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INTERMOT Cologne: Leading business platform of the global motorcycle sector

Leading trade fair certified by the US Department of Commerce

When INTERMOT Cologne opens its doors on 3rd October 2012, the city will once again become the meeting point of the international motorcycle sector. Over 1,000 suppliers from all over the world are expected to attend the fair, where they will present the entire spectrum of fascinating products from the world of two-wheelers. Alongside motorcycles and scooters, bicycles will be presented as well as the most important innovations associated with electrically powered mobility, accessories, clothing, parts, customizing, travel and workshop equipment. INTERMOT Cologne is staged by Koelnmesse GmbH. The event's conceptual sponsor is the German Motorcycle Industry Association (IVM), which is based in Essen.

In 2012, INTERMOT Cologne will seamlessly continue the success of the 2010 event and further strengthen its dual role as both a business fair and an event fair. The strong participation of specialist dealers from Germany and abroad underlines the significance of INTERMOT Cologne as an important international business platform. A total of 52,394 trade visitors from 108 countries registered for the previous event. The proportion of trade visitors who came from abroad also increased, rising by 13 per cent to the record figure of 39 per cent — representing 20,538 buyers from outside Germany. The presence of leading international companies has been a significant factor behind the outstanding development of INTERMOT Cologne. These companies will all be on hand again in October 2012. Among others, companies such as BMW Motorrad, Honda, Kawasaki, Suzuki, Yamaha, Ducati, Harley-Davidson, Triumph and KTM will be represented. Famous brands like Victory, Royal Enfield, Peugeot, Kymco, Horex, Husqvarna, Can-Am/BRP will also be presenting their range of products. In Cologne, international traders will come



International Trade Fair for
Motorcycles and Scooters
03. –07.10.2012

www.intermot-cologne.com

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in contact with all of the globally relevant suppliers from the motorized two-wheeler world.

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The international nature of the exhibits on display underlines INTERMOT Cologne's claim to be the leading trade fair in the industry. In 2010, 63 per cent of the 1,107 exhibiting companies came from abroad and presented the lion's share of the 1,596 brands shown. It is becoming clear that the 2012 event will be similarly international in character. From the USA alone, a significant increase in exhibitors is expected. Within the framework of a US Department of Commerce program, INTERMOT Cologne was awarded the status "certified trade fair" in February 2012. Potential US exhibitors can therefore apply to this program for financial support regarding their participation at INTERMOT Cologne. In addition, the US Dept. of Commerce provides promotional support and other assistance such as market analysis and market research.

INTERMOT Cologne guarantees a comprehensive overview of the classic motoring segment, but that's not all. Cologne is also a showcase for important market leaders and new exhibitors in the areas of electrically powered mobility, accessories, clothing and equipment. Established electric mobility brands such as Vectrix, e-max, Govecs, Brammo, Zero and SFM (Sachs) will be on display, as will the latest products from new participants such as E-Tropolis and e-bility with the Kumpan brand, the cult brand Schwalbe as e-Schwalbe and Ebretti Borghus. In the clothing segment, ixS, the new Dutch exhibitor Dane, Jopa Racing Products and Furygan, among many others, will be represented at INTERMOT Cologne. Parts Europe, Alpha Technik, Rizoma and Barracuda are some of the name brands in the parts segment that will be represented at the fair. And for the first time, Quadro, Repsol, Suomy und GoPro will be present at INTERMOT.

Along with exhibitor events, INTERMOT Cologne 2012 will offer visitors impressive shows and many other highlights from the world of motorcycles, scooters, and motor sport. The fair will occupy Halls, 5, 6, 7, 8, 9 and 10 at the Cologne exhibition centre, thereby covering a gross exhibition space of more than 110,000 m². The entire outdoor area at Koelnmesse — 75,000 m² — as well as special sections in the halls will also be used to host various events and the supporting programme.

**INTERMOT Cologne
3rd to 7th October 2012**

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