

Press release

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#thetirecologne

THE TIRE COLOGNE and Autopromotec coordinate their dates

Autopromotec will take place from 21 to 24 May 2025
THE TIRE COLOGNE will be held from 9 to 11 June 2026

THE TIRE COLOGNE (TTC) and Autopromotec in Bologna, the two leading trade fairs for the tyre trade, workshop outfitting and the automotive aftermarket in Europe, have once again coordinated their dates and are returning to the proven alternating rhythm: TTC will take place in even years, Autopromotec in odd years. With this decision, both organisers do justice to the wish of exhibitors and visitors to avoid overlaps and be able to optimally use the market potential of both events. The coordinated strategy extends the reach of both trade fairs, reinforces international synergies and opens up new business possibilities.

Future-oriented themes like sustainability, digitalisation and electromobility play an ever increasing role in both industries. Thanks to the harmonised scheduling, these key themes can be addressed in a more targeted fashion, and market participants can be provided with more comprehensive insights and networking possibilities.

The close cooperation underlines the importance of both trade fairs as leading platforms for innovations and industry trends - with clear added value for exhibitors, visitors and the entire industry. The mutual stand exchange thereby serves as a visible sign and as evidence of this cooperation in a spirit of partnership.

TTC statement:

‘The close coordination of event dates between THE TIRE COLOGNE and Autopromotec is an important step towards offering our exhibitors and visitors the best possible planning security and market potential. The clear division into even and odd years creates synergies, strengthens international networking and enables us to address key industry topics in a targeted manner,’ explains Christoph Werner, Senior Vice President Trade Fair Management

Autopromotec statement:

Renzo Servadei, Autopromotec CEO states: „We strongly believe that this renewed partnership will allow our sector to optimise participation in both trade fairs. While targeting almost the same audience in the tyre sector, the complementarity of the two exhibitions remains fundamental and we intend to enhance this.”

About AUTOPROMOTEC:

Autopromotec is an international exhibition for automotive equipment and aftermarket products that takes place every two years at the Bologna Exhibition Centre. Founded in 1965, the event is organised by Promotec, a services company



THE TIRE COLOGNE
09.06. - 11.06.2026
www.thetire-cologne.com

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owned by AIRP - Associazione Italiana Ricostruttori Pneumatici (Italian Tyre Retreaders Association) and AICA - Associazione Italiana Costruttori Autoattrezzature (Italian Automotive Equipment Manufacturers Association). The event features a unique combination of specialisation, professionalism and quality that makes it a true meeting place for manufacturers and users. The trade show - which includes over 580 product categories covering all sub-sectors of the aftermarket - takes the form of a selection of specialised fairs, where visitors can easily plan personalised itineraries based on their professional interests. Through intensive promotional activities supported both at an institutional level and by trade associations, Autopromotec has already taken place 29 times as it continues to grow and expand its international reach.

About THE TIRE COLOGNE:

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. 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

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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>

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The next events:

polisMOBILITY - Moving Cities, Cologne 11.06. - 12.06.2025

INTERMOT Cologne - International Motorcycle and Scooter Fair, Cologne 04.12. - 07.12.2025

polisMOBILITY - Moving Cities, Cologne 27.05. - 28.05.2026

Note for editorial offices:

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