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#thetirecologne

THE TIRE COLOGNE 2024 makes Cologne the international hot spot of the wheel and tire industry



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

The leading trade fair THE TIRE COLOGNE 2024 is positioning itself from June 4th to 6th as the indispensable global meeting point for specialists of the tire and wheel industry. As a trade fair with a focus on tires and wheels that is without compare worldwide, the event presents itself as the number one platform for innovative solutions, the exchange of knowledge, and potential business. A total of more than 370 exhibitors will present their innovations in 2024.

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Events pointing to the future and increasing participation

In 2024, THE TIRE COLOGNE is registering an increase in the number of exhibitors of more than 85 percent, which makes clear the increasing attractiveness of THE TIRE COLOGNE. With a foreign share of nearly 70 percent for exhibitors and an anticipated 60 percent for visitors, the trade fair offers a major international networking forum for the established and up-and-coming companies that are working together to design the industry of tomorrow. The Circular Economy Forum in Hall 7 serves as a stage for discussions and the transfer of knowledge revolving around sustainable developments. Another highlight will be the signing of the Used Tire Resolution of the Allianz Zukunft Altreifen (AZuR) innovation forum, which sets the direction for future innovations in the industry.

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International networking and industry insights

As a "Global Knowledge Leader", THE TIRE COLOGNE provides extensive insight into the latest trends and technologies revolving around current themes like digitalization or the circular economy. As the only trade fair focusing exclusively on the tire industry, the TIRE COLOGNE is the hub for renowned brands and new actors from around the world. The trade fair covers the entire value creation chain with top exhibitors from the tire segment like Pirelli, Conti, Hankook, BKT, Falken, Nexen, Kumho, Sailun or Linlong and from the rims and wheels segments, such as Superior, Borbet, Alcar and Ronal as well as from commercial areas like Interpneu, Intersprint, Deldo, Gettygo, tyre24.com and retreading like Vipal, TRM, B&J Rocket Sale, and from the workshop segment like Hunter, Würth, Hazet, Hamaton, and Haweka. Exhibitors and visitors thus have access to an extraordinary presentation of the latest developments, which is of great value to both those involved individually and to the industry as a whole.

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

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

THE TIRE COLOGNE is the place to be for the actors of the tire industry, not only

because of its technical orientation but also due to the broad portfolio of participants and the international atmosphere. Finally, the TTC addresses a large number of target groups of relevance for the industry, including manufacturers, service providers, wholesale, and import/export, the specialized trade with workshop, online commerce, and the trades, but also fleet managers, independent workshops, and automotive dealerships. Of these, a total of around 89 percent are involved in the decision making process. In the theme-specific areas of the trade fair, relevant content for these different target groups is illuminated and the latest technical applications as well as pioneering solutions are demonstrated live. THE TIRE COLOGNE thus also promises this year to become the pulsing competence and business center revolving around tires and wheels.

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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:

polisMOBILITY - Moving Cities, Cologne 22.05. - 23.05.2024

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:

The Tire Cologne photos are available in our image database on the Internet at www.thetire-cologne.com in the "Press" section or:

www.thetire-cologne.com/imagedatabase

Press information is available at: www.thetire-cologne.com/pressinformation

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THE TIRE COLOGNE in the Social Web:

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

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