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#thetirecologne

THE TIRE COLOGNE: Strong trade fair confirms international leading function

- Intensive business at the top international level
- High visitor frequency convinces
- THE TIRE COLOGNE is the provider of thematic impulses for the global industry

THE TIRE COLOGNE, which ended on Thursday, 26 May 2022, confirmed its position as the leading international platform of the global tire and wheel industries with a strong course of the trade fair. Especially with a view to the current geopolitical situation, the trade fair convinced across the board with around 12,000 trade visitors from 100 countries. The around 300 exhibiting companies and brands from 35 countries were highly satisfied with the gratifyingly high visitor frequency, the internationality and the convincing quality of the trade visitors. In addition to the catalyst function for the international industry business, THE TIRE COLOGNE also provided important thematic impulses. Solutions relating to the themes of sustainability, digitalisation and the future of mobility were pointed out and discussed in the presentations of the companies, but especially in the conference and event programme, . "THE TIRE COLOGNE delivered impressively, as an international industry platform and in setting the course for the future. This is the perfect template for elevating THE TIRE COLOGNE 2024 to the next level", Oliver Frese, Executive Director of Koelnmesse, summarised. THE TIRE COLOGNE presented innovations and products from the segments of tires and wheels, automotive services and workshop needs, tire remoulding, as well as tire recycling and disposal.

Stephan Helm, Chairman of the German association of the tire and vulcanisation trade (BRV) adds: "The industry so urgently needed the personal exchange and used THE TIRE COLOGNE to the fullest for networking and business. The mood was correspondingly euphoric during the three days of the trade fair." This was also evident in the many "get togethers" and the entirely booked up THE TIRE COLOGNE party, which the companies used for an exchange with their community.

Around 60 percent of the trade visitors travelled to Cologne from abroad. The largest contingents of visitors to THE TIRE COLOGNE 2022 came from the Netherlands, Poland, Italy, France and the United Kingdom. Attendance from Israel, Morocco, the USA, Georgia and India was also strong. Decision makers also came to Cologne from the Far East, especially from South Korea, Singapore, Indonesia and Japan.



THE TIRE COLOGNE
24.05. - 26.05.2022
www.thetire-cologne.com

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THE TIRE COLOGNE 2022 was also able to provide important thematic impulses to the industry. The central theme of "sustainability" was thus reflected in many conferences and in the event programme of THE TIRE COLOGNE from the most varied perspectives. These included, among others, the Global Retreading Conference (GRC) of the European tire remoulding association BIPAVER, the TIRE Recycling Forum, the "Boulevard of Sustainability" special event or the action area of ZARE for the certified disposal of old tires.

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On the TIRE STAGE, the central stage of THE TIRE COLOGNE, other themes besides sustainability that are of great significance for the global tire and wheel industry were of course also discussed, for example, digitalisation or the future of mobility. All sessions on the TIRE STAGE were consistently well-attended and were also streamed live - those interested who were not on site could thus follow the programme directly. The entire stage programme will also be available afterwards as video on demand at the website of THE TIRE COLOGNE.

Also well-received by the trade public were the action areas of the BRV, which presented two mounting areas for the practical mounting of large tires or UHP/run-flat tires in cooperation with the partners Bohnenkamp and wdk.

The next THE TIRE COLOGNE will take place from 4 to 6 June 2024.

Koelnmesse - industry trade fairs for the mobility segment: Koelnmesse stages INTERMOT and THE TIRE COLOGNE, two major international trade fairs in the mobility segment, hosted at its trade fair grounds in Cologne/Germany. From 2022 Koelnmesse will expand its portfolio with polisMOBILITY, a new hybrid event that shows how mobility in cities can and must be designed in the future. Alongside tires and wheels, THE TIRE COLOGNE focuses on equipment for motor vehicle servicing and tire fitting centres and presents a comprehensive range of products and services for tire retreading and the recycling and disposal of old tires. INTERMOT is the show for motorised two-wheelers and presents the key innovations in electromobility, accessories, clothing, parts, customizing, touring and workshop equipment. The events serve as central, international business platforms, bringing the industry together with a carefully targeted approach to showcase the latest products, developments and innovations.

Further information: <https://bit.ly/3MDcNVP>

The next events:

INTERMOT Cologne - International Motorcycle, Scooter and E-Bike-Fair (04.10. trade visitor and media day), Cologne 04.10. - 09.10.2022

polisMOBILITY - Moving Cities, Cologne 24.05. - 27.05.2023

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