They were greeted with tremendous enthusiasm in Cologne. In addition, fans were able to meet their favourite creators in person at the CREATOR LOUNGE powered by bigFM in Hall 8, where they could take selfies and chat about their shared passion with social media stars. One of the special highlights was the Creator Day on the third day of the trade fair. It attracted many famous names from the young motorcycle scene, including @kuhlewu, @davidbostunt, @ollistuntbuddy, @sophiacalate and @seaky.

### **KICK STARTER: showcasing the world of 125cc**

The special KICK STARTER 125cc event powered by fritz-kola also drew a lively crowd. Located in a central position on the boulevard between the exhibition halls, it proved particularly popular with novice bikers. From e-scooters and naked bikes to 125cc enduro models, around 50 of the latest 125cc models from various manufacturers were on display, firing up enthusiasm among newcomers looking to enter the world of motorcycling. As well as having the chance to sit on their dream bike, visitors were also able to get expert advice about licences.

### **A fresh take on the passion for motorbikes**

In addition to activities for the younger generation of bikers, such as the CREATOR LOUNGE and KICK STARTER 125cc, INTERMOT also had a special focus on motorsport thanks to strong support from the manufacturers. Meet-and-greets with mechanics and racing stars turned part of the trade fair into the only paddock show outside of the racing season. On top of all this, the INTERMOT LIVE powered by Bering stage was the ideal venue for live discussions covering everything from horsepower and petrol to fashion and adventure. Looking to the future, INTERMOT will continue to pursue its goal of giving all motorbike fans the opportunity to experience the fascination of motorcycling in person. “This year’s edition has laid a foundation on which we will build. Of course, there’s still potential for further development - whether through the addition of more themed areas or with a stronger presence in the accessories segment. We must make it our goal to expand into at least one more exhibition hall by 2025. We want to work with our partners to realise this objective and make the show even more successful for all market participants,” stated Frese.

### **Key figures for INTERMOT 2024**

Some 300 brands took part in INTERMOT 2024. A total of around 90,000 visitors came to Cologne.

### **INTERMOT 2025 - the dates**

The next edition of INTERMOT will be held in Cologne from 4 to 7 December 2025.

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 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 11.06. - 12.06.2025

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

polisMOBILITY - Moving Cities, Cologne 27.05. - 28.05.2026

**Note for editorial offices:**

INTERMOT Cologne photos are available in our image database on the Internet at [www.intermot-cologne.com/imagetdatabase](http://www.intermot-cologne.com/imagetdatabase) .

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