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#intermot

IVM and Koelnmesse position the INTERMOT as the central, leading trade fair of the motorcycle industry in Germany with a new date in February

The INTERMOT is more than an event for the motorcycle world. It is the leading national platform for the German and international industry to present its full assortment. For precisely this reason, the trade fair is now being scheduled significantly earlier in the year in keeping with the decision of the extraordinary general assembly of the IVM of 10 February 2026. With the new dates from 12 to 14 February 2027, IVM and Koelnmesse are positioning the INTERMOT as the leading industry platform in Germany and are cooperating to advance the strategic further development begun in 2024. The goal is thereby clearly formulated: to once again make the INTERMOT the fixed star to which industry, the retail trade and the community orient themselves.

Association fires the starting gun for reorientation

"Germany needs a strong, national motorcycle trade fair. Visitors ideally want to see, feel and smell all motorcycle and scooter brands as well as clothing, accessories, travel and experiences live at one event. And of course take a trial seat, "talk gas" and have fun. I am convinced that the INTERMOT can once again become the leading trade fair for the entire industry with the shift of the dates to the start of the season and the expansion from two to four halls. BMW Motorrad will of course be there!", **Mike Sommer, head of BMW Motorrad Germany and IVM President**, emphasises the joint decision of the association and the industry.

Uwe Seitz, the new Chief Executive Officer of the industry sponsor, also finds enthusiastic words for his first major project: "A strong vote for a major, central motorcycle fair for all those who share a passion for motorised two-wheelers - that was the shared wish of the steering committee and myself after I assumed office as Chief Executive Officer of the Industrie-Verband Motorrad. We were successful in this. Now everyone can look forward to seeing everything revolving around motorcycling in one place in Cologne, right on time for the start of the 2027 season. This had no longer existed in this form in Germany in past years, and the great response of manufacturers, motorcycle producers and accessory providers shows me that the industry has understood how important this is for the economically so important German motorcycle market. The IVM has already begun creating a two-wheeler experience of a very special kind from this clear acknowledgment in February 2027."

The Industrie-Verband Motorrad Deutschland e. V. represents the motorcycle



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IVM 
Industrie-Verband Motorrad Deutschland e.V.

industry in Germany, which includes the manufacturers and importers of motorcycle clothing and outfitting as much as it does those of motorcycles and scooters. The around 50 member companies of the IVM represent more than 95 percent of the German motorcycle market. The joint commitment of IVM and Koelnmesse to the continuing development and the industry standing unanimously behind its trade fair in Germany sends a strong signal to the market.

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Cologne is setting the course for a leading event

"For us, the INTERMOT is much more than a trade fair. It is a conviction. It is the emotional heart and the economic platform of the motorcycle industry in Germany. For precisely this reason, we, together with the IVM, are broadcasting a deliberate, strategic signal with the new scheduling. We are consistently developing the INTERMOT into a leading event with new, international charisma. Here is the place where innovation, passion and the scene come together tangibly", is how **Oliver Frese, Chief Operating Officer of Koelnmesse**, outlines the decision with emotional words.

Backup from the industry comes from, among others, **Honda**: "Honda expressly supports the INTERMOT reboot, because we are convinced that the motorcycle industry needs a united, strong presence, right now. The new start in the spring offers the chance to bring together the entire industry at an early date for the start of the season and to show unanimously what motorcycling stands for today - as a culture, economic factor and mobility form of the future. Especially important to us in this context is the solidarity of all market participants. A central platform where manufacturers, the retail trade, associations, media and politics come together is decisive for positioning our themes visibly, audibly and effectively. This restart of course calls for new elan, fresh ideas and much dedication on the part of all participants. However, it is precisely here that we see the great opportunity to jointly establish something sustainable and relevant for the future of the motorcycle industry in Germany", is how **Albert Erlacher, Head of Motorcycles at Honda**, emphasises his agreement with the new course.

More important voices from the industry flank the reorientation with clear words:

Marcel Driessen, Country Manager Germany, Yamaha Motor Europe and IVM Vice President, particularly emphasises: "As one of the most important markets in Europe, with a correspondingly large number of regular customers, we owe it to the millions of people in Germany and neighbouring countries who shape their individual mobility with motorcycles and scooters to bring together their passion in a real experience world. Yamaha therefore fully supports the decision to organise a central industry trade fair for this in Germany in future. It means a reliable highlight at the right time for the community, planning security years in advance for all those in the industry and the right platform for us as an industry for bringing together all stakeholders in matters of two-wheel mobility there. For myself, as Vice President of the Industrie-Verband Motorrad, it is also the confirmation that we are working in exactly the right direction for the industry in Germany."

"The INTERMOT is the compass and provider of impulses for the motorcycle world. We see the INTERMOT as the leading trade fair for the German motorcycle market. It is more than simply a product show - it brings together the needs of the community with technical excellence. The INTERMOT links more than 25 years of expertise with innovative ideas for the mobility of tomorrow. In a dynamic market, it provides space for dialogue, innovation and passion for motorcycling", **according to Edgar Kleinbergen, Country Manager at Royal Enfield for Germany, Austria and Switzerland (DACH)**, the oldest, still-producing motorcycle brand in the world.

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Everything under one roof

The clothing and accessories sector is also sending a clear signal: **"2Ride Germany** has always supported INTERMOT as the German motorcycle industry's own platform. By moving the event to February, changing the format and specifically involving specialist retailers, we are creating the greatest possible overlap for the sometimes very different needs of exhibitors. We are convinced that the future INTERMOT will provide us with exactly the right stage to meet our customers' needs. Of course we'll be there!"

Additional tailwind is coming from the motorcycle clothing industry: **'Stadler Motorradbekleidung** welcomes the planned reorientation of INTERMOT for 2027. We support this step and look forward to working with all other exhibitors to further develop this important industry trade fair. We will of course be back as exhibitors in 2027 and will contribute to a future-oriented and strong INTERMOT 2027.'

From the perspective of electromobility, the strategic decision is also confirmed: **Ralf Czaplinski, Country Manager DACH and Central and Eastern Europe of Zero Motorcycles EME**, emphasises the importance of the live experience and industry dialogue: "Despite all modern communication channels, a central motorcycle trade fair like the INTERMOT in Germany remains indispensable for us. The personal encounter and the live presentation of our products cannot be substituted digitally - this is confirmed with every single interaction with trade fair visitors. As a manufacturer of electric motorcycles in particular, it is essential for us to make the possibilities of urban mobility experienceable. At the same time, such a trade fair is also an important meeting point for an exchange with partners and companions from the industry. With its concept, the IVM currently offers the best solution for industry representatives in this regard: it creates a platform that enables dialogue, networking and joint continuing development equally."

With **Martin Schaumlöffel, head of Marketing Moto DACH and Denmark of Pirelli Germany**, a leading global manufacturer of premium tires also clearly stands behind the decision of the two organisers: "A coherent plan; the perfect point in time for consumers directly prior to the season, clear positioning of the industry - with this complete reorientation of the INTERMOT, we at PIRELLI see our wish for a major, central trade fair for the so important German motorcycle market fulfilled and will support this approach of the Industrie-Verband Motorrad."

For **Motul**, as a manufacturer of high quality lubricants and care products for

engines and industrial applications, the reorientation and positioning of the trade fair as a network stage has tangible advantages: "We welcome a reorientation of the INTERMOT and are pleased at the ambition to once again position it as a strong, leading trade fair for motorcycles and as a platform for consumers and the B2B market, which is important for us", **Adrian Wahl, Head of Marketing at Motul**, states with enthusiasm.

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HOREX Motorcycles GmbH recognises the benefits for itself, the market and the industry and leaves no doubt that it will be there in the spring: "The German motorcycle market is an important motor for the entire industry. The central trade fair in Cologne is not only an attraction for the gigantic community, but also makes the economic importance in particular outwardly visible. This tangible message is a clear sign in the direction of society and politics, allowing the shaping of the future of the motorised two-wheeler. The HOREX brand thus supports the repositioning of the INTERMOT; we will be there in February 2027", says **Karsten Jerschke, CEO of the German tradition brand**.

Business and community hand in hand

The February dates emphasise more clearly than ever before the role of the event as the starting shot for the new season. During the phase in which purchasing decisions are prepared, it bundles new products, trends and product variety. Especially in the accessories segment, for clothing, helmets and tyres, the trade fair provides direct market impulses. A central element thereby remains the conscious interlocking of business and community. Here, business relevance is linked with enthusiasm, and the INTERMOT becomes a network stage on which the entire industry gathers.

The INTERMOT thus already per se provides visibility, orientation, market impulses and political compatibility, in this way strengthening the entire industry. As a season opener and future top dog, it also underlines the role of Cologne as a leading trade fair location for the motorcycle world. True to the motto: INTERMOT The trade fair. Motorcycling, reimagined.

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