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#thetirecologne

Future Tire Conference brings new forum to THE TIRE COLOGNE



Cooperation strengthens focus on sustainable materials, smart processes and the circular economy

At THE TIRE COLOGNE 2026, European Rubber Journal (ERJ) will present two special Future Tire discussion forums - each structured as a one-hour session held on two separate days of the show. These focused forums will explore how the global tire industry is adapting to leading-edge advances in manufacturing, materials technology, quality management and product stewardship.

Discussion topics will include AI-based and automated production processes, emissions control and reduction, sustainable materials, and the tracking of inputs and performance throughout the tyre life cycle. Each session will be complemented by networking opportunities that encourage dialogue between industry, research and political stakeholders.

“The fact that this extension of the Future Tire Conference will come to THE TIRE COLOGNE in future is a strong signal of the relevance of our trade fair,” says Ingo Riedeberger, Director of THE TIRE COLOGNE. “Together with our conference partners, we are creating a stage on which the key issues in tire production - from materials and performance to recycling - will be highlighted.

At the same time, THE TIRE COLOGNE is embracing the concept of a closed cycle and showing how tire manufacturers are taking responsibility across the entire value chain and actively shaping change.”

Sean Marshall, publisher of European Rubber Journal, also emphasises the international significance of the cooperation: “The Future Tire Conference is regarded worldwide as the leading forum dedicated to the crucial issues influencing the future of the global tire industry. With our expert forums and networking sessions at THE TIRE COLOGNE 2026, we are engaging representatives from all parts of the international value chain in this important dialogue.”

Through its cooperation with the Future Tire Conference, THE TIRE COLOGNE reinforces its role as an international platform that brings together the global tire industry, manufacturers and suppliers, fosters knowledge sharing and supports the development of sustainable strategies for the future.

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

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

About THE TIRE COLOGNE

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THE TIRE COLOGNE is the leading international trade fair for the tyre and wheel industry. It unites the segments of tyres, retail trade and automotive services as well as increasingly production, recycling and sustainable recycling management. The industry sponsor of the trade fair is the Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V. (German Tyre Retail and Vulcanisation Trades Association), Bonn

Koelnmesse - industry trade fairs for the mobility segment: Koelnmesse stages INTERMOT and THE TIRE COLOGNE, two 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 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

gamescom latam, São Paulo 29.04. - 03.05.2026

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

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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

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