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#intermot

INTERMOT 2027: Industry unites behind Cologne's motorcycle trade fair - and this is just the beginning!

More than 50 brands and companies have already sent a clear signal of their commitment to INTERMOT 2027. The German Motorcycle Industry Association (IVM e. V.) and its member companies are backing the motorcycle trade fair in Cologne with one voice.

With the participation of more than 50 brands and companies already confirmed for INTERMOT 2027, the motorcycling industry is making its position clear. The list includes leading motorcycle manufacturers as well as suppliers of accessories, equipment, tyres, lubricants, helmets, clothing and e-mobility solutions. Even at this early stage, this broad range of exhibitors demonstrates that INTERMOT is living up to its claim to be a true reflection of the market. At the same time, it is apparent just how firmly united the IVM and many of its member companies are in their support of the trade fair in Cologne.

A clear commitment from the market

This signal is made especially clear by the conviction with which the IVM and a considerable number of its member companies are backing INTERMOT. The widespread support from across the conceptual sponsor's network shows that the industry is moving forward with a shared vision. INTERMOT is thus regaining the very strength that has set it apart for decades: as the key gathering place for manufacturers, retailers, media representatives and the motorcycling community.

A wide-ranging line-up serving the retail trade and the community

Brands and companies already confirmed for INTERMOT 2027 include vehicle manufacturers such as BENDA, BMW, CF Moto, Ducati, Honda, Horex, Kawasaki, Royal Enfield, Voge, Yamaha and Zero. They are joined by big names from the accessories, technology and equipment segments, like Highsider, Ilmberger, Paaschburg & Wunderlich, SW-Motech and Wunderlich. Tyre and lubricant suppliers confirmed so far include Liqui Moly, MAXXIS, Motul Motorex and Pirelli. Suppliers of helmets, clothing and riding gear such as Arai, Bering, Fly, Held, LS2, Nolan, RST, Segura, Shark, Stadler and Troy Lee Designs complete the comprehensive offering.

These examples demonstrate just how diverse the range of exhibitors is, even at this early stage, with vehicle brands rubbing shoulders with specialists in equipment, technology, accessories, safety and performance. And this is precisely what



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IVM 
Industrie-Verband Motorrad Deutschland e.V.

generates the added value that the specialised trade and the community expect from a strong INTERMOT.

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“The current number of registrations is more than just a figure. It represents a clear declaration of support from the industry. When strong brands, specialist suppliers and countless companies from within the IVM network commit to INTERMOT at such an early stage, it shows that the motorcycling world wants a shared meeting place in Germany once again. Cologne has the potential to be that place - for the specialised trade, for the industry and for everyone who lives and breathes motorcycling,” says Uwe Seitz, General Executive Manager of the German Motorcycle Industry Association (IVM e. V.).

Early date in the calendar, clear relevance

By scheduling INTERMOT to run from 19 to 21 February 2027, the organisers have deliberately positioned the event ahead of the start of the motorcycling season. For the specialised trade, this means it falls at a time when product ranges and partnerships are being prepared for the upcoming business year. Exhibiting companies have the ideal opportunity to meet retail partners in Cologne at an early point in the year when they are seeking specific information and ideas for the season ahead. At the same time, the trade fair offers the community an overview of the bikes, accessories, equipment, workshop solutions and technology available, as well as the latest developments in the scene - all in one place.

Orientation for the market and the motorcycle scene

INTERMOT’s strategic development follows a clear goal. Koelnmesse and the IVM want to re-establish the trade fair’s position as the leading industry platform in Germany. The organisers are focusing on strengthening the links between business relevance and experience at the event. The aim is for INTERMOT to demonstrate how much economic power lies in motorised two wheelers while simultaneously conveying the passion that inspires the community. Instead of bringing specialist retailers, manufacturers, media and motorcycle fans together as separate groups, the event unites them as one family.

“The trend in registrations shows that INTERMOT’s new direction has hit the right mark. We see an industry that wants to show its colours together again and strengthen Cologne as a key location for the German motorcycle market. For us, the crucial thing is that INTERMOT 2027 not only has a strong line-up but provides real orientation: for the specialist retail trade, for exhibitors and for all those who want to know where the market is heading before the season starts,” says Christoph Werner, Vice President Trade Fair Management at Koelnmesse.

For specialist retailers, the wide spectrum of offerings on display at the event is a major advantage. Motorcycles and scooters are presented in a comprehensive overview of the market environment, covering everything from clothing and helmets to tyres and lubricants all the way through to accessories, parts, workshop equipment and electromobility. With this wide-ranging showcase, INTERMOT provides a valuable basis for range decisions, face-to-face conversations and

gleaning inspiration for future business. Anyone who wants to know what new developments are about to appear on the roads in the coming season can survey the entire market in Cologne at the start of the year.

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Role models and direction-setters

The current level of registrations also sends a clear signal to exhibitors who are still undecided. INTERMOT 2027 is not driven by individual confirmations but by a clear movement across the whole industry. By registering now to participate, companies can position themselves in an ecosystem that is driven by big names, specialist suppliers and the shared determination to restore the strong platform that powers the German motorcycle market. Once again, the industry is stepping into the saddle together. And Cologne will be where it gathers.

Further information on participating in INTERMOT 2027 can be found on the registration page:

<https://www.intermot-cologne.com/for-exhibitors/become-an-exhibitor/exhibitor-application/>

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