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#intermot 2025

## INTERMOT 2025 looks ahead: Young target groups & creator trends

From 4 Dec 2025 to 7 Dec 2025, INTERMOT will once again become the **central meeting point** of the national motorcycle community following its reorientation in 2024. In addition to classic urban mobility via motorcycle, the focus will once again be on young target groups in particular. With innovative formats like the **CREATOR DAY** on 6 Dec 2025, the **CREATOR LOUNGE**, the **125 ccm KICKSTARTER** section and the **PLAYGROUND**, where there will be **stunt shows**, among other things, **INTERMOT 2025** will show how modern and future-oriented the world of the motorcycle actually is.

### Focus: youth

In addition to **experienced motorcycle enthusiasts**, especially **18 to 30-year-old** fans of the motorised two-wheeler find themselves at the heart of the revised trade fair concept. The **CREATOR DAY** on 6 Dec 2025 is thereby the central highlight of this orientation: **digital stars of the motorcycle scene** will present **authentic content** directly from their life experience and make the trade fair their **interactive stage**.

In the **CREATOR LOUNGE** and in the **PLAYGROUND**, one can on this day encounter celebrities like **Mariam Suhk** and **Viktor Stahl**, who are convincing as a dream couple not only on the road, but also online. Known as **@marii\_\_official** and **@viktor\_\_stahl**, they provide insights into their road trips and couple stories every week in their beloved couple podcast **@lautLeben**. Even more glamour is promised with the Cologne racer **Nina Londschie**, aka **@nanaxyda**, who, with around **250,000 Instagram followers**, is a constant in the scene and **combines motorsport, fitness and lifestyle** in a unique way. Another highlight is **Matthias Betz**, known as **@meddesyoutube**. Already active for **16 years as a content creator** in the motorcycle and motorsport segment and for **3 years running** for the Team Jens Holzhauer at the **IDM in the motorcycle racing class Pro Superstock 1000**, he inspires his audience, not only online but also on the racetrack.

However, **INTERMOT** offers more than online reach: in the **PLAYGROUND**, these Internet greats present **exciting live interactions** with **stunts** and many **insights** from their world. Following the action-charged performances, they can be experienced up close by guests in the **CREATOR LOUNGE** - for selfies, meet & greets and exclusive anecdotes from the biker community. Here, **INTERMOT** becomes the **stage for authentic moments** between stars and their fans.



INTERMOT  
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## Diversity and innovation

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The trade fair also offers diverse **platforms for all age and interest groups**. The already-mentioned **CREATOR LOUNGE** is the central meeting point for networking, **hands-on brand experiences** and an exchange with the biking stars. In the **PLAYGROUND**, the passion for motorcycling can be felt right up close through exciting action and gripping drifts. The crème de la crème of motorsport meets in the **RACING SPORT SECTION**. The **125 ccm KICKSTARTER** section offers all those with a budding interest in motorcycling well-founded **tips and technologies** for a successful start in the motorcycle scene. And not least, the **BIKER MEETING** invites to relaxation and a community exchange in a unique atmosphere in proper style with culinary highlights and cold beverages.

**INTERMOT 2025** is reinterpreting its role as a **national stage, marketplace and community hub**, and with a view to the future. It not only attracts trade visitors, but also offers all those interested a comprehensive experience that unites passion and innovation.

Those who wish to experience the future of the motorcycle will find it here at **INTERMOT. THE TRADE FAIR. MOTORCYCLING, REIMAGINED.**

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