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#thetirecologne

New format for The Global OTR Conference to debut at THE TIRE COLOGNE 2026

Strong signal for internationality, innovation and sustainability in the tyre industry

THE TIRE COLOGNE (TTC) continues to grow: in 2026, the leading international trade fair for tyres and wheels will host a new format of The Global OTR Conference, the industry event for the off-the-road tyre industry (OTR), for the first time. By focusing on the OTR segment, which is becoming increasingly important worldwide, TTC is creating new synergies.

Designed as an innovative and interactive format of The Global OTR Conference, the focus here is on innovation, knowledge exchange, sustainable life cycle management and networking. This makes the trade fair a place where expertise meets vision. The individual sessions, which will be held on the TIRE Stage, will highlight the topics that will shape the future of the industry: innovation, resource efficiency, safety and sustainability.

‘The fact that this format of the Global OTR Conference will take place at THE TIRE COLOGNE in the future is a strong signal of the international relevance of our trade fair,’ says Ingo Riedeberger, Director of THE TIRE COLOGNE. ‘The conference creates a stage on which we can shape the future of the tyre industry together - with a passion for innovation and a commitment to sustainability. This also applies to the important off-the-road segment.’

Koen Vandermeersch, Managing Director of 102psi, also emphasises its importance: ‘The Global OTR Conference sees itself as a platform that takes an in-depth look at current and future challenges facing the industry. The cooperation with THE TIRE COLOGNE offers a unique opportunity to raise the profile of this important segment in a very international environment.’

The message is clear: THE TIRE COLOGNE is more than just a trade fair. It is the meeting place for the global tyre community. With the integration of The Global OTR Conference, it shows how an industry can share knowledge, drive innovation and develop sustainable strategies for the future.

About THE TIRE COLOGNE

THE TIRE COLOGNE is the leading international trade fair for the tyre and wheel industry. It brings together the areas of tyres, trade, automotive services and, increasingly, production, recycling and sustainable circular economy.



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

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

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

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

About The Global OTR Conference

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The Global OTR Conference is organised by the Antwerp-based consulting agency 102psi, specialised in the Off-The-Road tyre industry and founder of The Global OTR Library, the world's most informative Off-The-Road tyres resource centre.

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/>

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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