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THE TIRE COLOGNE: "Tire change" successfully mastered

Good performance for the start, visitor quality convincing

Trade fair scores points with clear event concept, new themes and top services

THE TIRE COLOGNE delivered a successful performance. For the premiere of the international industry trade fair from 29 May to 1 June 2018, 533 exhibiting companies and another 70 brands from 40 countries participated in Cologne, in some cases with considerably enlarged stand areas in comparison with two years ago. The visitor results could also be confirmed in relation to the AUMA statistics of a previous industry trade fair*. "THE TIRE COLOGNE successfully mastered the "tire change" to Cologne. The performance was optimal: visitor quality, event concept, new orientation and the generous hall offering of the Cologne location convinced exhibitors and visitors", summarised Katharina C. Hamma, Chief Operating Officer of Koelnmesse. "The new strength of THE TIRE COLOGNE with the international conferences "Global Retreading Conference" and "Future Tire Conference" and the expansion surrounding the themes of digitalisation, recycling and fleet management have provided sustained impulses and once again decisively confirmed the correctness of our decision in favour of a new industry platform in Cologne. An impressive premiere event" is the summary of Stephan Helm, Chairman of the German association of the tire and vulcanisation trade (BRV). THE TIRE COLOGNE presents innovations and products from the segments of tires and wheels, automotive services and workshop needs, tire remoulding, as well as tire recycling and disposal.

THE TIRE COLOGNE registered more than 16,000 trade visitors from 113 countries in total. Around 60 percent of visitors travelled to Cologne from abroad - an outstanding key indicator for a premiere event. The exhibitors of THE TIRE COLOGNE especially emphasised the high level of visitor quality.

According to a survey, more than 80 percent of trade visitors were highly satisfied with the exhibition offering of the THE TIRE COLOGNE, and more than 90 percent would recommend a visit to the event to their business acquaintances. Visitors also praised the clear structure in the air-conditioned halls of THE TIRE COLOGNE. "These positive assessments encourage us to develop more conceptual ideas that strengthen the industry for future challenges", explains Katharina C. Hamma.

For the first THE TIRE COLOGNE, 530 providers and another 70 brands from 40 countries participated, around 68 percent of them from abroad. Thus, for example,



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www.thetire-cologne.com

Your contact:
Volker de Cloedt
Tel.
+49 221 821-2960
Fax
+49 221 821-3544
e-mail
v.decloedt@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese
Herbert Marnier

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

the twenty companies of the current "tire world ranking list", among others, were in Cologne from the start. The strongest international contingents came from Italy, the Netherlands, the United Kingdom and Turkey, as well as from China, India, Taiwan and the USA.

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THE TIRE COLOGNE was also able to score points with visitors and exhibitors with the excellent services of Koelnmesse - from arrival and visit planning to stand construction, modern technical infrastructure and quality of the time spent in the modern Northern Halls. An emotional highlight for many exhibitors and visitors was the TIRE Party on the evening of the second day of the trade fair in the fabulous atmosphere of the Rheinterrassen. More than 800 guests celebrated into the early morning hours.

In addition to the segments tires and wheels, automotive services and workshop needs, tire remoulding and tire recycling, THE TIRE COLOGNE provided important impulses for future development of the industry with the integration of pioneering themes like digitalisation, recycling or fleet and motor pool management. The lectures and expert discussions at the Digital Reality and Recycling Forum areas, and in the Tire Fleet Lounge were well-attended.

Organised and supported by the European retreader association BIPAVER and Koelnmesse, the international conference for the retreading industry, the Global Retreading Conference, took place on the first day of THE TIRE COLOGNE. Speakers from around the world provided the around 130 congress participants with a comprehensive overview of the decisive trends and developments of the industry, from market reports through best cases to technological innovations and political basic conditions.

The setup of the two-day "Future Tire Conference" also convinced the more than 110 congress participants. Top experts of the industry presented the decisive trends and developments of tomorrow and discussed the chances and challenges of the tire industry. The most important themes here were also the effects of the digitalisation of tire design, manufacture and delivery, as well as progress in the material sciences and processing technologies. Sessions on global market trends, efficient production facilities and sustainability, as well as the increasing demands of consumers were also on the agenda.

The spectacular drift shows of the companies Falken and Syron Tyres, as well as the motorcycle stunt show provided some emotional highlights: here it was once again shown what kind of "unimaginable manoeuvres" human beings and technology are capable of, and what performance modern tires can provide.

THE TIRE COLOGNE in figures:

A total of 533 companies from 40 countries took part in THE TIRE COLOGNE on a gross exhibition space of 65,700 m². These included 169 exhibitors from Germany

and 364 exhibitors from abroad. The share of foreign exhibitors was 68 percent. More than 16,000 trade visitors from 113 countries came to THE TIRE COLOGNE. The share of foreign visitors was around 60 percent.*

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*All figures have been calculated in accordance with the guidelines of the Society for Voluntary Control of Trade Fair and Exhibition Statistics (FKM) and are subject to audit by a certified auditor (www.fkm.de).

Koelnmesse - Global Competence in Digital Media, Entertainment and Mobility:

Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment and Mobility segments. Trade fairs like photokina, DMEXCO, gamescom, gamescom asia, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.

The next events:

gamescom - The world's largest trade fair and event highlight for interactive games and entertainment (21.08. trade visitor and media day), Cologne 21.08. - 25.08.2018
DMEXCO, Cologne 12.09. - 13.09.2018
photokina - IMAGING UNLIMITED, Cologne 26.09. - 29.09.2018

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Your contact:

Volker De Cloedt
Communications Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel +49 221 821-2960
Fax +49 221 821-3544
v.decloedt@koelnmesse.de
www.koelnmesse.com