

No. 8 / May 2024, Cologne
#thetirecologne

THE TIRE COLOGNE 2024: Forward-looking event programme promotes the needs of the tyre and wheel industry



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

In just a few weeks, the global tire and wheel industry will come together at THE TIRE COLOGNE 2024 on a unique communication and business platform. As a trade fair with an unrivalled global focus on tires and wheels, THE TIRE COLOGNE offers numerous forward-looking solutions, expertise and networking opportunities. In terms of content, the event focuses increasingly on the topics of sustainability, markets and digitalisation. From 4 to 6 June 2024, THE TIRE COLOGNE will bring trends and topics that reflect the needs of the industry to life. The event programme with high-profile panel discussions and innovative themed areas will provide a wide range of information and moving inspiration.

Your contact:
Markus Majerus
Tel.
+49 221 821-2627
e-mail
m.majerus@koelnmesse.de

TIRE STAGE

On the TIRE Stage in Hall 6, the central stage of THE TIRE COLOGNE, other key aspects that are of great importance to the global tire and wheel industry will be discussed in addition to the topic of sustainability, such as staff shortages, the digital transformation and a look at international markets. However, the THE TIRE COLOGNE programme also highlights tire design, recycling, the circular economy and material innovations. In addition, on 4 June, initiated by the innovation forum Allianz Zukunft Altreifen (AZuR), a used tire resolution will be signed as part of a panel discussion on the TIRE Stage.

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

The BRV will also provide information on other important topics in the industry, such as the TPMS obligation for commercial vehicles that will come into force on 7 July 2024, together with representatives of the relevant sensor and vehicle manufacturers, and highlight the challenges and opportunities for the specialist tire trade. In order to further emphasise the business focus of the event, international markets will be increasingly addressed, with the Iberian Peninsula and Scandinavia forming the start of a series of trade fairs. This year, THE TIRE COLOGNE is also opening up to industry-relevant influencers. It is currently planned that motorsport racing driver Benny Leuchter and another surprise guest will talk about their experiences on the TIRE Stage on the first day of the fair.

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

CIRCULAR ECONOMY FORUM

THE TIRE COLOGNE 2024 has created its own themed world for the circular economy: the Circular Economy Area. A varied programme of talks will take place on the new stage in Hall 7, Circular Economy Forum. The global trade magazine for the tire retreading industry "Retreading Business" will accompany topic-specific panel discussions, for example on the future of retreading.

WORKSHOP LIVE

THE TIRE COLOGNE 2024 and the companies Hunter and Würth will be presenting the workshop requirements of the future in the Workshop LIVE themed area in Hall 8: the latest technical applications of a future-proof model workshop will be demonstrated on vehicles twice a day on all days of the trade fair, with a focus on advanced diagnostic and repair techniques. Services that are increasingly in demand include the ergonomic and efficient design of the tire service, automated tire tread measurement during dialogue acceptance and services for quick measurements, which also include glass service and calibrations of driver assistance systems.

TIRE EXPERIENCE AREA

On the boulevard of the exhibition centre, the public can get active themselves in THE TIRE Experience Area at the Pitstop Challenge or at the Photo Point: Whether competing with colleagues during a tyre change on a racing car or capturing happy moments in front of an impressive tire backdrop - the TIRE Experience Area is the place where the special trade fair magic, fun and action are in the foreground for visitors.

THE TIRE COLOGNE PARTY

THE TIRE COLOGNE PARTY, the networking event for the tire industry, will take place on the evening of the second day of the trade fair. Guests can look forward to an atmospheric evening of talks, food and drinks in the special atmosphere of Cologne's Rheinterrassen.

The complete event programme of THE TIRE COLOGNE 2024 and all important information can be found at <https://www.thetire-cologne.de/>

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

Page

3/3

If you reprint this document, please send us a sample copy.

THE TIRE COLOGNE in the Social Web:

<https://twitter.com/thetirecologne>

<https://www.youtube.com/c/TheTire-CologneDe>

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

Your contact:

Markus Majerus

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-2627

m.majerus@koelnmesse.de

www.koelnmesse.com

You receive this message as a subscriber to the press releases of Koelnmesse. In case you would like to dispense with our service, please reply to this mail under the heading "unsubscribe".