

No. 6 / November 2025, Cologne
intermot 2025

INTERMOT 2025 in Cologne: live action, creator formats and community

The 11th edition of INTERMOT will be held in Cologne from 4 to 7 December 2025. Following its strategic shift last year, the trade fair once again aims to make a strong statement as an experience-driven and community-oriented gathering for the motorcycle industry and scene. The event will focus on live action, creator campaigns and interdisciplinary discussions. Catering to everyone from urban riders and the 125cc community to apprentices and industry professionals, and showcasing everything from thrilling stunts to pioneering mobility solutions, INTERMOT brings the motorcycle world together.

INTERMOT remains the go-to platform for everything relating to motorbikes and accessories in the German-speaking world. This year's event features a more streamlined format than in previous editions. This focus on the essentials sends the clear message that INTERMOT continues to be a source of momentum in the sector, especially during challenging economic times, and that the event remains committed to the industry and community. Attending therefore becomes even more impactful, as it sends a powerful signal to the market, boosting the standing of exhibitors, ensuring that the support and dedication of the community remain strong and evident, and showing what the trade fair is really all about: emotion, trust and passion.

Creator campaign 2025 - stage, content and community

The trade fair's official creator campaign brings distinguished and go-getting figures from the digital motorbike scene to this year's INTERMOT: @nanaxyda, @meddesyoutube, @marii_official and @viktor__stahl. They will share first-hand insights, energise their communities and make live appearances at the fair - all in an authentic and approachable way. On the CREATOR STAGE, for instance, they will help to build meaningful connections between fans, the community and brands with carefully curated sessions and talks - both at the event and on social media, through recaps and live content.

Highlights & the PLAYGROUND - INTERMOT is all about action

INTERMOT 2025 showcases the entire spectrum of the motorcycle world. The 125CC KICK STARTER area offers those new to the saddle a hands-on introduction to the motorbike scene. In the RACING Area, guests can watch superbike stars and motor sport legends up close, both on their bikes and in the pit lane. The CREATOR LOUNGE serves as a central hub where motorcycle enthusiasts can glean first-hand



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

Your contact:
Markus Majerus
Tel.
+49 221 821-2627
e-mail
m.majerus@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

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

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

insights, while the BIKER MEET-UP provides an opportunity to interact face to face. And INTERMOT Live powered by BERING will delve deeper into topics of special interest with engaging interviews and panels.

Page

2/3

A key highlight of the event programme and a novel outdoor concept, the PLAYGROUND event area will feature stunts, drifts, spectacular live runs and brand activations. The action-packed programme will bring motor sport to life with incredible dynamism and captivate racing and motor sport fans. Designed to grab visitors' attention, the area provides an ideal setting for brands to showcase their models in close proximity to their audience.

#motorradazubi contest in partnership with the IVM - bringing up-and-coming & skilled mechanics into the spotlight

The #motorradazubi contest, organised in collaboration with the German Motorcycle Industry Association (IVM), is dedicated to promoting young talent in the industry. Highlighting the vital need for skilled workers, the contest will feature live duels and assembling, disassembling and repairing challenges, along with an engaging daily event programme. Apprentices and professionals alike will battle it out in hands-on challenges and benefit from increased visibility and direct engagement with industry and commerce.

CREATOR STAGE powered by STAR FM - bolstering the motorcycle community & scene

Acting as a bridge between motorcycle enthusiasts and brands, the CREATOR STAGE powered by STAR FM focuses on fostering dialogue and forging closer connections. Interviews, talks and live content provide opportunities for meaningful interactions between the community and exhibitors. The CREATOR STAGE brings together traditional biker culture and new developments in the digital sphere with the aim of strengthening the community spirit in a targeted manner.

Competitions and giveaways - prizes up for grabs at INTERMOT

A number of INTERMOT's partners and featured brands make the event even more rewarding by offering competitions, exclusive giveaways and prize draws. A1Moto is one example of this. Promotions like these enhance the trade fair's appeal and help to sustain interest even after the actual event has concluded. Details about participating brands, promotional periods, and terms and conditions of participation will be shared both in the programme and at the venue.

Mobility, tech and safety - a glimpse into the future

INTERMOT is establishing itself as a showcase of the future of motorcycling and mobility. Topics such as e-mobility, networked systems, urban mobility concepts and safety are brought to the fore through demo zones, discussions among experts and practice-oriented sessions. As a result, everyone interested in the motorcycle scene, including those new to the saddle, will gain authentic insights into the technologies and use cases of today and tomorrow. INTERMOT gives motorcycle manufacturers

and retailers, as well as suppliers in the accessories and apparel sector, wide-ranging opportunities to actively enhance their brand presence, connect with industry experts, and generate visibility within the relevant communities. This is a space where the sector can present their products in an engaging setting, gather valuable leads, and build professional relationships, all while receiving direct feedback from their target audience, both at the event and through digital channels.

Page
3/3

With its exciting blend of live experiences, knowledge sharing and community-focused formats, INTERMOT 2025's diverse event programme caters to specialist retailers, enthusiasts and the wider motorcycle world. More information can be found at intermot-cologne.com.

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
If you reprint this document, please send us a sample copy.

INTERMOT in the Social Web:

<https://de-de.facebook.com/INTERMOT>
<https://www.instagram.com/intermot/>
<https://twitter.com/intermotcologne>
<https://www.youtube.com/user/intermotcologne>

Your contact:

Markus Majerus
Public and Media Relations Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel +49 221 821-2627
m.majerus@koelnmesse.de
www.koelnmesse.com

You receive this message as a subscriber to the press releases of Koelnmesse. In case you would like to dispense with our service, please reply to this mail under the heading "unsubscribe".