

No. 7 / March 2020, Cologne  
#TTC2020

## THE TIRE COLOGNE 2020 has been postponed

**New dates: 18 to 20 May 2021**

After in-depth consultation, and in agreement with our partners at the German Tyre Retail and Vulcanisation Trade Association, Koelnmesse GmbH has decided to postpone THE TIRE COLOGNE 2020, originally scheduled for 9 to 12 June 2020, until May of 2021.

In general the management team of Koelnmesse has decided not to organise any own events on the part of Koelnmesse until the end of June 2020. This decision is supported by the crisis management team of the City of Cologne, which also recommended in its meeting on 18.03.2020 to cancel the trade fairs during this period.

This also happens against the background of the agreement reached on 16.03.2020 between the German federal government and the governments of the German states - laying down common guidelines for dealing with the coronavirus epidemic and explicitly including the general closure of trade fairs and exhibitions. This impairs the planning security for Koelnmesse and the participants of the trade fairs in Cologne far beyond the scope of the current scenarios.

Koelnmesse is making this early announcement in order to provide exhibitors and visitors of THE TIRE COLOGNE with planning security. The success of THE TIRE COLOGNE, the leading international trade fair for the tyre and wheel industry, is based on the global players that exhibit at and visit the event. The current circumstances, however, do not permit the intensive preparations necessary for a successful trade fair that is also safe for all participants involved. After careful review of all the options available, THE TIRE COLOGNE has now been rescheduled for 18 to 20 May 2021.

The BRV completely stands behind the decision taken by Koelnmesse to postpone THE TIRE COLOGNE 2020. The health of the exhibitors and visitors remains a top priority for the BRV too.

THE TIRE COLOGNE is the leading global trade fair in the international tyre and wheel industry. The fair boasts more than 500 exhibiting companies from more than 40 countries, as well as more than 16,000 trade visitors from more than 110 countries. Almost 77 percent of the exhibitors are set to arrive from outside Germany, and nearly 45 percent of all exhibiting companies at THE TIRE COLOGNE come from the hard-hit countries/regions of Italy and Asia alone. As an international business platform, more than 60% of trade visitors at THE TIRE COLOGNE come from outside Germany, including nearly 10 percent from China or Italy.



THE TIRE COLOGNE  
09.06. - 12.06.2020  
[www.thetire-cologne.com](http://www.thetire-cologne.com)

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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

More information is available at [www.thetire-cologne.com](http://www.thetire-cologne.com)

**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, exclusively digital, Cologne 27.08. - 30.08.2020

DMEXCO @home - Europe's leading Digital Marketing and Tech event on the new digital event platform DMEXCO @home, Cologne 23.09. - 24.09.2020

Digital INTERMOT - Digitale INTERMOT-Newsstreams, Cologne November/Dezember 2020

**Note for editorial offices:**

The Tire Cologne photos are available in our image database on the Internet at [www.thetire-cologne.com](http://www.thetire-cologne.com) in the "News" section.

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**THE TIRE COLOGNE in the Social Web:**

<https://twitter.com/thetirecologne>

<https://www.youtube.com/c/TheTire-CologneDe>

<https://www.linkedin.com/showcase/thetire-cologne/>

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