

# INTERNATIONAL

## DEALER NEWS

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#16

### INTERMOT DRAWS 150,000 VISITORS FOR SECOND CONSECUTIVE SHOW

The second INTERMOT Show, held at the high-tech Munich Expo Centre in Southern Germany, drew a 150,000 crowd for a first chance to see manufacturers' new model ranges and the best that the parts, accessories and clothing sectors have to offer them for 2001.

At around the same figure as that seen at the first INTERMOT in 1998, the German motorcycle industry, and in particular the IVM, the trade association behind the move to Munich, can now conclusively claim complete justification for the move from the market's traditional major home in Cologne.

The last time the motorcycle industry exhibited at the old IFMA Show in Cologne total attendance was around the 215,000 mark for an expo that encompassed both the motorcycle and bicycle markets. The industry assumption had always been that around 60% of IFMA attendees, consumer and trade, were there for the motorcycles, which meant a best estimate motorcycle industry attendance of around 130,000 people.

The primary reason for the decision to

create on all new motorcycle specific show was to improve the quality and quantity of public exposure to motorcycles; to improve the effectiveness with which the industry is able to promote its products and the sport in general.

With the benefit of two INTERMOT Shows now having been held, a critical analysis of its success in numerical terms can now be meaningfully undertaken, and the resulting conclusion is quite clear. The decision has been a sound one, and INTERMOT has successfully established itself as a better attended industry showcase than that offered by the "Cologne" Show.

While there has been some surprise voiced that at around 150,000 the attendance this year is "only" the same as that attracted in 1998, the real measure of INTERMOT's success is greater than superficial direct comparison of the total attendance figures suggests.

The estimated total motorcycle attendance at Cologne in 1996 included so many bicycle market enthusiasts and trade visitors from both sectors, that the

best estimate of the number of active motorcyclists it attracted is something like 70,000 only. A shockingly low figure given the size and importance of the German market, and one that after only two shows INTERMOT can now clearly demonstrate to have bettered.

It would appear from data released by the organisers that INTERMOT drew some 100,000 or so active or potential riders. This in itself is not a massive figure given the size of the domestic German market, but is greater by a factor of some 40% or more than the best estimate that Cologne can claim.

Therefore, the move to Munich has clearly succeeded at the most important level. However, this year saw a dramatic increase in the number of exhibitors.

With still more expected to participate in 2002, the organisers and industry alike will now be looking to see what initiatives can be taken in the run-up to INTERMOT 2002 to see the present attendance levels improved to embrace a higher proportion of Germany's motorcyclists.

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## PROFILE

In the Chinese year of the Dragon, MS Bikes of Germany have created a streetfighter worthy of the name. To find out more about this fire breathing monster, turn cautiously to pages 10 and 11.





Italian hard luggage specialist Givi always find a stylish way of presenting products which really look like they will provide years of service.



Turbocharged Hayabusa on German distributor MIZU's stand



S.C. Hill, the British based manufacturer of the DATATOOL alarm system, are looking for distributors in many of Europe's main markets.



The Swiss engineered Spartaco custom Guzzi on the Grütter + Gut stand. See also their new Cruso R1200C elsewhere in this feature.



Always looking ahead, Italian manufacturer Acerbis are among the aftermarket's heaviest investors in design. Although their core business is in the moto-cross and off-road market, their manufacturing techniques and materials know no bounds.



French exhaust manufacturer Carbon Force's booth.



German tuning company Kainzinger showed what may be one of the best styled V-Max performance conversions yet seen.



Speed Products of Germany are well known for two entirely different specialities... their Eagle and Cobra brand exhaust systems and top selling Craft helmets.