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#intermot

Hockenheim is the starting shot: INTERMOT starts communication campaign for 2027 with five brand ambassadors

+++ Creator meeting at the Hockenheimring +++ Five brand ambassadors for INTERMOT 2027 +++ Direct connection with young communities +++ Start of the communication campaign for INTERMOT 2027 +++ The whole motorcycle world in one place. +++

INTERMOT introduced its five brand ambassadors for 2027 at the creator meeting at the Hockenheimring. Effective immediately, @meddes, @nanaxyda, @marie__jana, @yepitslilane and @dukedreams will be taking their communities with them on the way to the coming INTERMOT. The visitor communication campaign for INTERMOT 2027 began with the meeting at the Hockenheimring. It showed directly where the journey is headed: closer to a young generation that is discovering the motorcycle differently. The creators are opening up new perspectives for the scene by providing insights into the motorcycle world and also encouraging people who haven't to date ridden their own bike to get started.

On the Hockenheimring, it's normally a matter of tenths of a second. During the EURO MOTO weekend, a longer route was part of the programme for INTERMOT. The creator meeting was the start for the cooperation with five personalities who embody different aspects of the motorcycle world. This is because they know exactly what themes occupy their communities. Some of them already know the trade fair from the previous year. Now all five are officially assuming their roles as brand ambassadors of INTERMOT 2027. The creator meeting has shown how important the direct exchange with young communities is for the future of the motorcycle industry.

Five distinct views of the motorcycle world

@meddes contributes his experience on the racetrack and regularly takes his community with him into his bike projects. @nanaxyda combines motorcycles and fitness. With her being based in Cologne, INTERMOT is a home game she already knows from previous cooperations.

@marie__jana is underway in Europe with a motorcycle and a self-converted van. Her stories don't originate at the desk, but instead directly on the road. @yepitslilane shows her young community that body size isn't decisive for who belongs on a motorcycle. And @dukedreams conveys his knowledge in such a way that you feel like you are standing with him in the garage and working on his machine. Direct and comprehensible, nice and approachable.



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The five creators will tell about INTERMOT from their own perspective. They thereby address themes that interest their communities in a targeted fashion and decide for themselves what they show on their channels.

"The creators are the direct link between INTERMOT and a generation that sees the motorcycle differently than we used to", explains Alexander Wolff, Director of INTERMOT. "For this generation, the path often begins with a video. At some point scrolling then becomes real interest. We want to pick them up at precisely this point and awaken their enthusiasm for our industry."

Racetrack instead of conference room

The Hockenheimring provided more than simply an impressive backdrop for this. While machines were on the track, work took place in the paddock. Directly adjacent, the creators met fans, the motorcycle industry and its partners. The many families along the racetrack showed the extent to which motorcycle enthusiasm connects generations. For Wolff, that was an encouraging signal for the industry.

"The Hockenheimring was the perfect location for the start of the cooperation. Nobody had to explain for long why this theme grabs people", according to Wolff.

Together with Uwe Seitz from IVM, the five brand ambassadors explored the Hockenheimring on bicycles. Instead of a racing tempo, there was time for conversations and recordings together along the track. The change to the bicycle seat brought another perspective on the well-known race course. The creators should also rediscover the INTERMOT from their own perspective and present it to their communities.

Close to the brands, closer to the community

With BMW, Honda, Ducati and Kawasaki, well-known motorcycle brands were on location. The Ducati box lay directly next to the location of the INTERMOT team. For the creators, the brand names thus became a personal contact. They could ask questions and take a closer look at the machines.

The communication campaign for INTERMOT 2027 is running

The first image and video material for the coming months originated at the Hockenheimring. The five take their communities with them on the way to INTERMOT 2027 and show what's new for the next edition in Cologne. Thus, the new central theme is also getting its first faces early: **"The whole motorcycle world in one place."**

The INTERMOT will be held in Cologne from 19 to 21 February 2027.

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