

No. 7 / September 2018, Cologne
#intermot2018

The highlight of the motorcycling year: INTERMOT 2018

A host of world premieres and powerful presentations in Cologne

It's the highlight of the year for motorcycle and scooter fans from all over the world: INTERMOT, the International Motorcycle, Scooter and E-Bike Fair, from 3 to 7 October 2018. Over 1,000 exhibiting companies and brands from around 40 countries, including all the big names, will present their latest models and product innovations to the international trade audience and the biker community. In addition to motorcycles and scooters, the product range on offer at INTERMOT also encompasses accessories, clothing, parts, customizing, travel and workshop equipment. INTERMOT is organised by Koelnmesse GmbH, and the conceptual sponsor of the event is the German Motorcycle Industry Association (IVM), based in Essen, Germany.

INTERMOT will occupy Halls 6-10 of the Cologne fair grounds with a total gross exhibition space of around 100,000 square metres. The tried-and-tested concept of distributing the market leaders across all halls will be continued in order to ensure a steady visitor flow. 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 Suzuki, Triumph and Yamaha will be on the starting grid in Cologne. In addition to these, brands like Indian, which has once again expanded considerably, Royal Enfield and Horex will also attend with their own presentations. Benelli can also be seen again in Cologne. 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 in Cologne. In the clothing section, the return of the well-known Italian manufacturer Dainese, which is also bringing the renowned helmet brand AGV with it to Cologne, is especially worth mentioning.

Almost 65 per cent of the more than 1,000 exhibiting companies and brands come from abroad. The countries most strongly represented at INTERMOT are Italy, the USA, the Netherlands, Great Britain, Pakistan, Spain, China and Taiwan. Alongside the individual appearances, groups of exhibitors are also taking part from China, Great Britain, Italy, Pakistan, Taiwan and the USA.

INTERMOT customized continues to grow

INTERMOT customized in Hall 10.1 is being given more space this year and is also raising its international profile. Out of the major manufacturers, BMW Motorrad, Harley Davidson, Kawasaki, Yamaha and, for the first time, Suzuki and Indian have all registered to also take part in the INTERMOT customized segment in addition to their regular participation. Renowned distributors such as Custom Chrome Europe,



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 and white graphic of a motorcycle wheel and handlebars.

Louis, Motorcycle Storehouse and the parts specialist Zodiac will be represented in Cologne as well. The starting grid will of course also feature internationally renowned customizers, for example: Berham Customs, Harley Factory, JvB, Fred Kodlin, Mellows, No Limit Custom, Walzwerk, Wrenchmonkees and not forgetting 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.

In the Garage Area of INTERMOT customized, the pros will show off the work that goes into creating custom bikes. Tasks like changing the footrests, handlebars, headlights and indicators will be as expertly explained and performed as shaping and fitting a fuel tank. The area even includes a mobile spray booth. At this year's event customizing enthusiasts and keen mechanics will be able to follow two projects from the design stage right through to the finished bike. A brand new Ducati Scrambler 1100 will be completely redesigned and customized over the course of the five days of the fair. Niels Peter Jensen, the ProSieben Maxx TV channel presenter of shows such as "Extreme!" and "Man Made", and himself a keen customizer, will be attending and discussing the conversion process in the Garage Area Lounge.

Under the banner "Turning scrap metal into gold", INTERMOT customized is looking for a conceptual idea from the motorcycling community, wherein a given motorcycle (Honda CB 450S) is customized using parts from LSL and Highsider and with a maximum budget of Euro 750.00. The winning idea will be implemented by the winners, with the support of the experts in the Garage Area, and completed by the end of INTERMOT 2018.

Also taking place this year as a highlight of INTERMOT customized will be the AMD Championship of Custom Bike Building, an event that stops off in Cologne every two years. It is here that the "who's who" of customizers will be putting themselves before an international jury with their spectacular conversions. The world title is traditionally awarded in the FreeStyle Class - all modifications are accepted here. Alongside this, customizing specialists will be showcasing their impressive creativity in the four other categories Retro/Modified, Modified Harley-Davidson, Performance and Café Racer.

Connected Motorcycle World

As a leading business and information platform, INTERMOT is continuously showcasing trends and topics that are moving the industry and the motorcycle community. One topic that is affecting all facets of life worldwide while bringing about profound changes is "digitalisation". INTERMOT, together with BOSCH, Cardo Systems, digades, Sena and the Connected Motorcycle Consortium, CMC, with its founding members BMW Motorrad, Honda and Yamaha - as well as Ducati, Kawasaki, KTM and Suzuki - will showcase the latest solutions and innovations in the areas of safety-related, digital components, enhanced communication comfort thanks to new digital technology and applications, while at the same time presenting both visionary and market-ready ideas. The "Connected Motorcycle World" themed area is located in the heart of INTERMOT in Hall 6, and is organised around five main themes: Connectivity Vehicle to Vehicle - Connected Horizon & Head Up Display -

Group Riding Communication - App & Smartphone Integration - Emergency Calls.

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The German Federal Ministry of Transport and Digital Infrastructure can be found right next door with a trade fair stand presenting the motorcycle safety campaign “Motorrad: Aber sicher!”, which is being run in cooperation with the country’s Motorcycle Industry Association (IVM). German motorcycle YouTuber Jens Kuck, who appears in all the “Motorrad: Aber sicher!” films, will be here every day to present all kinds of topics relating to biking.

INTERMOT e-motion now in Halls 7 and 8

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 visitors will find, for example, Kumpan electrics, emco electroroller, NITO, NIU, Vmoto, Citycoco, Walberg and the e-motorcycles by energica and zero.

Shows and action - the programme of events at INTERMOT 2018

As an event-packed trade fair, INTERMOT in Cologne not only offers visitors presentations by manufacturers but also a whole host of impressive shows and the opportunity to actively experience the world of motorcycling. Whether novice, returner or experienced motorcycle or scooter rider - with the range of test tracks available, no one is left out. This is where you can take brand-new models for a test ride, try riding a motorcycle for the first time and test out scooters, dual-sport machines or motocross and trial bikes. And kids can get their first experience on two wheels with an engine too - there is, of course, expert supervision and instruction on all the tracks. The programme also includes: Exciting sprint racing on the 1/8-mile track on Saturday and, on each day of the fair, freestyle MX, safety demonstrations and opportunities to see the daring stunt and acrobatics shows performed by the professionals competing in Cologne in the finale of the first European Stunt Championship.

And it’s not just in the outdoor space that visitors will have the chance to discover more about certain key topics, but in the halls too, with panel discussions featuring designers and professionals as well as interviews with stars from the scene hosted by Jörg Litzenburger live on “The Stage” in Hall 10.1. In addition, the award ceremony for the AMD World Championship, the Sultans of Sprint prize-giving and selected bike presentations will take place here.

And also in Hall 10.1, a particular highlight awaits motor sports enthusiasts. The special exhibition area “Sport” will host presentations including the latest sport bikes from the Tuner GP. Bike Promotion, race teams and other sport event organisers will show race vehicles and special customizations for the racing circuits of the world in the area around the special event.

From a central position in the northern section of the Boulevard, “Boulevard of Touring” will present the world of motorcycle touring. Touring motorcycles parked in the themed areas invite visitors to sit on them and try them out. And on the Touring stage, an interesting, non-stop programme of events will be on offer: GPS

and photo workshops, accounts of exciting experiences and varying photo shows, as well as tips from experienced adventurers.

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Ladies@intermot - a programme specially tailored to female bikers: female motorcycling enthusiasts will meet in Hall 7, from where tours of the fair centred on bikes and clothing for women will depart. In addition, the programme includes clubs, associations and interest groups as well as events and information to do with touring, safety, technology and sport, geared specially for women.

Anyone who still hasn't seen enough action at the end of a long day at the fair can't miss the freestyle MX show "Night of the Jumps" on Saturday, 6 October 2018. The Freestyle Motocross World Championship event has a long tradition of appearing with the scene's international stars alongside INTERMOT in Cologne's LANXESS arena. The admission ticket for the NIGHT of the JUMPS is also valid for INTERMOT Cologne on a public day of the ticket holder's choice.

INTERMOT Cologne will be open to the general public each day from 3 to 7 October 2018 from 9:00 a.m. to 6:00 p.m.

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.

The next events:

DMEXCO, Cologne 12.09. - 13.09.2018

photokina - IMAGING UNLIMITED, Cologne 26.09. - 29.09.2018

DIGILITY - Conference & Expo on Digital Reality, Cologne 26.09. - 27.09.2018

Note for editorial offices:

INTERMOT Cologne photos are available in our image database on the Internet at www.intermot-cologne.com in the "Press" section.

Press information is available at: www.intermot-cologne.com/Pressinformation

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