



INTERMOT 2020

Statement Henning Putzke

[Putzke-2020-englisch.mp4](#)

Starting position

**Creative brainstorming in
workshops and work
groups**

Shared objective:
the new INTERMOT

**Because we want to
set new standards!**

Three core issues created:

More reach

More target groups

More networking

INTERMOT 2020:

- **STAGE X**
- **INTERMOT CUP**
- **Multi-Brand-Dealer-
Event**



STAGE X – THE EVENT PLATFORM

STAGE X – THE EVENT PLATFORM



STAGE X – SHOW PROGRAMME

Anything goes...

COMPANY SHOW
(white labels)

Sport

Business panel
discussion

Touring

Design

REAL SHOW CHARACTER!

E-SPORTS FINALS

INTERMOT Cup – semi-finals + brands

FASHION SHOW

PRESS

SHOW

MOBILITY TALK

INFLUENCER SHOW

Multi-brand trade
event

Motorcycle show

Music

STAGE X – PRESS SHOW

The ultimate in new launch presentations

- **Main presenter hosts press conference show focusing on global new launches
New models, innovations and accessories**
- **Presented by a media-relevant celebrity**
- **Presentation elements include screening the trailer, model/product presentation,
interview with the CEO or head designer**
- **Show streamed worldwide**

STAGE X – PRESS SHOW

The Advantages:

- **Exciting staging without stand set-up**
- **Reach existing and new target groups – worldwide**
- **Guaranteed significantly higher reach than an individual event**
- **High differentiation factor vis-à-vis other trade fairs**
- **Convenience for journalists**
 - **Best view thanks to catwalk and turntable**
 - **No overlapping press conferences**

A black and white photograph of a woman with long dark hair, wearing a VR headset and large white headphones. She is holding a VR controller in her right hand. The image is partially obscured by a red banner at the bottom. The background is dark and out of focus.

INTERMOT meets gamescom

INTERMOT Cup:

INTERMOT meets gamescom

- **The INTERMOT Cup was established by INTERMOT and its partners in order to bring a new, young audience to INTERMOT through e-sports events.**
- **The cup represents the perfect combination of gaming and motorcycling, incl. extendable incorporation of exhibitors and influencers. The cup thereby functions as the link between the world's biggest gaming trade fair gamescom and INTERMOT.**
- **Young people can take part in the cup at an attractive stand at gamescom. Mobilisation takes place via two broad-reach influencers who are involved in the whole communication campaign and who represent Team Gaming and Team Biking.**

INTERMOT CUP // The TEAM CAPTAINS



BLACKOUT

 Follower: 365 k

 Follower: 558 k

- German YouTuber with a focus on all things motorbike



LPN5

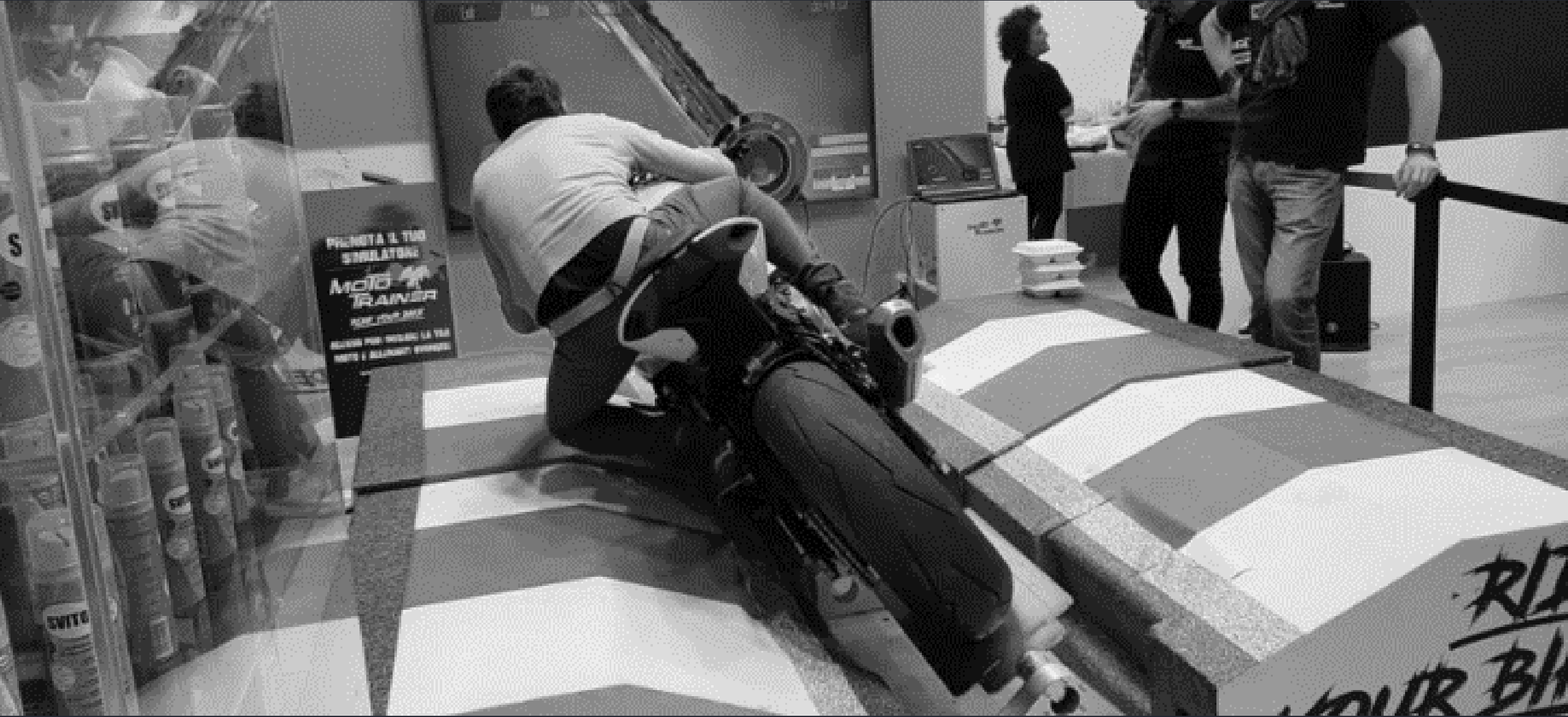
 Follower: 20,4 k

 Follower: 263 k

- Let's Player with a focus on vlogs and videos on the topic of motorbikes and cars

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- The team captains are fully involved in the communications of the INTERMOT Cup from the very beginning.
 - The central theme of their communication is the "battle concept", which is entertainingly staged to motivate the community.
 - The team captains are present during the motorbike and gamescom qualifying sessions (one influencer at each event) and during INTERMOT.
 - They share insights live from the races with their community and present their team members.

INTERMOT Cup - Simulator



INTERMOT Cup

Qualifying Dates



- **23–24 May, Kawasaki Days, Speyer**
- **30–31 May, HONDA Days, Erlensee**
- **19–21 June, Moto GP, Sachsenring (KTM)**
- **03–05 July, BMW Motorrad Days, Garmisch-Partenkirchen**
- **25–29 August, gamescom, Cologne**
- **04–06 September, Glemseck 101, Leonberg (Triumph)**

INTERMOT Cup

The Finals



- **STAGE X**
- **From the quarter final, 8 simulators on stage**
- **The screens of all drivers are shown so that spectators can follow their favourite.**
- **The best 4 drivers per team are selected to take on the other team in the final.**
- **And to finish, a grand spectacle: real motorbike racers take on the two influencers and the best from the final.**



Multi-Brand-Dealer-Event



Multi-Brand-Dealer-Event

Achieving great things together

Objectives:

- Showing the motorcycle trade that it is valued
- Multi-brand B2B event
- Joint presence as the motorcycle industry

Multi-Brand-Dealer-Event

Achieving great things together

- **STAGE X – the event stage**
- **Participating companies from the segments vehicle manufacturers, accessory manufacturers, distributors**
- **Event size: approx. 600 dealers**
- **Selected dealers and customers are invited to the event by the participants**

Multi-Brand-Dealer-Event

Achieving great things together

Order of events:

- By day, individual dealer conferences
- In the evening, joint reception of dealers by all participants, with logos projected onto a large stage screen.
- As a mark of respect, the dealers are served by the “industry bosses”.
- Networking event changes into an entertainment format.
- Evening comes to an end with a great atmosphere, including a performance by a fantastic band.



The new

INTERMOT 2020