

No. 15 Cologne, 7th October 2012

Final Report

New record result for INTERMOT Cologne More than 203,000 visitors at the trade fair

Trade fair impressively underscores its leading position in Europe

More than 216,000 motorcycle enthusiasts and retailers in the biker city of Cologne

More trade visitors from abroad

It was the perfect mix of business and entertainment: INTERMOT Cologne was a great success across the board and attracted a record number of visitors — more than 203,000. For five days, from 3rd to 7th October 2012, the motorized two-wheeler sector presented an impressive number of world premieres and thrilled motorbike and scooter fans from all over Europe. "This fantastic performance has underscored and expanded INTERMOT Cologne's position as the most important sector platform in Europe," says Gerald Böse, Chief Executive Officer of Koelnmesse. Reiner Brendicke, General Manager of the German Motorcycle Industry Association (IVM), also says the trade fair was a huge success: "INTERMOT Cologne made a tremendous impression on our member companies, not least due to the excellent, promising discussions they were able to conduct with specialist dealers from all over the world. Germany, the most important market in western and northern Europe, is growing in a way that's generating momentum for the sector and thus for business as well. The fact that more younger people came to INTERMOT Cologne this year than ever before will definitely keep this momentum going, and the reason they came has to do with our increased efforts over the last few years." Says Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH: "This fantastic result is remarkable, given the current economic situation in Europe. In fact, companies in the sector are now increasingly asking themselves whether they even need other international fairs in the even years besides the one in Cologne."

INTERMOT Cologne 2012 had a record number of over 203,000 visitors from 117 countries — an increase of four per cent compared to the previous event. The number of visitors from the general public rose as well, by more than four



International Trade Fair for
Motorcycles and Scooters
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per cent. More international specialist dealers also came to Cologne to get an up-close look at the new models and technologies. At around 27 per cent, the share of trade visitors among all attendees was higher than ever, and the roughly 43 per cent share of trade visitors from abroad also set a new record. Also significant was the fact that the international visitors came from more countries than was the case at the previous event: the number of countries represented increased by nearly eight per cent. INTERMOT Cologne and the parallel events throughout the biker city of Cologne once again attracted more than 216,000 visitors this year.

Even more people visited the INTERMOT e-motion product area for electrically powered two-wheel vehicles in Hall 5.2 than during the previous event. The exhibitors seemed almost overwhelmed by the huge number of visitors — in terms of both their quantity and quality. Many consumers now view e-scooters (a complete overview of the e-scooter market was on display at the fair), pedelecs and e-bikes as attractive alternatives for urban mobility. The huge interest shown in the vehicles presented was also reflected in the high number of test rides taken on the special e-vehicle course.

The new Business Arcade at INTERMOT Cologne 2012 (Passage 4/5) received a lot of praise. The companies exhibiting there all reported an outstanding response from the international trade visitors and were also very pleased by the visitors' great decision-making responsibility. The specialist dealers praised the overall concept, which also included a central Dealers' Lounge.

The shows in Hall 10.1 also thrilled to visitors. This was where the attractive theme areas for touring, sport and customising were presented. The special show "Motor Britannia", which featured British bike culture, a "real" ACE Café and the special presentations of various bike clubs, were also a big hit among visitors.

INTERMOT Cologne offered motorcycle fans impressive stunt shows, exciting races, and an extensive range of test ride courses that invited visitors to watch and participate. In addition, kids and teens were able to gain initial experience with motorized two-wheelers in the special area reserved for them at INTERMOT Cologne.

Despite pouring rain, more than 1,000 people attended the fourth bikers' ecumenical church service on the morning of 6th October 2012 in Cologne Cathedral and participated in the subsequent convoy to INTERMOT Cologne. The organizers of the Freestyle Moto Cross world championship — NIGHT of the JUMPS — were pleased by a sold-out Lanxess Arena. The organizers also

hosted an official world championship series event in the arena this year. More than 12,000 spectators got to see the best riders from the International Freestyle Motocross Federation (IFMXF) and their incredible jumps.

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The figures for INTERMOT Cologne 2012:

A total of 1,022 companies from 37 countries, 65 per cent of which came from abroad, participated in INTERMOT Cologne 2012. The exhibitors presented more than 1,437 brands. The exhibiting companies included 243 exhibitors and 139 additionally represented companies from Germany as well as 613 exhibitors and 27 additionally represented companies from abroad. Including the estimates for the last day of the fair, more than 203,000 buyers and visitors from 117 countries came to INTERMOT Cologne 2012, and more than 13,000 motorcycle fans attended the motorcycle events in the city. The share of trade visitors at INTERMOT Cologne 2012 was 27 per cent. The fair occupied gross exhibition space of approximately 110,000 m², and an additional 75,000 m² of outdoor space were used for the supporting programme.

Digital press service:

The Final Report, additional press releases and a selection of the latest photos from the fair stored in Koelnmesse's image database are available on the INTERMOT Cologne website at: <http://www.intermot-cologne.de> (Press section).

Further information is available at www.intermot-cologne.com

**INTERMOT Cologne
1st to 5th October 2014**