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#thetirecologne

THE TIRE COLOGNE 2024: Workshop LIVE - for a digital and competitive workshop of the future



The future of the tyre industry is getting closer, and it is digital! The innovative special format "Workshop LIVE" at the next THE TIRE COLOGNE 2024, which takes place from 4 to 6 June in Cologne, is pointing the way ahead for independent workshops and tyre specialty traders and offers comprehensive insight into the digitalised and competitive workshop of the future.

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

As the leading international platform of the global tyre and wheel industry, THE TIRE COLOGNE presents a broad spectrum of new products and innovative services. Companies that want to elevate their business to the next level can network with well-known exhibitors from Germany and abroad at THE TIRE COLOGNE and inform themselves about the latest developments. It is crucial for the tyre specialty trade too to set itself up competitively in order to also continue to exist successfully on the market in future. The increasing technical complexity and digitalisation of vehicles also defines the requirements for workshops and tyre specialty traders. Services must be adapted to the future requirements of digital workshops. This primarily means allround service that fulfils the increasing standards of customers and at the same time creates new business potential.

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A highlight of this year's THE TIRE COLOGNE is therefore the Workshop LIVE special area in Hall 8, in cooperation with the companies Hunter and Würth. Visitors can look forward to live demonstrations of the most modern digital workshop requirements, with a focus on advanced diagnostics and repair technologies. The services continually increasing in demand also include the ergonomic and efficient design of the tyre service, the automated tyre tread measurement during the acceptance dialogue and services for rapid measurements, which also include glass service and calibrations of advanced driver-assistance systems. Another focus of Workshop LIVE is on the challenges and requirements affiliated with the transition from combustion engines to electromobility and the related high voltage technology.

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Mayor of the City of Cologne
Henriette Reker

Presentations of the latest technical applications in a model workshop enable the public to become familiar with the innovative technologies directly on the tyre. The Hunter and Würth companies demonstrate processes in the field of automotive glass, including information about automotive glass and the repair of windshields. They also demonstrate procedures in thermomanagement, including the diagnostics, repair and maintenance of air conditioning systems. New products for the tyre specialty trade and advanced diagnostics methods for tyres will also be presented in the special area.

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

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

Note for editorial offices:

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