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#thetirecologne

Things are coming full circle: the expanded INNOVATION LAB allows a perspective onto the circular tyre production of tomorrow

Circular economy as a focal theme of THE TIRE COLOGNE 2026

With the INNOVATION LAB, THE TIRE COLOGNE 2026 issues a clear signal for the future of the international tyre industry. As a further developed leading format, it shifts the focus to the circular economy. Supplemented by the new "Material & Production" segment expansion, sustainable materials, smart production processes and circular value creation systems along the production of tyres become holistically experienceable. In this way, the leading international trade fair reinforces its role as a central innovation and business platform for the tyre and wheel industry.

Innovations along the entire value creation chain

Against the background of increasing requirements for sustainability, new regulatory basic conditions and the increasing use of digital technologies, the INNOVATION LAB provides a central place for innovation, knowledge transfer and dialogue. In live demonstrations and best practice presentations, manufacturers, suppliers, machinery and software providers as well as institutes show how the tyre production of tomorrow is developing - from material sourcing and AI through automation and additive production to zero waste and recycling solutions.

The new "Material & Production" segment makes the cycle of tyre production holistically visible

A central element is the further developed Circular Economy Area, which depicts the entire material cycle for the first time in 2026 - from raw material extraction through production and use to RE-USE and recycling. This approach is complemented by the new "Material & Production" segment, which shifts the focus to sustainable raw materials, new material technologies and resource-preserving production processes.

"The combination of INNOVATION LAB and the expanded Circular Economy Area shows how sustainable processes interlock with one another in the tyre industry", says Ingo Riedeberger, Director of THE TIRE COLOGNE. "With the new Material & Production segment, we depict the circular economy of the industry holistically for the first time."

Supplementing this, central future themes will also be adopted in the stage programme: on the TIRE Stage, the European Rubber Journal presents two discussion sessions in the context of the Future Tire Forum. The focus will be on developments in the production, material technology, quality management and product responsibility of the global tyre industry.



THE TIRE COLOGNE
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The INNOVATION LAB including expansions is part of the long-term development strategy of THE TIRE COLOGNE, with which the trade fair is consistently expanding its role as the innovation and future platform of the industry.

About THE TIRE COLOGNE

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/>

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