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#thetirecologne

## Preliminary report 2026



**THE TIRE**  
C O L O G N E

### THE TIRE COLOGNE 2026 - The platform on which the industry shapes its future

THE TIRE COLOGNE  
09.06. - 11.06.2026  
[www.thetire-cologne.com](http://www.thetire-cologne.com)

When the international tyre and wheel industry meets in Cologne from 9 to 11 June 2026, everything will revolve around much more than only tyres, rims or machines. The industry finds itself in a fundamental transformation: new materials, digital technologies, increasing requirements for sustainability and shifted global markets are changing the rules of the game for manufacturers, the trade and service operations equally.

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

In this dynamic phase, THE TIRE COLOGNE 2026 will once again become the central platform for orientation, exchange and future themes. Here, experts discuss the big questions: how can economic efficiency and sustainability be combined? What technologies are propelling the industry? And how will global markets be reshaped in times of geopolitical change? "Our role extends well beyond a pure product exhibition", explains Ingo Riedeberger, Director of THE TIRE COLOGNE. "We set themes, we create orientation, we provide the industry with impulses - and that at the international level."

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](http://www.koelnmesse.com)

#### International stage for business and innovation

With around 350 exhibitors from 32 countries, including around 75 percent international participants, the trade fair remains one of the world's most important industry platforms. It reflects the entire market structure - from international, premium manufacturers through established brands to budget providers. The participation of Chinese companies will lessen on the whole this year. Expected are around 15,000 trade visitors from more than 110 countries. In this way, TTC once again emphasises its international character. Already now, delegations from many regions have announced their participation, including larger groups of visitors from Africa.

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

Chairman of the Supervisory Board:  
Mayor of the City of Cologne  
Torsten Burmester

#### The trade remains the backbone of the trade fair

Still playing a central role are the tyre specialised trade and the wholesale trade, which traditionally form the most important visitor groups of the trade fair. At the same time, other target groups are increasing in importance - especially the operators of fleets.

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

In the context of the industry format "trans aktuell-Symposium", around 50 forwarding agents and utility vehicle experts are expected, who hope to inform

themselves about new solutions for fleet management, service processes and cost optimisation. This offering is complemented by the Global OTR Conference, which is taking place on the TIRE STAGE for the first time and focusses on the off-the-road segment. Here, international experts discuss themes like safety, sustainability and efficiency in the use of OTR tyres - from construction and mining machinery to earthmoving vehicles.

For the specialised trade itself, the focus is increasingly on questions revolving around operational efficiency. This because the economic future of many companies is no longer decided by the sale of tyres alone.

### **WALK OF SERVICES: New perspectives for the tyre specialised trade**

In Hall 8, the trade fair is directing particular focus with the WALK OF SERVICES on services and workshop solutions for the tyre specialised trade. Around 100 exhibitors will present technologies, products and services here that support workshops and specialised companies with the optimisation of their daily routines.

The section is conceived of as a practice-oriented service hub that covers a broad spectrum of themes: from workshop technology and digitalisation through process organisation and software solutions to qualification, work safety and sustainable operation concepts.

Live demonstrations, application examples and lectures on the service stage provide insights into new technologies and business models. A special highlight is the TPMS truck, where practical applications revolving around tyre pressure monitoring systems will be demonstrated.

The WALK OF SERVICES thus addresses central challenges of the industry, including expanding efficiency requirements, the transformation in the classic tyre trade and the growing shortage of skilled workers.

### **Circular economy: From the ambition to realisation**

A central theme of the trade fair is the circular economy. Manufacturers had already signalled at TTC 2024: closing material cycles is becoming mandatory, not only a luxury choice. The Future Tire Forum, a spinoff of the internationally established Future Tire Conference, shows how sustainability and economic success can go hand in hand.

### **INNOVATION LAB**

In the INNOVATION LAB in Hall 7, the TIRE COLOGNE 2026 shows how circular materials and smart production processes make more sustainable tyre production possible. With the Material & Production segment expansion, this approach is complemented with material development and production processes, and thus reflects the entire circular economy of the tyre industry.

**The following, among other things, will be presented in the INNOVATION LAB:**

- new raw materials and formulas for more sustainable tyre mixtures
- bio-based and recycled materials
- technologies for the reuse and recycling of tyres
- AI-supported production processes and robotics solutions

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Visitors can also experience live demonstrations of the 3D printing of rims and elastomer tyres and be introduced to innovative material solutions up close.

In this way, the INNOVATION LAB makes visible how the industry is increasingly developing in the direction of the circular economy, and what technological innovations these transformations make possible.

### **TIRE STAGE: Orientation in a dynamic market**

The TIRE STAGE in Hall 6 is the content heart of the trade fair. Here, experts from industry, the trade and associations discuss current market trends, regulatory developments and technological innovations.

The programme comprises numerous lectures, panels and discussion formats. Among the most important programme points are:

- The Global OTR Conference
- Future Tire Forum

- a panel from Tyres Europe on the theme of "How EU Circular Economy Policy is Reshaping Tires"
- further contributions concerning aftermarket trends, circular economy, recycling, new raw materials as well as the remoulding of tyres

Networking formats also offer an opportunity for personal exchange of ideas and promote dialogue between the various participants of the industry.

### **Industry meeting point for business and new partnerships**

Despite all technological innovation, THE TIRE COLOGNE still remains one thing above all: a meeting point for people. Here is where dealers, manufacturers, workshops, fleet operators and industry experts come together to share experiences, establish new partnerships and put their heads together about the future of the industry.

With live demonstrations, discussion formats and numerous networking possibilities, the trade fair creates spaces for precisely this exchange.

In this way, THE TIRE COLOGNE also remains a central orientation point for the international tyre and wheel industry in 2026, and a place where the future of mobility is being actively shaped.

### **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

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**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:**

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

gamescom - The world's largest trade fair and event highlight for interactive games and entertainment, Cologne 26.08. - 30.08.2026

**Note for editorial offices:**

The Tire Cologne photos are available in our image database on the Internet at [www.thetire-cologne.com](http://www.thetire-cologne.com) in the "Press" section or:

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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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