

INTERMOT Cologne 2010
6th to 10th October 2010



INTERMOT

e-motion

Ingo Riedeberger
Susanne Donges

INTERMOT Cologne 2010

Key facts and figures

- 2010 dates
 - *6th – 10th October 2010*
 - *Press day, 5th October 2010*
- Product segments in 2010
 - *Motorbikes, scooters, clothing, tools, workshop equipment, shop fittings, raw materials, tourism, electric vehicles and trailers*
 - *NEW: Light Electric Vehicles (LEVs) – electric bicycles, motors and batteries; Bicycles, bicycle clothing, bicycle accessories*
- Exhibitors in 2008
 - *1,052 exhibitors from 36 countries*
- Visitors in 2008
 - *136,771 non-trade visitors*
 - *55,864 trade visitors from 110 countries*
- Media coverage in 2008
 - *1,533 reports*
 - *Circulation of more than 130 million*

Electric mobility on two wheels

More than just a trend

- Sustainability and environmentally conscious living are playing an increasingly important role in our transportation choices
- Strong growth in innovative drive technologies
- More and more prototypes are being developed and presented
- The spectrum of market-ready products is continually growing
- From bicycles to scooters to motorcycles, everything is going electric
- The trade is being reshaped - there are already dealers who handle only electric/hybrid
- The dealers accept the alternative drive technologies as another source of sales income
- Sales of electric two-wheelers are steadily increasing
- There will be no end in sight for this very positive development in the long term

INTERMOT e-motion

Recognition & identification

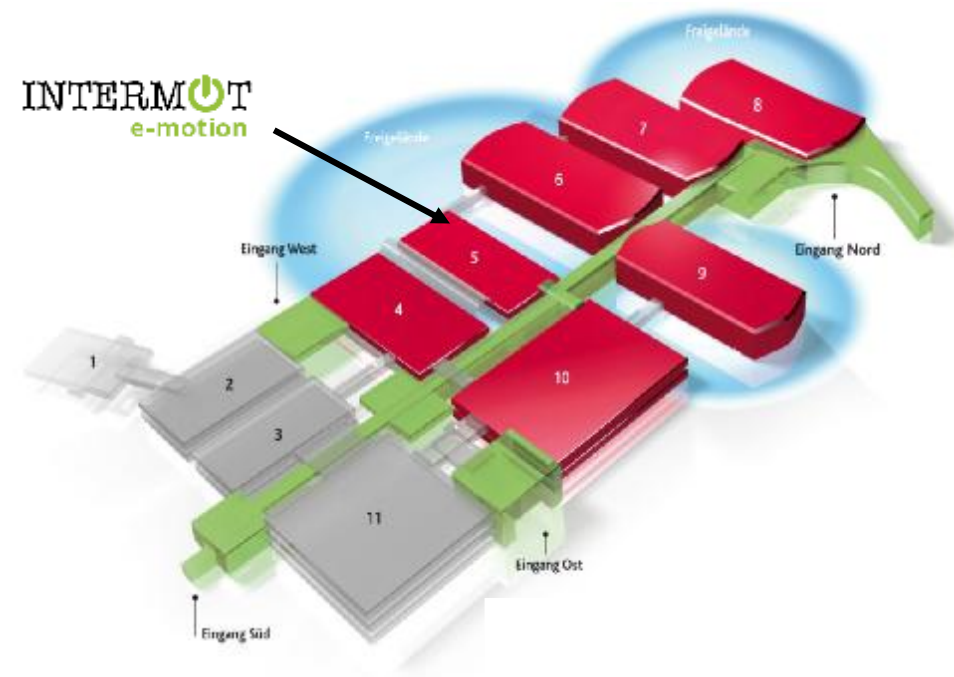
- Overview of the market potential of all electric-powered two-wheelers
- Combined and concentrated appearance at one platform
 - *Centering instead of fragmenting*
- Development of a special sub-brand in order to focus on the theme
 - *Combining emotion and motion*
 - *Clearly pointing to the symbiosis of a life philosophy with progress and movement*

INTERMOT
e-motion

Hall occupancy

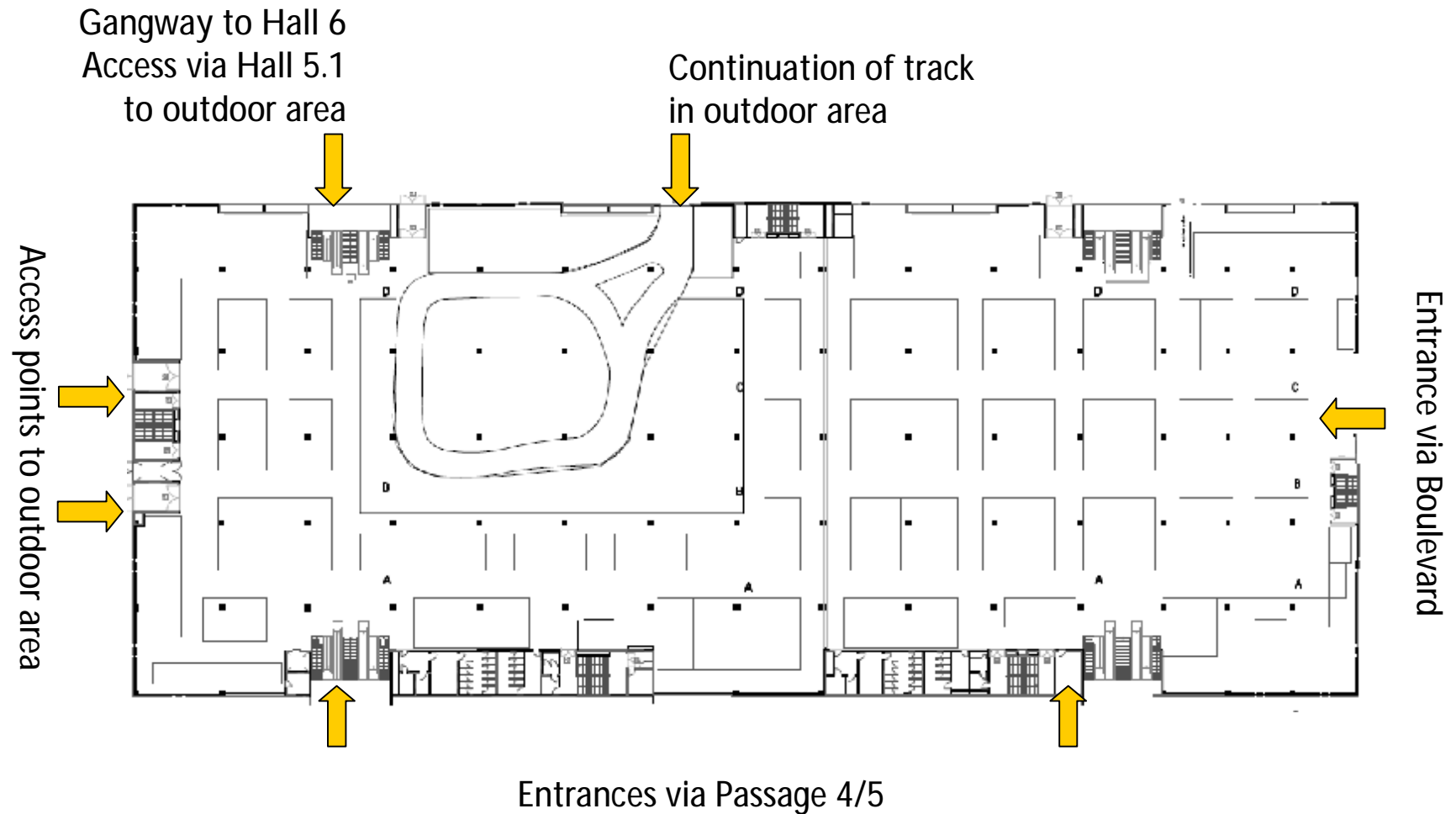
Clear structures are the key to success

- Presentation of e-motorbikes, e-scooters, hybrid scooters, e-bikes, pedelecs and further vehicle concepts, as well as batteries, motors, components and accessories, all in one hall
- Located at the heart of INTERMOT, Hall 5.2, in the middle of the exhibition centre
- Entrance at the Boulevard level promotes complete integration in the hall concept
- Access via:
 - Boulevard
 - Passage 4/5
 - Hall 5.1/6
 - Outdoor track areas



Hall occupancy

Clear structures are the key to success



Participation options

Customised to meet your needs

- Individual stand construction
 - *Your CI-compliant stand concept*
- Koelnmesse turnkey stands
 - *Select your stand construction concept*
- LEV Association pavilion (international association)
 - *Members are assured of good placement in attractive surroundings*
- Expo Time
 - *Italian joint stand*
- China Bicycle Association
 - *Presentation by selected manufacturers of e-bikes*
- All-in-one packages for pedelec manufacturers
 - *The all-inclusive package, right at the e-bike track*
 - *Limited quantity available*

Layout planning begins: February 2010
!!! Please register early, to ensure we can take your wishes into account in an ideal way !!!

Partners / themes / special exhibition

Themes that make us unique



- LEV Conference

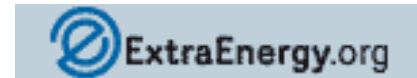
- LEV Conference organized by ExtraEnergy

- Themes: Technology for electric two-wheelers, infrastructure

- Language: English

- 300 international participants are expected to attend

- Target group: Electric vehicle and component manufacturers, research institutes, legislators



- LEV Association

- LEVA General Meeting

- Business seminar: "The global state of LEVs and what 2011 and beyond hold for the future"



- Demonstrations at workstation in the replica workshop

- aktiv Radfahren – stage program

- Informative events visitors

- Product presentations of exhibitors



Partners / themes / special exhibition

Themes that make us unique



- TTXGP
 - *First electric Motorcycle Grand Prix*
 - *Presentation of the hottest electric racing motorbikes*
- Innovation café
 - *Exhibition platform of non-commercial companies, e.g. research institutes*
 - *Discussion forum with specialists and private enthusiasts*
- Special exhibition
 - *Here big suppliers of vehicles who have their main stand in a different hall come to exhibit their environmentally friendly concepts for the future (special permission required)*

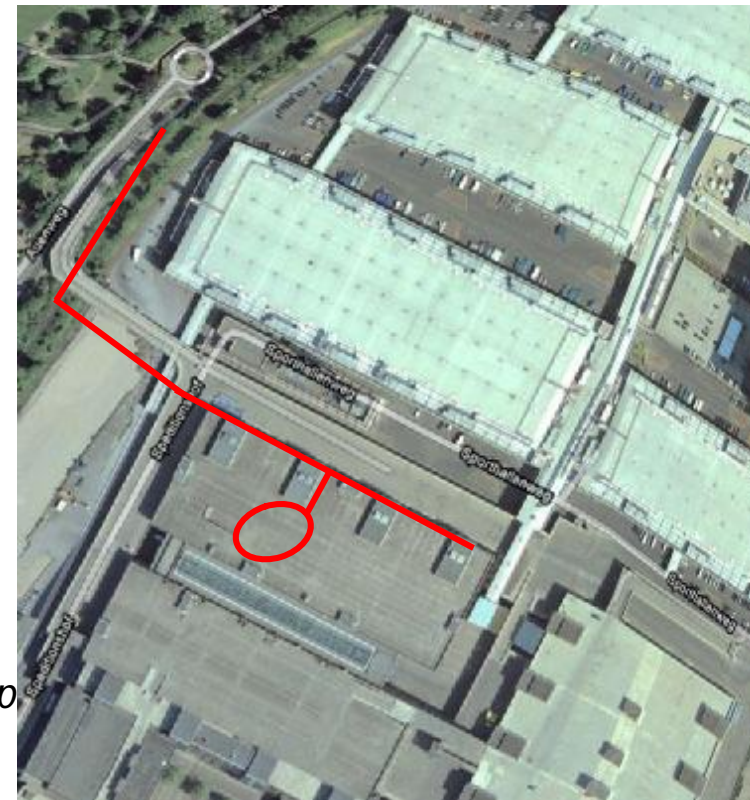


Big e-bike track

Experience electric mobility

Implementation

- Re-creating realistic situations:
 - *Speed limits*
 - *Starting and easy crossing of a ramp*
 - *Approx. 700 meters test track*
- Indoor track
 - *Slow speed, Time for getting used to the two-wheelers*
 - *Test track is not dependent on the weather*
 - *Usable for all kind of e-bikes*
- Outdoor track
 - *Challenging track with straight line*
 - *Provide an incline of 8%, using the truck ramp*
 - *Using of the full capacity of speed*



Participation at the e-bike track

Experience electric mobility



- All-in-one packages (cost: 3,600 €)
 - Stand located right at the track also serves as check-in
 - The all-inclusive package includes:
 - 16 sqm stand space, stand construction
 - Media Package, admission ticket vouchers
 - Use of e-bike track free of charge
 - Separate meeting rooms are available for rental upon request



- Check- in for individual exhibitors (Pedelec) (cost: 1,950 €)
 - Individual exhibitors have the opportunity to rent a check-in box for favourable conditions
 - Business talks and introductions right at the test-track
 - Advantage of two stand spaces in the hall → more customer perception
- Scooter exhibitors
 - Individual exhibitors of e-scooters have the opportunity to use the general check-in for their vehicles

Do you have any questions?

If so, we have the answers. Just give us a call.

Ingo Riedeberger +49 (0)221-821 2572

Susanne Donges +49 (0)221-821 3042