

No. 2 / July 2025, Cologne  
#intermot 2025

## **INTERMOT 2025 gears up for the next round: More event. More action. More experience.**

Cologne, July 2025 - Under the banner of "INTERMOT - the event. A new motorbike experience," INTERMOT will return to the Koelnmesse trade fair grounds in Cologne from 4 to 7 December 2025. The trade fair promises to be more innovative, more experience-driven and closer to the motorcycle community than ever before. With its planned extension into an additional exhibition hall and the new PLAYGROUND event area, the trade fair team are focusing on growth, attractiveness and further thematic development for the event's 2025 edition.

### **More space for the motorcycle scene and the market**

Following INTERMOT's relaunch in 2024, the trade fair team is looking beyond further enhancements to the event's format for this year's edition. They are also planning to expand the exhibition area into Hall 6 in addition to Halls 7 and 8. The planned larger area will create new opportunities for showcasing, experience areas and brand presence. Leading manufacturers such as BMW Motorrad, Honda, Yamaha, Kawasaki, Royal Enfield, Suzuki and Triumph as well as key players in the accessories market such as SW-Motech, Wunderlich, Shark, Nolan and Wilbers have already confirmed that they will be appearing. With this line-up of major names, Cologne is set to be the centre of the motorcycle world once again.

### **NEW: the PLAYGROUND - the stage for adrenaline-packed action and test rides**

One of the special highlights at the forthcoming edition will be the new PLAYGROUND in the outdoor area: This is where adrenaline meets showtime. Stunt pros, creators and brands will reveal what really defines the motorcycle experience as they perform live runs, wheelie shows and drifts. The event area will allow manufacturers to create an active presence at the trade fair and transform their brand into an emotional experience. The PLAYGROUND is set to be a hotspot for brands that are aiming for visibility, social media reach and active visitor engagement.

### **Content meets community: new experiences, new target groups**

The INTERMOT team has a diverse, experience-focused line-up planned with formats such as the 125cc KICKSTARTER, the CREATOR LOUNGE, the BIKER MEET-UP, the RACING AREA, the #motorradazubis Mechanic Contest for apprentice motorcycle mechanics and the INTERMOT live stage powered by Bering. The formats are designed to appeal to both die-hard motorcycle fans and those new to the saddle as



**INTERMOT**  
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well as target groups in urban areas.

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INTERMOT's successful track record in creator marketing offers companies immense potential: Goal-oriented collaborations with high-reach influencers create authentic content and new partnerships whose impact extends beyond young communities and also reaches dealers and decision-makers. In a challenging economic environment, these new target groups will be crucial to growth and brand commitment - now and in the future.

**INTERMOT 2025 is Germany's platform, marketplace and community hub for the whole world of motorcycles.**

For companies looking to increase their visibility, gain market share and innovate by tapping into new target groups, INTERMOT 2025 is the perfect event - with its growing reach, new formats, authentic storytelling, and its tight blend of event, community and digital content.

**Note for editorial offices:**

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

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