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#thetirecologne

The Tire Cologne 2026 puts the tyre trade centre stage with the WALK OF SERVICES - new relevance through services



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

THE TIRE COLOGNE 2026 is opening a new chapter: With the new WALK OF SERVICES format, THE TIRE COLOGNE is proving to be the most important source of inspiration for the industry. With its comprehensive range and international focus, the trade fair sends a strong signal in favour of safe and sustainable mobility in our society. One of the TTC's strengths is that the focus here is not just on products, but above all on solutions - for the economic and organisational sustainability of the specialist trade.

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The WALK OF SERVICES responds to an increasingly tangible need in the industry: the tyre industry is undergoing dynamic change. In order to survive in an increasingly complex market environment, sound technical expertise, the right workshop equipment, customised software architecture and sustainable strategies for employee motivation and retention are indispensable today. THE TIRE COLOGNE specifically addresses these requirements and offers visitors added value with the WALK OF SERVICES by intelligently linking the relevant content, partners and solutions in branded areas throughout the trade fair.

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What was previously often decentralised will now be made visible and systematically tangible: the needs of visitors along the entire service journey will take centre stage. In a stringent trade fair concept, THE TIRE COLOGNE presents offers that enable the specialised trade to position itself for the future - structured, solution-oriented and practical. The WALK OF SERVICES is a content-driven narrative that is supported by clear visitor guidance, thematically structured exhibitor stands, live demonstrations and a varied programme on the Service Stage. The 5 subject areas of the WALK OF SERVICES include employees, system & process solutions, tyre service and workshop technology, vehicle services and disposal and sustainability.

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

At the same time, the format also opens up new opportunities for exhibitors. As part of a strong campaign with a wide reach, they benefit from increased visibility, a customised approach to their target groups and a relevant content framework for high-quality discussions. The WALK OF SERVICES is staged as a 'jackpot' for the tyre trade in the communicative central idea, 'so whoever turns the right screws is guaranteed to win!'

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

The focus on services in this new format is a clear commitment to the further development of the trade fair itself. THE TIRE COLOGNE is thus responding to the changes in the industry and the challenges facing the specialised trade in particular. The WALK OF SERVICES will thus become a key component in positioning the trade

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

fair even more strongly as a strategic platform - as a place where orientation, inspiration and concrete solutions come together.

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With the WALK OF SERVICES, THE TIRE COLOGNE continues to develop dynamically and thus fulfils its claim of being more than just a product show. It will become a place where the tyre trade can not only experience current market trends, but also actively shape its own future

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://www.thetire-cologne.com/trade-fair/the-tire-cologne/the-tire-cologne-worldwide/>

The next events:

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

polisMOBILITY - Moving Cities, Cologne 27.05. - 28.05.2026

THE TIRE COLOGNE - The international trade fair for the tire industry, Cologne 09.06. - 11.06.2026

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

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/>

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