

No. 11 Cologne, September 2014

**Preliminary report:**

Concentrated engine power in Cologne

## **INTERMOT Cologne 2014: the party can begin**

**The waiting is finally over: there's only a few days to go before INTERMOT Cologne opens its doors from 1-5 October. 900 providers from 35 countries are showcasing around 1,200 brands and the latest models and products to the international specialised trade and the biker scene. The providers include all the industry's top players. The INTERMOT offering ranges from motorcycles, scooters, e-bikes, internal combustion and electric propulsion, trailers and sidecars to parts and accessories for motorised two-wheelers, engines and engine parts, electrical equipment, tools, workshop and retail outlet equipment, lubricants and maintenance products as well as motorcycle-related tourism and leisure offerings.**

The exhibitor list for INTERMOT Cologne read like a "who's who" of the motorcycle industry: all the providers relevant to the market have bagged their place at the world's leading trade fair for motorised two-wheelers. Visitors can look forward to presentations by BMW, Ducati, Harley-Davidson, Honda, Kawasaki, Suzuki, Piaggio-Gruppe and Triumph. KTM and Yamaha have increased their exhibition space for this year's event to show off their models to even greater effect. But Husqvarna and Polaris as well with their Victory and Indian brands will have one or the other new product up their sleeves for the media and fans. Daytona, Held, iXS, Nolan, Rukka, and Schuberth will be among those presenting their latest clothing products. In the parts/accessories segment, names like Alpha Technik, Matthies, Niemann + Frey, Parts Europe, Rizoma and Öhlins will be represented, among others. The list of big-name participants is complemented by prominent returnees as well as new exhibitors like Akrapovic (parts/accessories), Bridgestone (tyres), Kabuto (helmets), Locatelli/Airoh (helmets), Metzeler (tyres), Rev'lt (clothing) and Yuasa (batteries).



International Motorcycle,  
Scooter and E-Bike Fair  
1 – 5 October 2014  
[www.intermot-cologne.com](http://www.intermot-cologne.com)

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**INTERMOT Cologne is and remains the place where the international industry meets.** Of the registered providers, 30 per cent are from Germany and 70 per cent from abroad, an increase of 5 per cent. The strongest contingents are from China, Taiwan, Great Britain, the Netherlands, the USA and France.

As in previous years, INTERMOT Cologne occupies Halls 5-10 of the Cologne exhibition centre with a total gross floor area of 118,000 square metres. The market leaders are spread between all the halls. As usual, BMW and Yamaha will be exhibiting in Hall 6. Newly ensconced in the hall is Polaris with the Victory and Indian brands. The Piaggio Group, Suzuki and ZERO will be represented in Hall 7, a newcomer in Hall 8 is Kymco, alongside Ducati and Kawasaki. KTM together with Husqvarna, Honda, Harley-Davidson and Triumph will cause a stir in Hall 9. Hall 10 is earmarked for INTERMOT's spectacular themed areas. Additional indoor events for youngsters are to be found in Hall 5.1 while 5.2 is all about electromobility with INTERMOT e-motion.

### **INTERMOT e-motion**

INTERMOT e-motion is the main focus of the electrically driven two-wheeler offering. Among those showcasing their alternative mobility models and propulsion motors are new exhibitors brose, GIANT, my Stromer and Polaris. Koelnmesse also managed to attract a partner, ZEG, to act as a strong draw for the fair. In order to reach the widest possible audience, the ZEG will be represented twice: With an eye-catching truck in the hall as well as with a trail connection. Moreover, the topic of electro-mobility will be encountered in all INTERMOT halls, including also at BMW, which is confidently exhibiting its E-model among the classic motorcycles in Hall 6. Also present will be the international LEV (light electric vehicle) association with a joint stand. An international conference programme specifically addressing the topic will be on offer to specialists and trade visitors, hazarding a glimpse into the future and providing information on forthcoming developments in the safety and electromobility arena. The LEV conference will be held on 3 October, the biggest international gathering of the light electric vehicle industry. This will be preceded on 2 October 2014 by the presentation of the 'E-Bike Award 2014' by initiators RWE Germany and the ExtraEnergy e.v association.

From 29-30 September, before the trade fair gets under way, there will be the specialist conference of the Institute für Zweiradsicherheit e.V. (Institute for Two Wheeler Safety - ifz). Cologne cabaret artist Jürgen Becker will deliver the opening address for this tenth anniversary event.

### **Business at its best!**

After its successful debut in 2012, the Business District with its central Dealer's Lounge meeting point, will be continued in 2014. Between Hall 4 and 5, exhibitors such as NZI Technical Protection, SHARK Helmets Germany or WIERES motorcycle accessories will take the opportunity to target their presentations at the international retail trade and to focus on business. The Business District is supported as cooperation partners by European trade magazines Bike and Business, World of Bike (both D), British Dealer News and International Dealer News (GB), L'Officiel (F), Moto Dealer News (I) and Mototaller (ES).

The newly instituted trade visitor day on 1 October also serves to focus fully on business. For the first time this day is "reserved" for trade visitors and importers. On this day, private visitors only have access to the trade fair through a limited ticket allocation.

### **INTERMOT Cologne: the event fair**

But private visitors as well will get their money's worth at INTERMOT Cologne 2014. As an event fair, INTERMOT Cologne will again be offering the full programme with freestyle MX and stunt shows, tests and special shows and test ride tracks for grownups and little ones, whether or not they have a motorcycle licence. There is a total of 70,000 square metres of outdoor space available as an activity area. With the AMD World Championship of Custom Bike Building in the indoor area and the team trial show in the outdoor area, there are some premiere highlights this year.

### **50 years of the Motorcycle Fair in Cologne**

This year INTERMOT is also celebrating itself. With '50 Years of the Motorcycle Fair in Cologne' it can look to a golden anniversary honoured in a special exhibition spanning the history of the motorcycle. The organisers really

crank up the action on 2 October at the official INTERMOT 6to9 party. From 06:00 p.m. onwards in this anniversary year all exhibitors and visitors are invited to join in the celebrations on the trade air boulevard accompanied by live music.

Outside the exhibition site, the 'Night of the Jumps' in the Lanxess Arena again promises a top event of the moto cross scene. The best riders of the International Freestyle Motocross Federation (IFMXF) will be battling for world cup points on 4 October. The admission ticket to the 'Night of the Jumps' is also valid for any day of your choice (except for 1 October) at INTERMOT Cologne, thereby promising even more FMX action.

INTERMOT Cologne is open to visitors daily from 1-5 October 2014 from 09:00 a.m. to 06:00 p.m. and on 3 October until 08:00 p.m. 1 October is reserved for trade visitors and importers as a trade visitor day. Private visitors only have access to the trade fair through a limited ticket allocation. There is no supporting programme on the trade visitor day.

On TOP: INTERMOT Cologne invites all visitors from the region to the fair free of charge for two hours on Friday. On 3 October anyone who is interested can visit the attractive and action-packed event free of charge between 06:00 p.m. and 08:00 p.m., get an initial impression then buy a ticket for a full visit on Saturday at the same time.

Cut-price advance sale tickets are still available online up until 30 September from the Ticket Shop at – saving waiting time and money. The admission tickets are valid for travel on Cologne's Verkehrsbetriebe (KVB), Verkehrsverbund Rhein-Sieg (VRS) and the entire Verkehrsverbund Rhein-Ruhr (VRR) public transport network. Take advantage of Park & Ride and enjoy a cheap and relaxed journey to INTERMOT Cologne 2014.

**INTERMOT Cologne – October 1 to 5, 2014**

For 90 years, Koelnmesse has been bringing people and markets together. The success story of Cologne trade fairs began in 1924 with the opening of the first event on the exhibition grounds in Cologne-Deutz. During the "economic miracle" of the post-World War II era, the "Rheinische Messe" became a global trading center. Today Koelnmesse has the world's fifth-largest exhibition complex and organizes approximately 75 trade fairs in Cologne and all over the world. During its anniversary year of 2014, Koelnmesse is bringing its history to the public's attention through numerous activities, publications, and exhibitions.

For further information visit .

**Note for editorial offices:**

INTERMOT photos are available in our image database on the Internet at in the "Press" section.

Press information can be found at <http://www.intermot.-cologne.com/pressinformationen>.

If you reprint this document, please send us a sample copy.

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