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#intermot #intermot 2018

INTERMOT 2018: excellent attendance and an amazing experience

INTERMOT customized shows strong growth

Number of visitors aged under 21 up by 50 per cent

For a whole six days, Press and Trade Visitor Day included, the city of Cologne has been filled with the sounds of roaring engines. The international industry - the trade, bike fans but also large numbers of young two-wheel enthusiasts - flowed through the halls of Koelnmesse and experienced the amazing world of motorcycles at INTERMOT: the complete range of manufacturers at a glance, spectacular special shows staged by professionals and a chance for visitors to join in the action themselves in an outstanding programme of events. All this added up to give INTERMOT strong visitor appeal, with the 2018 edition matching the record result achieved by the previous event. Around 220,000 trade visitors and motorcycle fans from almost 100 countries gathered in Cologne to view the ranges of 1,041 providers from 40 countries. "Even more important than the strong visitor appeal is the clear statement by leading industry participants that INTERMOT in Cologne plays a key role in the world of motorised two-wheelers," said Gerald Böse, Chief Executive Officer of Koelnmesse. This was confirmed by Grant Bester, Vice President/General Manager EMEA at Polaris Industries EMEA, in his analysis of INTERMOT: "For the first time in the history of Indian Motorcycle, we have presented a world premiere outside the United States ... We made a very conscious decision to stage this launch at INTERMOT in Cologne - the event is very international, and Germany is an extremely important market for Indian. The response that we received to our new models from international purchasing officers and journalists is overwhelming."

INTERMOT attracted around 220,000 purchasing officers and motorcycle fans from nearly 100 countries to the trade fair city on the Rhine. They included large numbers of trade visitors from Germany and beyond. INTERMOT's strong industry appeal on the trade side underscores its importance as a global business platform. "Germany is the barometer for the future development of the European market, and INTERMOT plays a crucial role here as an indispensable market engine," said Reiner Brendicke, General Executive Manager of the German Motorcycle Industry Association e.V. (IVM). Katharina C. Hamma, Chief Operating Officer of Koelnmesse, added: "In addition to industry participants, motorcycle fans in particular 'voted with their feet' and chose an international event for new launches and motorcycles hosted in Germany. Germany is the leading European motorcycle market, and the community wants to see the new model premieres and not just read about them in the newspapers. The significant rise of 50 per cent in young visitors aged under 21 is



INTERMOT
International Motorcycle,
Scooter and E-Bike Fair

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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 engine components. Below the logo is the text "Industrie-Verband Motorrad Deutschland e.V." in a smaller font.

Industrie-Verband Motorrad Deutschland e.V.

sufficient proof of INTERMOT's dynamism." "

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INTERMOT customized had been successfully integrated into the main event two years ago and now returned with a considerably larger and more international showcase in Hall 10.1. Alongside leading manufacturers making an additional appearance, the "show within a show" attracted renowned custom builders and leading distributors as well as a host of newcomers and accessories suppliers who were making their debut in Cologne. The unique customizing feel was palpable throughout the entire hall, from the side events designed with the community in mind, such as the Garage Area with professional customizing demos, to the barbers' shops and tattoo studios set up just for the event. The AMD World Championship of Custom Bike Building was once again a highlight that astounded many. The championship calls in Cologne every two years and attracted 107 bikes this year, a new record.

Electric vehicle manufacturers expressed their great satisfaction with their appearance at the trade fair and with the reorganisation of INTERMOT e-motion. For the first time, suppliers of electric motorcycles and e-scooters showcased their new products in Hall 7 - right next to their petrol-driven equivalents. Following the restructuring of the concept, companies exhibiting pedelecs and e-bikes were given a new position in Hall 8.

As an important industry platform, INTERMOT once again placed special emphasis on initiating new trends and topics. The themed area "Connected Motorcycle World" highlighted the digital considerations already being addressed by the motorbike industry as well as the digital technologies that are set to make significant changes to safety, comfort and communication for the motorcyclists of the future.

Ladies@intermot - a meeting point for female bikers, arranged for the first time this year - was also well received. The specially tailored programme took interested women on tours of the fair to see motorcycles and clothing especially designed for this target group. There was also an opportunity for them to find out about current products and services available for female motorcycling enthusiasts, from tours, safety and technology to sport. Including estimates for the last day of the trade fair, the percentage of women motorcyclists attending INTERMOT has risen from 18 to almost 22 per cent.

Yet again, INTERMOT's extraordinary programme of events was packed with variety and excitement. INTERMOT's numerous driving circuits again attracted large crowds on all days of the fair - from the kids' track to the courses for new or "rusty" riders, for experienced motorcyclists or trial bikers through to the test track for e-scooters and e-bikes.

Visitors were enthralled by the spectacular performances in the acrobatics shows and motorcycle action by the professionals competing in the finale of the first European Stunt Championship at INTERMOT in Cologne.

On the first day of the INTERMOT trade fair, an ecumenical motorcycle church service was held at Cologne Cathedral for the first time in six years. Organised by

the team from MOGO Hamburg, the event was followed by a convoy of around 400 bikers and pillion riders crossing the city to INTERMOT Cologne.

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Key figures for INTERMOT 2018:

1,041 companies from 40 countries exhibited at INTERMOT 2018, 66 per cent of which came from outside Germany. Including estimates for the last day of the trade fair, INTERMOT 2018 was attended by approximately 220,000 purchasing officers and visitors from almost 100 countries. The proportion of trade visitors was around 24 per cent, 35 per cent of whom travelled from outside Germany. INTERMOT Cologne occupied a gross exhibition space of approx. 180,000 m², around 68,000 m² of which was outdoor space used for the supporting programme.

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.

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

If you reprint this document, please send us a sample copy.

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