

No. 8 / October 2026, Cologne
#intermot

INTERMOT 2027: The entire world of motorcycling in one place

+++ Exhibitor space booked and confirmed already around 20 percent above the final 2025 figure +++ New brands broaden the range of products and exhibitors +++ Activity areas doubled compared with 2025 +++ Motorcycle season kicks off in Cologne from 19 to 21 February 2027 +++

INTERMOT 2027 is gaining momentum: As of 19 October, the total exhibition space booked and confirmed is already around 20 percent higher than the final figure for 2025. Under the theme "The entire world of motorcycling in one place", the trade fair will bring an even broader range of brands to Cologne from 19 to 21 February 2027, alongside activity areas twice the size of those at the 2025 event.

"At the beginning of the year, the industry came together in a clear show of support for INTERMOT. The registrations we are now seeing demonstrate what this united commitment can achieve. In Cologne, we are bringing together the full diversity of the motorcycle world. Leading motorcycle manufacturers will be represented alongside companies specialising in accessories and clothing, with the latest trends and innovations also taking centre stage. This creates a meeting place where manufacturers and retailers can connect directly with motorcycle enthusiasts," says Uwe Seitz, Managing Director of the German Motorcycle Industry Association (IVM).

Alex Wolff, Director of INTERMOT, adds: "We are making good progress, but we have not reached our goal yet. More and more companies are recognising that something new is taking shape in Cologne. We want to build on this momentum and attract further major brands to INTERMOT. Our ambition is clear: Together, we want to give the entire motorcycle industry a strong boost as the 2027 season gets underway."

From the latest motorcycles to the right gear

Since July, new registrations have included Brixton, BSA, Hero, Husqvarna, Kove, KTM, Moto Morini, QJMotor and Segway Powersports. Several manufacturers are planning world premieres at the event. The helmet segment will feature Arai, HJC, Nolan, Schubert, Shark and Shoei, while iXS will strengthen the motorcycle clothing offering. Pirelli and Motul are supporting INTERMOT in the tyre and lubricant segments respectively. Givi and KYB are among the latest additions in accessories and technology.

For motorcycle retailers, the event offers an opportunity to compare products and prepare their ranges for the coming season. Motorcycle enthusiasts, meanwhile, can explore their options for their next bike and find the equipment to match.



INTERMOT
19.02. - 21.02.2027
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More space to get in the saddle

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With activity areas twice the size of those in 2025, INTERMOT is bringing even more action to the exhibition halls. On the nearly 500-metre-long test track in Hall 11.3, visitors can experience the thrill of riding for themselves. The 20 × 45-metre PLAYGROUND offers a different perspective, shifting the focus from riding to watching. Manufacturer activities and live shows will take centre stage, complemented by a pocket bike demonstration and grandstand seating for spectators.

The programme also looks beyond the next ride. ADVENTURE TRAVEL, featuring the Enduro Action Team, will bring the spirit of adventure into the exhibition halls, while URBAN MOBILITY will explore the role of powered two-wheelers in urban transport. The INNOVATION WALK will showcase the technological developments shaping the future of riding, including new drive systems and safety technologies.

Past and future - a powerful combination

While looking ahead, INTERMOT also celebrates the roots of the passion for motorcycling. Historic motorcycles will bring past decades to life, while the RENNSPORT area will highlight the excitement of motorcycle racing. From the earliest days of motorcycling, the racetrack served as a testing ground where new technologies had to prove themselves under the toughest conditions. At INTERMOT, the history of motorcycling meets the ambition to shape its next chapter.

Motorcycle culture is also defined by the people who keep it alive and drive it forward. This spirit is reflected in LADYS INTERMOT, a community meeting point developed in cooperation with SHE RIDES.

Motorcycling on the industry and political agenda

Urban mobility will also play a more prominent role at INTERMOT 2027. After all, the future of mobility is no longer solely an industry issue; it is also a political and societal challenge.

INTERMOT aims to address this dialogue from the very start of the event and is actively working to bring senior political representatives to Cologne for the opening. The objective is to raise awareness among policymakers and the wider public of the role that powered two-wheelers can play in tomorrow's mobility.

The 16th International Motorcycle Conference, organised by ifz, will also take place on 19 and 20 February. INTERMOT will therefore complement its extensive product offering with expert discussion and political dialogue on the future of two-wheeled mobility.

Strong connections with the community are already in place

INTERMOT's five official brand ambassadors - @meddes, @nanaxyda, @marie__jana, @yepitslilane and @dukedreams - have been supporting the event since its launch at the Hockenheimring. Together, they have a combined following of around 1.2 million. Through their content, the five ambassadors are bringing INTERMOT directly to their respective communities.

Further support comes from INTERMOT's largest-ever collaboration with Detlev Louis, as well as media partnerships including 1000PS. Participating companies are also inviting their target audiences to the event through the industry campaign "Wir sind dabei" ("We're taking part").

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INTERMOT will take place in Cologne from 19 to 21 February 2027. The event is organised by Koelnmesse, with the German Motorcycle Industry Association (IVM) as its conceptual sponsor. Further information is available at intermot.de.

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.

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