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intermot 2025

Four faces, eight wheels, one heartbeat: INTERMOT 2025 launches campaign with top creators

INTERMOT. The trade fair. Motorcycling, reimagined. This is the motto that will define INTERMOT 2025 as it once again sets new benchmarks for the motorcycle world in Cologne from 4 to 7 December 2025. The concept has been updated for this year's edition with a new focus on attracting younger audiences. Moving, diverse, digital and emotional sum up the experience at the event, which goes far beyond a trade fair. Instead, it is conceived as a platform that presents motorcycling in the context of passion, a sense of freedom and community spirit while addressing the new needs and wants of a diverse motorcycle community.

Focus on young target groups

Following the trade fair's successful relaunch in 2024, INTERMOT's second creator campaign underscores its new strategic direction. The event is collaborating with four leading figures from the scene - @nanaxyda, @meddesyoutube, @marii_official and @viktor__stahl - as well as working with other familiar social media faces. This line-up has been chosen strategically to appeal to a younger target group, who identify with the featured online personalities. While @nanaxyda brings her love of precision and racing to the campaign, @meddesyoutube is the voice for technology and passion who combines in-depth insights into the motorcycle scene with authentic social media content. The stunt duo @marii_official and @viktor__stahl represent the dynamism of the motorcycle lifestyle and urban culture. Together, the four creators will inspire the next generation of motorcycle fans while also presenting visual highlights that appeal to the trade fair's audience as a whole.

"INTERMOT 2025 will show that motorcycling is about much more than just technology. It stands for passion, freedom and community. Our creator campaign translates this very attitude to life and takes it into the digital world," explains **Alexander Wolff**, INTERMOT's director.

Storytelling, speed and the community feel

Visually, the campaign centres on emotional storytelling that skilfully captures the diversity and dynamism of the motorcycle world. The four creators interact with the camera in up-close-and-personal selfie moments, high-speed riding sequences and exclusive trade fair previews, thereby positioning themselves and the event as a source of inspiration for the scene. The content combines motor sport, stunts, urban culture and local identity to create an authentic story. Combining standout formats such as roadshows, meet-ups and behind-the-scenes insights, the short clip fosters proximity and an authentic community feel.



INTERMOT
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The IVM logo, featuring the letters "IVM" in a bold, sans-serif font, followed by a stylized blue motorcycle graphic. Below the logo, the text "Industrie-Verband Motorrad Deutschland e.V." is written in a smaller font.

IVM
Industrie-Verband Motorrad Deutschland e.V.

“Motorcycling is my passion - and INTERMOT is like coming home,” says Nina alias @nanaxyda, a player on the racing scene who has made Cologne her adopted city.

Next-generation marketing for trade visitors and the industry

With its creator marketing campaign, INTERMOT 2025 is building a bridge between established manufacturers, the specialist retail trade and an increasingly young target group. Using authentic digital content, the campaign will present the motorcycle industry in an entirely new way and transform the traditional marketplace into a cutting-edge brand experience. But the event goes beyond a mere product showcase and instead paves the way for inspiring experiences that are specially tailored to the desires and daily realities of the new generation of motorcycle fans. Interactive trade fair formats, innovative approaches and creative cooperations will create platforms that generate reach, strengthen brand loyalty and foster a direct connection to future customers. With this strategy, INTERMOT 2025 is set to be a hub where passion, innovation and community come together - an experience for all those who want to help shape the future of motorcycling.

You can find the teaser film for INTERMOT 2025 at: <https://www.youtube.com/watch?v=DAJBVhfZCCU>

Further information and a complete list of the participating creators are available at:

intermot.de/creatorlounge

Note for editorial offices:

INTERMOT Cologne photos are available in our image database on the Internet at www.intermot-cologne.com/imagedatabase .

Press information is available at: www.intermot-cologne.com/pressinformation

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