

Nr. 14 Cologne, 5 October 2014

Final Report

## **INTERMOT 2014: yet again more than 200,000 enthusiastic motorcycle fans**

**Strong growth in European trade visitor numbers**

**INTERMOT Cologne, which ended on Saturday 5 October 2014 after five action-packed trade fair days, reconfirmed its reputation as an international industry and public event. With around 960 suppliers, the motorcycle spectacle wowed more than 200,000 trade visitors, motorcycle fans and media representatives from 105 countries with a string of world firsts and not least by showcasing the entire product range covering the full gamut of the motorised two-wheeler world. The newly introduced trade visitor day lent an important additional boost to business as the fair got under way: "More than 90 per cent of trade visitors and exhibitors support the introduction of the trade visitor day. The additional business focus enabled INTERMOT Cologne to emphasise its international leadership role and post a significant increase in European trade visitors, especially from Italy", said Gerald Böse, President and Chief Executive of Koelnmesse, summing things up. BMW, Ducati, Honda, Kawasaki, KTM, Suzuki and Yamaha were among those unveiling impressive world premieres. Numerous other manufacturers showcased glimpses of the future. Reiner Brendicke, Chief Executive of the motorcycle industry association Motorrad Deutschland e.V. was extremely satisfied: "The industry is highly satisfied with the way the fair has gone and with visitor numbers. Our target group is again becoming significantly younger thanks to the new driving licence model. We assume that INTERMOT Cologne will give a renewed boost to this trend." Katharina C. Hamma, Koelnmesse's Chief Operating Officer added: "motorcycling is in vogue again! INTERMOT Cologne's fantastic outcome shows that we are striking the right balance between product presentation and event programme for both trade visitors and the public alike. The best example this year is in the customising arena."**



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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's front fairing and handlebars. Below the logo is the text "Industrie-Verband Motorrad Deutschland e.V." in a smaller font.

Industrie-Verband Motorrad Deutschland e.V.

A new highlight: the AMD World Championship of Custom Bike Building in Hall 10, which has been the mega event of the customising scene for more than ten years, was staged under the INTERMOT Cologne banner for the first time in 2014. 70 customisers from 22 countries with 81 bikes took part in the world championship. This area is becoming ever more relevant in the industry and among motorcyclists. The presence of the industry's top players at the INTERMOT Cologne appealed to new customer groups. With the added bonus of the Ace Cafe London's Glass Bench, where bikes are customised live on site to their owners' wishes, customising fans got their money's worth.

### **Higher, faster, further**

INTERMOT Cologne offered motorcycle fans impressive stunt shows, top notch freestyle MX and action galore in the Dragstar Race, Globe of Speed or in the team trial show. What's more, the weather god must be a motorcyclist: thousands of visitors flooded into INTERMOT's outdoor areas in brilliant sunshine and late summer temperatures. Two-wheeler fans used the opportunity to test the latest machines and models and their own riding skills on one of the ten test ride tracks. This enabled INTERMOT Cologne to post a record result well in excess of 25,000 test rides. There was something for every taste and desired speed, from the moto cross bike for kids, via quads, Touring Enduros and road machines of all classes to e-scooters and pedelecs. Touring and sport featured as topics on the special show areas. For vintage model fans as well INTERMOT Cologne had a lot to offer with Yamaha's anniversary stand and the "50 Years of the Motorcycle Fair in Cologne" anniversary areas.

### **e-motion: Sustainable in Motion –**

Once again Hall 5.2 offered a comprehensive market overview on the subject of electromobility. The interest in e-scooters and pedelecs was undiminished again this year and reflects the societal trend towards alternative mobility. The electro-circuit was split for the first time this year, offering pedelec and e-scooter riders the best conditions for their respective needs.

### **The figures for INTERMOT Cologne 2014:**

A total of 960 companies from 37 countries, 69 per cent of which came from abroad, participated in INTERMOT Cologne 2014. Including estimates for the

last day of the fair, around 201,000 purchasers and visitors from 105 countries attended INTERMOT Cologne 2014. Trade visitors to INTERMOT Cologne 2014 accounted for around 30 per cent, 42 per cent of them from abroad. The fair occupied gross exhibition space of approximately 118,000 m<sup>2</sup>, and an additional 70,000 m<sup>2</sup> of outdoor space were used for the supporting programme.

**In 2016 INTERMOT Cologne will be held from 5-9 October.**

For 90 years, Koelnmesse has been bringing people and markets together. The success story of Cologne trade fairs began in 1924 with the opening of the first event on the exhibition grounds in Cologne-Deutz. During the "economic miracle" of the post-World War II era, the "Rheinische Messe" became a global trading center. Today Koelnmesse has the world's fifth-largest exhibition complex and organizes approximately 75 trade fairs in Cologne and all over the world. During its anniversary year of 2014, Koelnmesse is bringing its history to the public's attention through numerous activities, publications, and exhibitions.

**Statements about INTERMOT Cologne 2014: Heiner Faust, President of the Motorcycle Industry Association Germany e.V.**

INTERMOT Cologne 2014 succeeded in setting new standards with surprising world premieres and the internationality of its visitors from 105 countries. The contacts and technical discussions were correspondingly valuable for the entire exhibiting industry. Public enthusiasm for the latest models and the thrilling shows in the outside area lifted the INTERMOT spirit.

### **Henning Putzke, Head of BMW Motorrad Germany**

BMW Motorrad is very satisfied with the interest visitors have shown on its stand over the past five days at this year's INTERMOT. The new S 1000 RR (Superbike), R 1200 R (Roadster), R 1200 RS (Sport-tourer) models and the C 600 Sport und C 650 GT special edition scooter models were greeted with enthusiasm by the press, trade public and visitors. Many thanks to the organisers and all the helpers! We are already looking forward to INTERMOT 2016, brim full of innovation again, no doubt. That's a promise!

### **Walter Bauer, Managing Director Ducati Motor Germany**

For us at Ducati, INTERMOT – as the most important trade fair – is an extremely important platform for showcasing innovations as well as being able to pick up directly on customers' interests. Not only were we able to celebrate the successful 3C Racing Team with its victorious IDM Superbike team but we also unveiled our unique scrambler family to the global public for the very first time. The phenomenal response both to our brand and our scrambler models enables us to look to the next season with great confidence and anticipation. At the same time we would like to thank all our partners and the Cologne trade fair for the good cooperation. Let's scramble!

### **Dr. Christian Arnezeder, Managing Director Harley-Davidson Germany, Austria and Switzerland**

Once again, INTERMOT has lived up to its reputation as the leading international motorcycle trade fair. Every two years it proves itself to be an ideal platform for gaining an overall view of the market and making industry contacts. But perhaps the most important plus factor for us is the direct connection with the end customer. On our stand in Hall 9 we were able to convince numerous trade fair visitors of our brand and our products. We conducted innumerable conversations with fans and customers, harvested not just praise aplenty but also constructive criticism and received valuable tips on the future course our company will be charting.

**Oliver Franz, PR-consultant Honda Germany Motorrad**

Once again this year INTERMOT and its visitors proved to us that Cologne is Honda Germany Motorrad's most important trade fair. This is where we meet our customers. And our models win over our customers. The dialogue, the discussion, bike conversations – a valuable overall package.

We unveiled a real world premiere in Cologne with the new VFR800X Crossrunner. Germany is where the V4 tourer's target group is to be found so this is where we decided to unveil it to the global public.

**Ingolf Zekalle, Head of Sales & Marketing Kawasaki Motors Europe N.V., Germany branch**

Our showcasing of our brand new race version only Ninja H2R is obviously one of the highlights of the fair; following on at the end of this year is the unveiling of its road-legal sister H2. The public response here on site in Cologne, but the online reaction as well, was enormous. Kawasaki's latest standard bearer has already delivered on expectations, if not exceeded them. Together with our emotionally attractive stand concept, and the restyled and technically revamped Versys models, we have set the right tone not just for the fair but for the coming sales year as well, which should also benefit the rest of the model range. The trade visitor day also went down very well, resulting in some revealing and informative discussions, from which additional future business contacts can be generated. The bottom line is that we are very satisfied with our INTERMOT presence here in Cologne and are taking this with us into the 2015 sales year as a fitting motivation.

**Norbert Zaha, Managing Director KTM-SPORTMOTORCYCLE GMBH**

INTERMOT 2014 as the leading international trade fair in the motorcycle industry is the optimal platform for KTM to strengthen the KTM brand and set the course for future success.

The concept with its press day and trade visitor day and public days works. Over the course of the fair we registered a healthy mix of trade journalists, qualified trade visitors and retailers as well as highly interested private customers.

The positive feedback on our newly unveiled KTM 1290 Super Adventure and the all-electric propulsion KTM Freeride E-models but also the immense

interest in our existing model range means that we can already look to the 2015 season with enthusiasm.

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**Gerald Federl, Managing Director MSA Motor Sport Accessoires GmbH**

In many respects the 50th anniversary INTERMOT 2014 fair was a major event for us. We were represented with a total of six brands, more than ever before, and celebrated three significant, red letter birthdays. We are already looking forward to the new season and thank the IVM team and Koelnmesse for the outstanding organisation!

**Ralph Zimmer, Head of Marketing Piaggio Group Germany**

We are very satisfied with INTERMOT 2014, the international fair for motorised two-wheelers. The PIAGGIO Group unveiled two new models at this year's INTERMOT: both the Aprilia Caponord 1200 Rally and the Moto Guzzi V7 II were singularly well received by the trade fair public. Our PIAGGIO Group retail trade partners welcomed the benefits of the trade visitor day and on the whole provided very positive feedback. The consistently glorious, sunny late summer weather certainly contributed to the success of this year's INTERMOT. This particularly benefited the outdoor area, which attracted large numbers of end customer visitors.

**Gerald Steinmann, Manager Marketing and PR, Motorcycle & ATV Suzuki International Europe**

In our parent company's eyes, INTERMOT remains the leading international trade fair. A very well attended press conference, a trade visitor day that worked well and full halls during the days that were open to the public also underlines this. Our 100 international decision makers from the Suzuki distributorships throughout Europe were also visibly at ease at INTERMOT. We showcased our entire range of new products in Germany, which went down very well. Our new products, first and foremost the highlights GSX-S1000 and GSX-S 1000F went down a treat with the public and the fresh stage programme constantly attracted visitor attention. In conclusion the feedback we can take out of this is without exception positive. We would like to thank all those who have once again succeeded in staging a successful INTERMOT and are looking forward to INTERMOT 2016.

**Lisa Herr, Marketing Manager Triumph Motorcycles Germany**

Triumph Motorcycles was again the port of call for an interested and lifestyle oriented public. The large number of international visitors testifies to the growing interest in the motorcycle industry and a successful INTERMOT 2014. Our visitors value the wide array of different and characterful bikes. The whole thing is rounded off by a comprehensive accessories and clothing range. Our modern classic models are increasingly attracting enthusiastic supporters. Be it the cool Café Racer Thruxton Ace or the strictly limited Bonneville T214. Motorcycling in its original form and stylish clothing - those are the trends of the future. True to our motto "For the Ride".

**Karlheinz Vetter, Advertising Manager Yamaha Motor Germany**

Yamaha Motor Germany is very satisfied with INTERMOT 2014. Even before the press conference on Tuesday we were overwhelmed by national and international media representatives on the stand. And our subsequent retail dealer session was a complete success as well. The concept with the inaugural trade visitor day on 1 October was a resounding success and was well accepted by industry, the retail trade and media representatives.

For further information visit [www.intermot-cologne.com](http://www.intermot-cologne.com).

**Note for editorial offices:**

INTERMOT photos are available in our image database on the Internet at [www.intermot-cologne.com](http://www.intermot-cologne.com) in the "Press" section.

Press information can be found at <http://www.intermot.de/presseinformationen>.

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