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#thetirecologne

THE TIRE COLOGNE 2024 is right on track

A 50 per cent increase in exhibitors expected • Focus on relevant industry topics: sustainability and digitalisation • No. 1 business platform for the international tire industry

With over four months to go until THE TIRE COLOGNE takes place, from 4 to 6 June 2024, the event is clearly right on track: around 90 per cent of the exhibition space at the leading international trade fair for the tire and wheel industry is already booked. As the sector's no. 1 business platform, the event will once again offer the unique opportunity to access the world's largest industry community by bringing the relevant players together in one place, where they can network efficiently and reach a wide audience.

"The preparations for THE TIRE COLOGNE have been in full swing for months now, with the aim of making sure the trade fair retains its position as the most important networking event for the B2B sector. I'm very pleased with the registration figures, in terms of quality as well as quantity. The overall picture is that the hall occupancy rate will be significantly higher than at the 2022 edition of THE TIRE COLOGNE, with even more exhibitors anticipated at this year's event. We're expecting an increase of around 50 per cent," said Ingo Riedeberger, Director of THE TIRE COLOGNE. "And we're pleased to reveal that we're receiving positive responses not just from well-known brands, but also from some returning and new exhibitors, such as Maxxis and MRF in the tire and wheel segment, Heuver with its brand Albourgh, Euromaster and tyre24.com in the trade segment, VIPAL, B&J Rocket and Tech Europe in the retreading and repair segment, and Würth in the workshop equipment segment", Riedeberger added. The global relevance of THE TIRE COLOGNE will be demonstrated again in 2024, particularly with the participation of numerous exhibitors from Asian countries, including Taiwan, China and India.

THE TIRE COLOGNE aspires to drive the discussion of key topics affecting the global tire industry, which is why the event is more than just a showcase for the sector. More than any other trade fair, it is focused on relevant trends and key topics offering future potential and business opportunities. It was with this in mind that Koelnmesse developed the concept of a Circular Economy Area to bring together players operating in all aspects of the circular economy associated with tires. One example is AZuR, the Alliance for the Future of Tyres, which exhibits with 16 partners, allowing visitors to take a look at the big picture of circularity in the tire sector. Accordingly, the issue of retreading will have a key role to play at THE TIRE COLOGNE. A raft of well-known industry players and experts will participate in discussions on this topic at the fair. The issue of recycling in particular harbours enormous growth potential in the tire industry - innovative approaches to thermal recovery and material recycling are being developed, bringing a breath of fresh air and momentum into the industry.



THE TIRE
C O L O G N E

THE TIRE COLOGNE
04.06. - 06.06.2024
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To ensure their continued success on the market, tire retailers need to position themselves competitively. In addition to key issues such as the shortage of skilled workers, digitalisation in particular is playing an increasingly important role in the industry - which means it's placing greater demands on workshops. For this reason, THE TIRE COLOGNE 2024 will be working with exhibitors Hunter and Würth to explore the workshop requirements of the future in the special Workshop LIVE format. One important aspect of this topic will be diagnostic tools and repair technology.

With its innovative concept and a wide range of event and networking formats, THE TIRE COLOGNE 2024 promises to be a forward-looking, lively and highly dynamic trade fair.

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:

polisMOBILITY - Moving Cities, Cologne 22.05. - 24.05.2024

THE TIRE COLOGNE - The international trade fair for the tire industry, Cologne 04.06. - 06.06.2024

INTERMOT Cologne - International Motorcycle and Scooter Fair, Cologne 05.12. - 08.12.2024

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