

## Press Conference

### INTERMOT 2018

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Comments by Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH, on the occasion of the Opening Press Conference of INTERMOT Cologne 2018 on 2 October 2018.



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[www.intermot-cologne.com](http://www.intermot-cologne.com)

Dear Ladies and Gentlemen,

I am delighted to be here today together with my fellow hosts Mr Keller and Mr Brendicke to welcome you to the Opening Press Conference of INTERMOT 2018. I would first of all like to briefly inform you about the facts & figures of INTERMOT 2018 and subsequently move on to the theme that we will be outlining here on this special zone.

photokina, the leading global trade fair for imaging, closed its doors just two days ago and the next trade fair highlight is on the doorstep: Imaging Unlimited, the striking success recipe of photokina also applies for INTERMOT 2018, because over the coming five days, the media, trade visitors and motorcycle fans will record thousands of photos and short videos in the exhibition halls - from atmospheric photos, to new presentations, through to the selfie on one's personal dream bike. Until Sunday, INTERMOT will be determining the daily routine in Cologne, the focus will be motorcycles and scooters, with combustion motors or with electric drive systems.

Let me first inform you of all the facts about INTERMOT 2018: 66 per cent of the 1,041 exhibiting companies and brands come from abroad. The countries most strongly represented at INTERMOT are Italy, China, Great Britain, the Netherlands, the USA, France, Taiwan, Austria, Pakistan and Spain. Alongside the individual appearances, groups of exhibitors are also taking part from China, Great Britain, Italy, Pakistan, Taiwan and the USA.

Of course the leading manufacturers worldwide such as BMW Motorrad, Ducati, Harley Davidson, Honda, Kawasaki, KTM, Kymco, the Piaggio Group with the Aprilia, Moto Guzzi and Vespa brands, as well as Suzuki, Triumph and Yamaha will be on the starting grid in Cologne. The cult brand Indian has significantly expanded its presence again. Royal Enfield and Horex are on board with own presentations and Benelli is also represented in Cologne again. In addition, new brands in the electric mobility segment, such as Energica and Zero with their e-motorcycles or emco and Kumpan with their e-motor scooter ranges, will provide fresh momentum. The well-

known Italian clothing manufacturers, Dainese, are also back in Cologne and are bringing the famous helmet brand AGV with them to INTERMOT.

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INTERMOT customized in Hall 10.1, which we successfully developed two years ago as a show-in-show concept and integrated into the overall event, is significantly bigger and more international this year. In line with the trend towards individuality, emotionality and lifestyle, several of the major manufacturers are presenting themselves on additional space and will be demonstrating their customising competence. These include BMW Motorrad, Harley Davidson, Kawasaki, Yamaha and for the first time also Suzuki and Indian. Renowned distributors such as Custom Chrome Europe, Louis, Motorcycle Storehouse and the parts specialist Zodiac will also be represented together with internationally renowned customizers. To mention just a few here Berham Customs, Harley Factory, JvB, Fred Kodlin, Walzwerk, Wrenchmonkees as well as the Sultans of Sprint, an alliance between customizers and sprint racers. In keeping with the setting, numerous suppliers will of course also be showcasing accessories to suit the scene - from clothing and helmets to custom-made parts and exhaust systems.

Side events that fit into the scene, such as the Garage Area where a brand new Ducati Scrambler SCR 110 and a used Honda CB 450 S will be professionally customized according to concept ideas will accompany the motorcycle fans in the INTERMOT customized section. The AMD Championship of Custom Bike Building that is staged every two years in Cologne is guaranteed to be a crowd-puller and with 107 bikes registered is boasting record participation this year. Here all of the motorcycle fans can look forward to spectacular customizing again. At the end of INTERMOT an international jury will then once again select the World Champion.

Each motorcyclist or scooter driver has his own interpretation of what distinguishes that special lifestyle on two wheels. The event programme is diversified and action-packed to suit the heterogeneous community we are awaiting at INTERMOT in Cologne. One thing is definitely certain: no other motorcycle trade fair offers such a manifold and spectacular event programme as INTERMOT in Cologne.

In addition to the activities already mentioned in the Customizing section, there is plenty more to discover. Starting with the driving course for beginners and returnee motorcyclists, for experienced motorcyclists and scooter drivers - everyone can test the current bikes here, have a go at driving for the first time, try out scooters, travel Enduros, motor cross or trial motorcycles. Even kids can gain their first experience on two wheels with an engine too. INTERMOT is an experience for the whole family.

There is a programme specially tailored to female bikers- Ladies@intermot: Female motorcycling enthusiasts can meet up in Hall 7, from where tours round the fair focusing on bikes and clothing for women will depart. In addition, the on-site programme includes clubs, associations and interest groups that are offering events and information to do with touring, safety, technology and sport, geared specially for women.

Fans of spectacular stunts will come into their own at the Freestyle MX-Shows, the safety presentations and at the risky stunt and acrobatic shows of the professionals. The finale of the European Stunt Championship is also being held at INTERMOT. What's more, on Saturday the agenda includes exciting sprint racing over an 1/8 mile with amazing custom bikes. Special areas on the themes touring, sport or the stage in Hall 10.1 with a diversified programme will provide additional thrilling entertainment.

We are particularly delighted that the organisers of the Mogo in Hamburg are taking INTERMOT as an occasion to celebrate an ecumenical service at the Cologne Cathedral on 3 October 2018 again this year. After the service the participants will then drive to INTERMOT in convoy. For the City of Cologne and for INTERMOT a wonderful event that always creates a special atmosphere and provides us with impressive images.

This was a compact overview of INTERMOT 2018, but I would also like to mention one further important theme. As media representatives, who visit numerous trade fairs every year, you are aware that today trade fairs are more than just bringing together supply and demand. Events which, in addition to the business aspects, make the values, trends and themes that move the respective industry experienceable, are called for. Modern trade fairs are a mix of business and emotional events that create additional points of attraction, provide impulses and move markets.

One trend theme that is moving the entire industry and which challenges us all is the "digitalisation" and here especially the "connectivity". The digital transformation opens up big chances for more quality of life, new business models or a more efficient business economy. Safety and communication systems for two-wheelers with an engine profit from this, whether it be purely in the direct communication between drivers or groups of drivers, but also in dangerous situations or as warning systems.

The "Connected Motorcycle World" theme zone, where we are located now, demonstrates which themes and digital solutions are currently occupying the motorised motorcycle industry, which digital technologies will change the motorcycle and driving motorbikes - whether in terms of safety, communications or comfort. INTERMOT, together with the companies BOSCH, Cardo Systems, digades, Ebility, Sena and the Connected Motorcycle Consortium, CMC, with its founding members BMW Motorrad, Honda and Yamaha - will showcase the latest solutions and innovations here. Interested parties can inform themselves about new technologies and digital applications, about ideas that are already on the market as well as visionary ideas. The "Connected Motorcycle World" underlines INTERMOT's claim, as the leading trade fair, to set new market impulses. I think we have succeeded in achieving this aim very well again here. Mr Brendicke will subsequently provide you with further specific information on this theme zone.

So, ladies and gentlemen, that was my outlook on INTERMOT 2018. Thank you for your attention!

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