

Facts and Figures

Fair **THE TIRE COLOGNE**
The International trade fair for the tire industry



Date of event 4 – 6 May 2024
Organizer Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany

4 – 6 June 2024
www.thetire-cologne.com

Ideal carrier Bundesverband Reifenhandel und Vulkaniseur-Handwerk
e.V. (BRV), Bonn

Your contact for inquiries:
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Venue Koelnmesse

Opening times Exhibitors: 9:00 a.m.–7:00 p.m.
Visitors: 10:00 a.m.–6:00 p.m.

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50679 Cologne
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50532 Cologne
Deutschland
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info@koelnmesse.de
www.koelnmesse.com

Catalogue 2024 Price will be provided later

Participation fees

	Early Bird rate (until 30.06.2023)	Standard rate (from 01.07.2023)
Terrace stand	162.00	172.00
Corner stand	167.00	177.00
Two-corner stand	170.00	180.00
Island stand	172.00	182.00
Outdoor space	83.00	88.00

Down payment for services/sqm	20.00 EUR
Flat rate energy fee/sqm	16.50 EUR
AUMA fee/sqm	0.60 EUR
Marketing Package	1,499.00 EUR

Product segments

- Tyres, inner tubes, carcasses
- Wheels (rims)
- Tyre and wheel accessories
- Vehicle accessories
- Workshop equipment
- Equipment and materials for tyre retreading
- Repair materials
- Recycling of old tyres
- Disposal of old tyres
- Organisation/operation of warehouse and sales area facilities
- Services



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Fair profile

THE TIRE COLOGNE is the international trade fair for the tyre industry. Motor vehicle and tyre workshop equipment features prominently in addition to tyres and wheels. The offering is rounded off by tyre retreading and the recycling and disposal of old tyres.

Hall allocation

Halls 6, 7 and 8 and the adjacent outdoor area

Opening hours during construction and dismantling

Start of stand build-up:

Thursday, 30 May 2024, 6:00 a.m. – 10:00 p.m.

Friday, 31 May 2024, 6:00 a.m. – 10:00 p.m.

Saturday, 1 June 2024, 6:00 a.m. – 10:00 p.m.

Sunday, 2 June 2024, 6:00 a.m. – 10:00 p.m.

Monday, 3 June 2024, 6:00 a.m. – 6:00 p.m.

Important advice

On the last day of stand build-up the aisles must be completely cleared by 6:00 p.m.

Start of dismantling:

Thursday, 6 June 2024, 6:00 p.m. – 12:00 a.m./ midnight

(Dismantling may not begin earlier than 6:00 p.m.!)

Friday, 7 June 2024, 6:00 a.m. – 10:00 p.m.

Saturday, 8 June 2024, 6:00 a.m. – 10:00 p.m.

Sunday, 9 June 2024, 6:00 a.m. – 6:00 p.m.

Access

open to trade visitors

Facts and Figures

Target groups exhibitors

- Tyre manufacturer
- Rim manufacturer
- Manufacturer of car accessories
- Manufacturer of automotive workshop equipment
- Wholesale of tyres and rims
- Online trading platforms
- Tyre retreader
- carcass trade
- Scrap tyre recycler
- Suppliers of salesroom and shop fittings
- Workshop concept provider/ franchisor



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Trade groups visitors

- Tyre dealers
- Car dealers/authorised repair shops
- Independent vehicle workshops
- Speciality markets/workshop chains
- Online suppliers
- Fleet managers
- Training establishments

Results of THE TIRE COLOGNE 2022

Exhibitors and brands	300
Gross area	37,900 sqm
Visitors	11,834

Project Management

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Sales Management

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Project Assistants

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