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#intermot 2025

INTERMOT 2025: Leading trade fair for the motorbike industry returns with a fresh concept

Focus on community, innovation and young target group

From 4 to 7 December 2025, INTERMOT will once again open its doors in Cologne after its dynamic relaunch and bring the passion for motorcycling back into the spotlight - emotional, inspiring and in tune with the times. With a fresh concept, a clear focus and innovative approaches, INTERMOT makes it clear why it is the leading trade fair for the motorbike industry in Germany.

In future, the event will manifest this claim in the slogan 'INTERMOT - the trade fair. Experience motorbikes in a new way' and will thus position itself as a central platform for direct dialogue between industry, trade, trade visitors and the community. Building on last year's results, its objective for 2025 is to show what the community expects from it in an even more intensive and diverse way: new models, current trends, modern technologies and forward-looking impulses. At the same time, INTERMOT 2025 is focussing on genuine experiences, community spirit and creative exchange - both online and offline.

Well-known manufacturers already registered

Brands such as BMW Motorrad, HONDA, Yamaha, Kawasaki and Royal Enfield have already confirmed their participation. The world of accessories is also represented with companies such as Bering, Nolan, Shark, Segura, Wilbers, SW-Motech and Wunderlich are represented in high calibre. 'The strong response so early in the year shows that INTERMOT is back is back - and in full force. As a trade fair hotspot, Cologne offers a unique environment with an enormous reach beyond the country's borders,' says Alexander Wolff, Director of INTERMOT.

clear signal to young target groups too

INTERMOT offers the entire biker community not only the most comprehensive overview of all new models and product innovations from the exhibiting manufacturers, but also a unique live experience. This year, the 'new' INTERMOT will also send a clear signal in the direction of young target groups and urban mobility: Whether 125cc bikes, scooters or smart mobility solutions - INTERMOT shows how modern, diverse and future-proof the motorbike world is. To this end, the trade fair will consistently develop its successful creator marketing approach. Influencers, content creators and digital opinion leaders play a central role in inspiring new target groups, increasing reach and retaining the community in the long term. The trade fair will become a stage for new formats, narrative styles and authentic content - directly from the scene, for the scene.



INTERMOT
04.12. - 07.12.2025
www.intermot-cologne.com

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Henriette Reker

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

IVM 
Industrie-Verband Motorrad Deutschland e.V.

INTERMOT 2025 brings together everything that defines motorbike culture today - from technical expertise and lifestyle to genuine togetherness. It is a meeting place, trend barometer and world of experience all in one - and the most important industry event in the German-speaking world. Anyone looking for innovation, emotion and genuine enthusiasm will find it in Cologne.

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

The next events:

gamescom - Das weltweit größte Messe- und Event-Highlight für interaktive Spiele und Unterhaltung, Köln 20.08. - 24.08.2025

gamescom asia / Thailand Game Show - Südasiens Event-Highlight für interaktive Spiele und Unterhaltung, Bangkok 16.10. - 19.10.2025

INTERMOT Köln - Internationale Motorrad- und Roller-Messe, Köln 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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