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#intermot2018

## INTERMOT 2018: dynamic, innovative and exciting

### Test tracks and event areas integrated even more centrally into the event

Motorcycle fans will once again make the pilgrimage to Cologne from 3 to 7 October 2018. With around 1,000 exhibitors, INTERMOT Cologne is one of the most important trade fairs worldwide for motorcycles, scooters and e-bikes. This year, the event presents itself even more visitor-friendly and extensive, because the structural planning of INTERMOT is being optimised: "INTERMOT of course impresses with the outstanding presentations of the manufacturers and the world premieres shown, but also with an event programme that is unique in terms of its variety. This year we have primarily redesigned the various test tracks, and in some cases positioned them on new open areas directly linked with the exhibition halls. The close interlocking of presentations and action heightens the excitement and creates a greater degree of visit quality for motorcycle fans", according to Ingo Riedeberger, Director of INTERMOT.

INTERMOT Cologne will fill halls 6-10 of the Cologne fair grounds with a total gross floor area of 100,000 square metres. The successful concept of distributing the market leaders through all halls will be continued in order to ensure a steady visitor flow to all areas and segments. Among others, BMW Motorrad, Harley Davidson, Honda, Ducati, Kawasaki, KTM, Kymco, the Piaggio Group with the Aprilia, Moto Guzzi and Vespa brands, as well as Triumph and Yamaha will be in Cologne from the start. In addition to these, brands like Indian, which has once again expanded considerably, Royal Enfield and Horex will also attend with their own presentations. The Benelli brand can also be seen again in Cologne. In addition to this, new brands from the e-motorcycle and e-roller segments, for example, Energica, Zero, emco or Kumpan, will also provide new impulses in Cologne. In the clothing section, the return of the well-known Italian manufacturer, which is also bringing the renowned helmet brand AGV with it to Cologne, is especially worth mentioning.

The event areas with the stunt shows and test tracks will be directly linked on the open spaces around the INTERMOT halls. For example, the big test track on the open area in front of hall 10 can be reached directly from the trade fair boulevard. The route follows the ramp to the parking level of hall 10. INTERMOT e-motion will also start in a new atmosphere and with a new concept: electric motorcycles, electric scooters and bicycles with all accessories are now elements of halls 7 and 8. The e-scooters can now finally measure themselves against the gas-powered scooters in hall 7. Here one will find, for example, Energica, Kumpan electrics, emco electroroller, NITO, NIU, Vmoto, Citycoco or Walberg. The e-scooter



INTERMOT  
International Motorcycle,  
Scooter and E-Bike Fair

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**IVM**   
Industrie-Verband Motorrad Deutschland e.V.

The IVM logo features the letters "IVM" in a bold, sans-serif font, followed by a stylized blue graphic of a motorcycle wheel and frame.

test track now starts on the big event space behind hall 8, where the stunt and freestyle show area and the "Riding Without a License" test track are also found. Here one can test scooters and 125 cc bikes, and in this way acquire initial experience on a motorised two-wheeler. Effective immediately, the e-bikes can be found in hall 8, and can also be tested here. The sizeable and well-known E-Bike Test Track will of course remain. As "E-Bike City", it provides visitors with the opportunity to test the two-wheelers in simulated normal road traffic.

The Business District with the Dealer's Lounge will also be centrally incorporated into INTERMOT. The new location of the lounge is the Konrad Adenauer Hall in Congress Centre North, directly linked with Entrance North and halls 7 and 8. Here, industry and the trade can dedicate their attention to business exchange in an exclusive atmosphere, far away from the hustle and bustle of the fair. Companies exhibiting at INTERMOT also have the opportunity here to present their products exclusively to the specialised trade in their own space within the Business District.

#### About INTERMOT:

From 3 to 7 October 2018, the latest motorcycles, scooters, e-bikes, as well as the most important developments in electric mobility, accessories, clothing, parts, customising, tourism and workshop equipment will be showcased on the Koelnmesse exhibition grounds. INTERMOT Cologne extends over approximately 100,000 m<sup>2</sup> of exhibition space, as well as around 60,000 m<sup>2</sup> of outdoor space.

#### **Koelnmesse - Global Competence in Digital Media, Entertainment and Mobility:**

Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment and Mobility segments. Trade fairs like photokina, dmexco, gamescom, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs and are being expanded by future-oriented formats like DIGILITY. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.

#### **Note for editorial offices:**

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

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