

No. 9 / May 2024, Cologne  
#thetirecologne

## THE TIRE COLOGNE 2024 - The essential global meeting place for the tire and wheel industry



Cologne, May 2024 - From 4 to 6 June, THE TIRE COLOGNE 2024 will once again present itself as the indispensable global meeting place for professionals in the tire and wheel industry. With its unique global focus on tires and wheels, the trade fair is the number one platform for innovative solutions, knowledge exchange and business opportunities.

THE TIRE COLOGNE  
04.06. - 06.06.2024  
[www.thetire-cologne.com](http://www.thetire-cologne.com)

"With a total of around 430 exhibitors from 35 countries, we have recorded an increase in exhibitor numbers of over 115 per cent," says Ingo Riedeberger, Director of the TTC. "That's another 60 companies more than we announced a few weeks ago. This is due to the fact that many more companies, especially smaller ones, have decided to take part in the trade fair. These included companies from the United Arab Emirates, Turkey and Egypt, but also from the Netherlands, Poland and the UK. In total, these exhibitors came from 9 countries. There were also group registrations, especially from China, which were larger than expected. This illustrates the increasing attractiveness of THE TIRE COLOGNE," continued the Director. Due to the internationality on the exhibitor side and the expected high level of internationality on the visitor side, the trade fair thus offers a large international networking forum for established and up-and-coming companies that are shaping the future of the industry together.

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### The place to be for the tire industry

THE TIRE COLOGNE is the central meeting place for players in the tire industry, not only because of its specialist focus, but also because of its broad participant portfolio and international atmosphere. The trade fair appeals to a large number of industry-relevant target groups, including manufacturers, service providers, wholesalers, specialist retailers with workshops, online retailers, independent workshops, fleet managers and car dealerships. A total of 89 per cent of visitors are involved in the decision-making process.

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Relevant content for these different target groups will be highlighted and the latest technical applications and pioneering solutions will be demonstrated live in the themed areas of the trade fair. THE TIRE COLOGNE therefore promises to be the pulsating centre of expertise and business for tires and wheels again this year. The trade fair makes a significant contribution to orientating the market and the industry by addressing current topics, facilitating knowledge transfer and presenting innovative solutions.

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

## Knowledge transfer as a global knowledge leader

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THE TIRE COLOGNE acts as an important venue for knowledge transfer in the industry. Renowned players and experts take part in the trade fair and exchange views on industry-relevant topics in panels and formats such as the TIRE Stage. This enables constructive dialogue and promotes new approaches and solutions. Exhibitor presentations, panels and events such as the TIRE Party or the Executive Summit enable personal dialogue and networking between all industry representatives. "Our focus is on the continuous further development of the trade fair. In addition to business, we want to strengthen the networking concept in particular and become a leading player when it comes to promoting innovation. By not only talking about technical innovations, but also discussing socially relevant topics, we encourage forward thinking and deliver concrete results," explains Riedeberger. The initiative to sign a used tire resolution as part of THE TIRE COLOGNE is certainly a good example of this commitment. The Alliance for the Future of Tires (AZuR) is calling on companies, associations and NGOs to support the Waste Tire Resolution. This resolution calls for a more sustainable approach to used and new tires and underlines our commitment to promoting not only economic efficiency but also sustainability in the industry

## A unique overview of the industry

The specialised focus of THE TIRE COLOGNE makes it a unique industry platform that is unrivalled in terms of quality and quantity. This is where renowned international exhibitors meet young, up-and-coming brands from budget to premium. The comprehensive coverage of the entire value chain gives exhibitors and visitors a unique overview of the latest developments and trends in the industry, which is invaluable both for them and for the industry as a whole.

We look forward to welcoming you to Cologne from 4 to 6 June 2024 and shaping the future of the tire and wheel industry together. THE TIRE COLOGNE is the place where ideas are exchanged, innovations are driven forward and the future of our industry is shaped.

**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:

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  
polisMOBILITY - Moving Cities, Cologne 2025

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**Note for editorial offices:**

The Tire Cologne photos are available in our image database on the Internet at  
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