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#thetirecologne

THE TIRE COLOGNE 2024: The industry celebrates its leading trade fair

Strong growth on the exhibitor and visitor sides +++ More internationality +++ Industry shifts the focus to sustainability

Cologne, June 2024 - THE TIRE COLOGNE 2024 ended with a very good result on Thursday, 6 June 2024. 430 exhibitors from 35 countries came together at the most important industry platform with around 14,400 participants from 109 countries. THE TIRE COLOGNE this year proved itself not only as an outstanding B2B platform that connects international tire and wheel manufacturers with tire wholesalers and the specialist trade, but also as a place for exchanging ideas, advancing innovations and shaping the future of the industry. "This event was full of positive energy from day one and clearly showed how important this stage is for establishing and expanding international business relationships in the industry", says Oliver Frese, Chief Operating Office of Koelnmesse. "For us as an industry association, the success of the trade fair is a clear signal that a strong trade fair is indispensable for the industry. Here is where the important themes are discussed and the foundation for the business success of the future is laid", Stefan Helm, Chairman of the German Tyre Retail and Vulcanisation Trade Association (BRV), stated with enthusiasm.

Industry assumes responsibility

This year's THE TIRE COLOGNE was entirely defined by sustainability and the responsible use of resources. It became clear just how much the trade fair struck a chord with the industry at the trade fair stands, where nearly all companies recognised the increasing importance of environmental issues. Themes like the conservation of resources or re- and upcycling played a decisive role for many innovations of the exhibitors: proof that the tyre industry can no longer be imagined without the circular economy. THE TIRE COLOGNE 2024 therefore presented its own theme world: the Circular Economy Area. With its central positioning in Hall 7, the 50 companies dedicated to retreading and recycling profited from considerably greater visibility. Theme-specific panel discussions rounded off the innovative approaches of the exhibitors on the new stage, the Circular Economy Forum. "In that we don't talk just about technical innovations, but also about socially relevant issues, we inspire companies to think ahead and provide concrete results. THE TIRE COLOGNE is active at the pulse of the times and advances not only economic efficiency, but also the sustainability of the industry", according to Frese.

An outstanding example of this commitment was the signing of a used tire resolution of the initiative of the Allianz Zukunft Reifen at THE TIRE COLOGNE 2024. This promotes the more sustainable handling of old and new tires. More than 70



THE TIRE COLOGNE
04.06. - 06.06.2024
www.thetire-cologne.com

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District Court Cologne, HRB 952

European organisations, associations and institutions are already active as partners for old tyre recycling.

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Future-looking themes

This year too, THE TIRE COLOGNE has shown that it offers a trade fair experience with added value with the three theme worlds Tyres/Rims/Trade, Retreading/Recycling and Workshop/Automotive. Particularly the service segment will occupy more space in future and offer new business potential. "However, increasing digitalisation and electrification in automotive engineering also comes with new challenges for the workshop and service companies", Stephan Helm explains. "Here too, THE TIRE COLOGNE was the ideal forum, where the market participants could inform themselves about future requirements and pioneering solutions, and from which they could take practically oriented impulses with them into their operations", according to the BRV chairman.

In the Workshop LIVE area, the trade fair, together with the partner companies Hunter and Würth, presented the digital workshop requirements of the future to visitors. Processes revolving around diagnostic and repair technologies like rapid measurement including driving assistance calibration and glass service were thus demonstrated and new products presented for the tyre specialised trade. In that the need for information and investment will continue to increase, the goal is also to gradually expand the offering of THE TIRE COLOGNE in the workshop technology segment.

Also on the TIRE STAGE, the central stage of THE TIRE COLOGNE, aspects were discussed that are of great significance for the global tyre and wheel industry: sustainability, shortage of staff, the development of international markets and digital transformation. The event programme with high quality talks and innovative theme areas provided solutions of relevance for the future and moving inspiration with customised content and live demonstrations.

Strong national and international participation

Renowned international exhibitors met young, up-and-coming brands ranging from budget to premium in the halls. A total of 430 exhibitors from 35 countries presented the entire world of tyres and rims. They met with around 14.400 participants from 109 countries. Around 65 per cent of visitors came from abroad, most of them from Italy, the Netherlands, the UK and France, but also increasingly from Eastern Europe, such as Poland and Romania. International trade visitors from China, the USA, the United Arab Emirates, Morocco and Israel were strongly represented.

Outlook on 2026

THE TIRE COLOGNE has once again proven to be the most important provider of impulses for the industry. With its comprehensive offering and its international orientation, the trade fair clearly pointed the way for the safe and sustainable mobility of our society - a perfect template for raising THE TIRE COLOGNE 2026 to

the next level. THE TIRE COLOGNE will take place in two years from 9.-11.06.2026.

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Koelnmesse - industry trade fairs for the mobility segment: Koelnmesse stages INTERMOT, THE TIRE COLOGNE and polisMOBILITY, three major international trade fairs in the mobility segment, hosted at its trade fair grounds in Cologne/Germany. 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 latest format polisMOBILITY shows how urban mobility can and must be designed in the future. 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 and Scooter Fair, Cologne 05.12. - 08.12.2024

polisMOBILITY - Moving Cities, Cologne 11.06. - 12.06.2025

INTERMOT Cologne - International Motorcycle and Scooter Fair, Cologne 04.12. - 07.12.2025

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