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#intermot

INTERMOT 2027: the motorcycle should be included in the mobility debate

Koelnmesse and IVM are reinforcing INTERMOT as a platform for mobility, politics, media and community.

The motorcycle industry belongs at the table when mobility is the topic of discussion. With INTERMOT 2027, Koelnmesse and the Industrie-Verband Motorrad Deutschland e. V. (IVM) are designing a platform that goes beyond the classic trade fair format. The trade fair becomes a place where motorised two-wheelers assert their place in the mobility of tomorrow.

Motorcycles as part of the mobility solution

Motorcycles and scooters need less space and can relieve traffic flow. In cities where space is scarce and the infrastructure is under pressure, motorised two-wheelers provide concrete answers. Nonetheless, the industry is often considered too late in mobility debates.

Those discussing traffic and climate goals must also talk about motorised two-wheelers. They don't belong at the margins of the debate, but rather at the heart of it.

Urban Mobility Panel: dialogue at the decision-making level

To start the trade fair, the Urban Mobility Panel should bring together decision makers from politics and industry. Discussed will be what role motorised two-wheelers can assume in urban traffic planning and what infrastructure is necessary for this.

INTERMOT thus remains close to the industry and at the same time opens up space for the debates that are important for motorised two-wheelers now.

Reactions from the scene

Four official brand ambassadors represent INTERMOT 2027 in social media. They bring trade fair themes directly to the community and build bridges between industry, the specialised trade and a new generation of motorcycle fans.

The focus is on stories revolving around riding, tinkering, travel and racing. The ambassadors celebrate their first joint appearance in September at the EURO MOTO of the premium European motorcycle race series.

INTERMOT 2027 is gathering pace

From 19 to 21 February 2027, INTERMOT then becomes the leading national platform for the German and international industry to present its full assortment. The new hall setup brings the trade fair closer to the community and makes it more oriented to experiences.



INTERMOT
19.02. - 21.02.2027
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With its new setup, INTERMOT sends a clear message: the world of motorcycling belongs in Cologne.

Note for editorial offices:

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

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