



EMPOWERING THE
ENTIRE BUSINESS

thetire-cologne.de

WE SHOW PROFILE

09-11 JUNE 2026





The tire industry is in the midst of a dynamic transformation – **TTC IS ITS INTERNATIONAL PLATFORM FOR SHAPING THE FUTURE**

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TTC IS THE **PATH-DEFINING BUSINESS PLATFORM** –

This is where decision makers gather



THE INTERNATIONAL GATHERING FOR DECISION MAKERS

433
EXHIBITORS*
from **35** countries
79%
international

14,400
VISITORS*
from **109**
countries
65%
international

162
MEDIA COMPANIES*
from **20** countries
38%
international

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*THE TIRE COLOGNE 2024



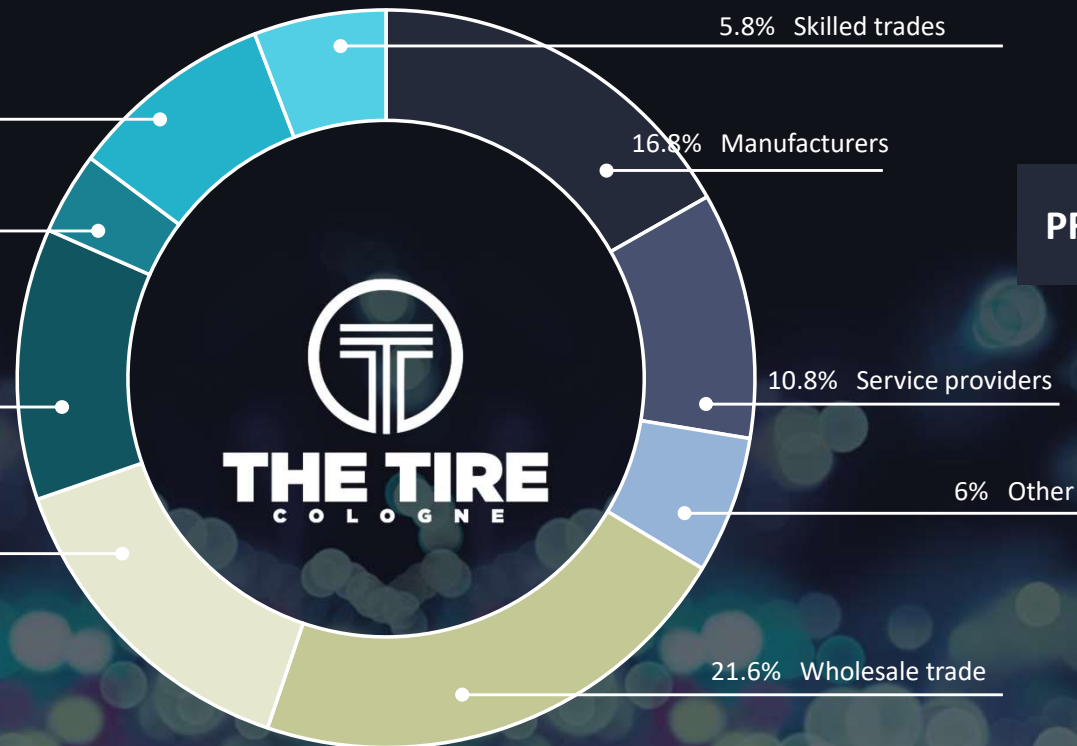
REACH THE RIGHT PEOPLE

89% are directly or indirectly involved in decisions

SPECIALIST DEALERS/ WORKSHOPS (30.3%)

SERVICE PROVIDERS/INDUSTRY (33.6%)

WHOLESALE/IMPORT/EXPORT (36.1%)



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THE TIRE COLOGNE 2024 demonstrated in impressive style that it is an indispensable platform for the international tire industry.

For us at Continental as a premium manufacturer, it's only natural that we will be represented at the trade fair.

Timo Röbbel, via LinkedIn
Head of Marketing, Replacement Tire Business,
Continental

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CIRCULAR ECONOMY –
The signs of the time all point towards green



SUSTAINABILITY AS A PIONEERING TOPIC AT THE TIRE COLOGNE 2024

- All the leading tire manufacturers are transitioning to sustainable production
- 2024: Around 50 exhibitors participated in the Circular Economy Area, which focused on retreading and recycling
- Numerous specialist talks and the Used Tire Resolution signed by 124 associations and companies underscore the importance of the topic



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THE COMPLETE CIRCULAR ECONOMY AT THE TIRE COLOGNE 2026





Sustainability was a key topic at THE TIRE COLOGNE. Vipal took the opportunity to emphasise that retreading contributes significantly to building a circular economy. We saw a considerable increase in visitors to the trade fair, which is excellent and confirmed that we made the right decision to participate as an exhibitor again.

Frederico Schmidt,
General Manager VIPAL Europe

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WALK OF SERVICES -
More services, more tire trade



WALK OF SERVICES

THE MARKET

- The industry is in the midst of a transformation. Conventional tire sales are declining
- Increased demand for all-round and workshop services

WALK OF SERVICES

- Focus on workshop equipment and services
- The specialist trade's needs presented in a central location in Hall 8
- Meet with specialist tire dealers and independent workshops



 MORE
INFORMATION



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WALK OF SERVICES



More visibility

- The full range of workshop equipment and services in one place
- The WALK OF SERVICES in a premium location in Hall 8
- Machinery presentations classed as demonstration areas



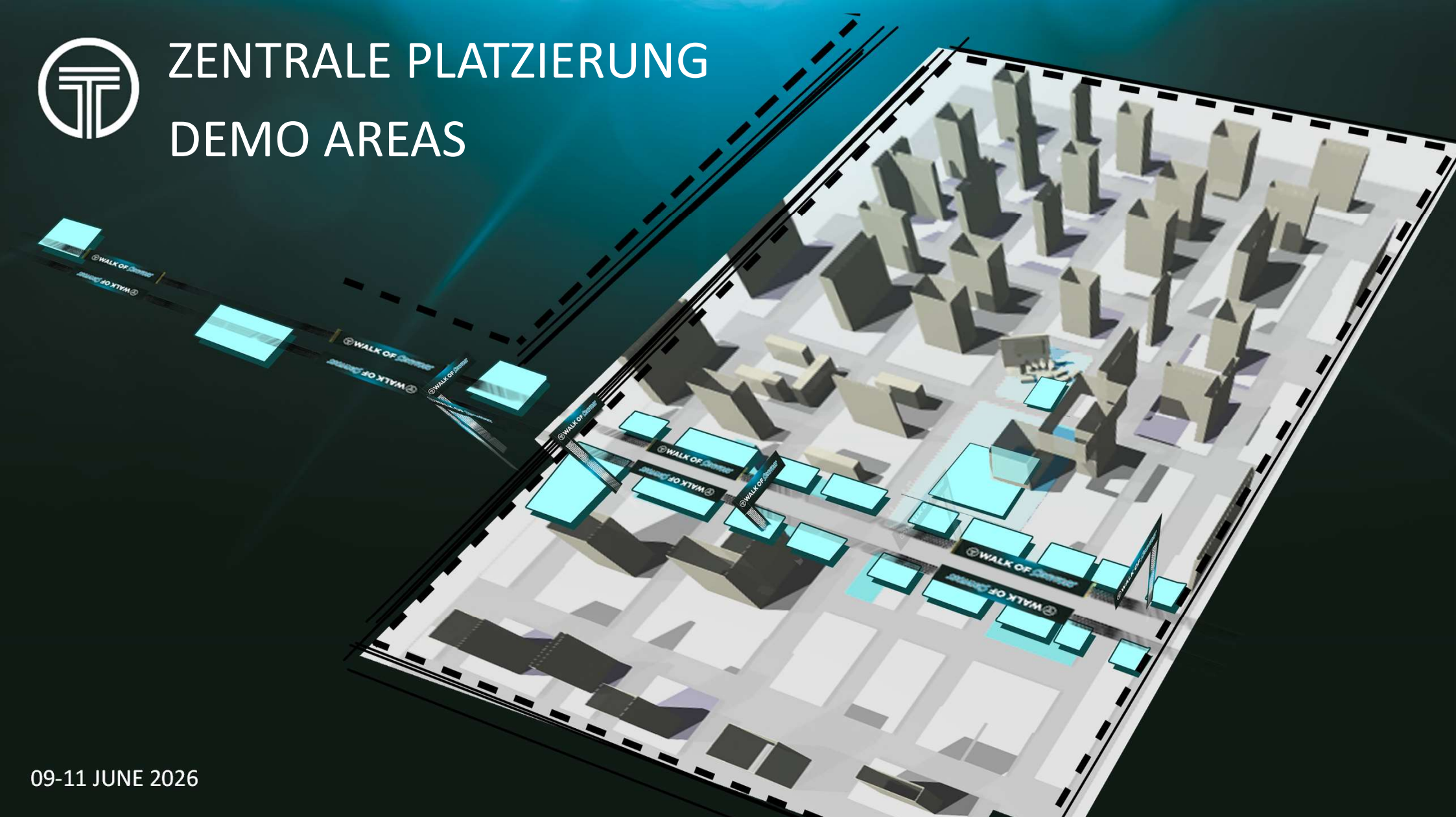
Inspiration for the specialist trade

- SERVICE Stage for panel discussions and power talks
- Targeted invitation campaign aimed at young entrants to the sector and specialist tire dealers
- Communication via the trade fair's channels and media partners

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ZENTRALE PLATZIERUNG DEMO AREAS



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Service offerings and workshop equipment are highly relevant topics for tyre dealers and independent workshops - also with regard to the critical personnel situation. We therefore very much welcome the fact that THE TIRE COLOGNE is focussing on this area and providing impetus.

Stephan Helm,
CEO, Reifen Helm

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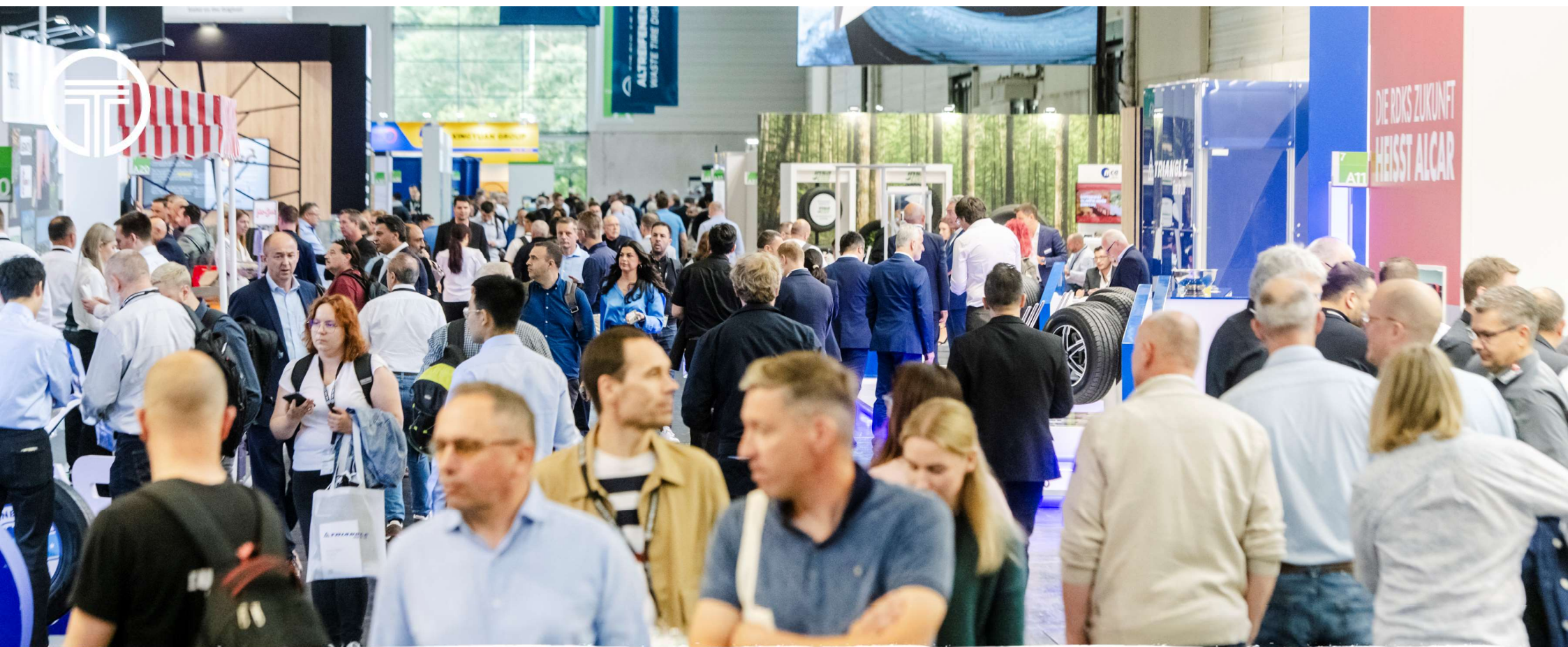


THE TIRE COLOGNE is the perfect platform for reaching all our contacts in the tire and tire engineering business.



Marco Kempin,
Managing Director, Hunter Engineering Company

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THE TIRE COLOGNE 2026:
BE THERE AND FORGE NEW PATHS!



THE FULL SPECTRUM OF TIRE EXPERTISE IN A SINGLE PLACE

HALLS

3 halls
with 46.600 sqm

LAYOUT

Tires, Wheels, Trade
Circular economy,
workshop services

EXHIBITORS

Around 430
exhibitors



6, 7, 8 Reifen, Räder, Handel
Tires, Rims, Trade

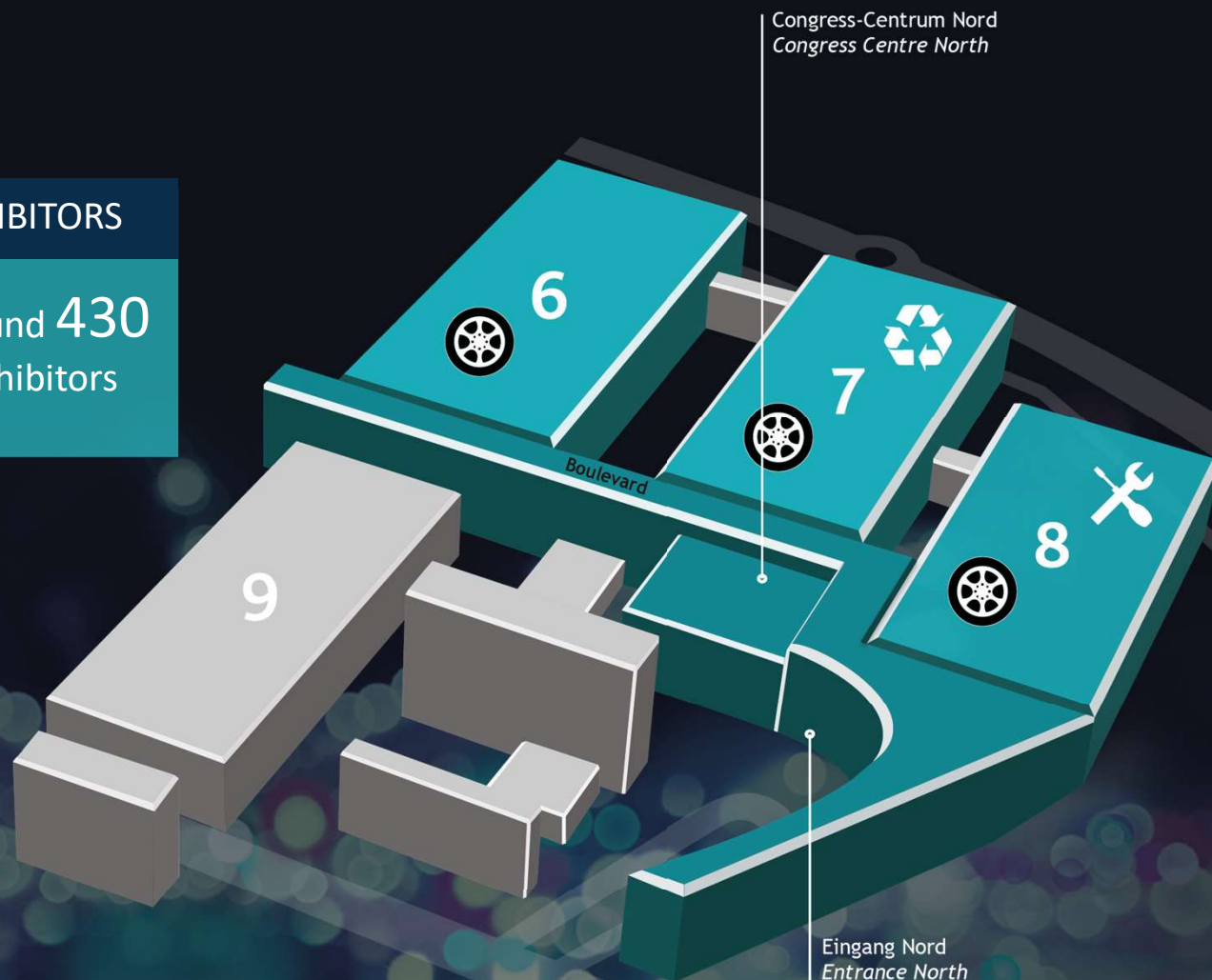


7 Circular Economy



8 WALK OF SERVICES

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TIRE Party

Networking meeting for the entire industry: 10 June 2026

- Venue: The Rheinterrassen in Cologne
- Relaxed get-together
- Major networking event for everybody in the sector
- Invitees:
 - Exhibitors
 - Stand staff
 - Trade visitors



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BE PART OF THE INDUSTRY PLATFORM – SHAPE THE FUTURE OF THE TIRE AND WHEEL INDUSTRY!

Questions? We've got the answers.



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