

PRESS RELEASE

German Tire Trade Association BRV at the THE TIRE COLOGNE 2026

The BRV will have its own booth and organize events at the industry's leading trade fair

(Bonn, April 9, 2026) The Federal Association of the Tire Trade and Tire Repair Industry (Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V. – BRV -, Bonn) will be exhibiting from June 9–11, 2026, at THE TIRE COLOGNE 2026, the leading international trade fair for the industry, in Cologne. "As a nationwide trade association for the German tire industry and the official sponsor of the trade show, we will of course be represented here again with a booth where we will provide information about our comprehensive range of services for companies in the tire service industry," says Association Managing Director Yorick M. Lowin.

By organizing various events, the BRV—which represents tire dealers, service shops, and tire retreaders in Germany—also rounds out the framework program provided by the Koelnmesse for THE TIRE COLOGNE 2026.

In addition to lobbying on behalf of the industry in political and business circles, the BRV's service portfolio also includes valuable support services for the day-to-day operations of its member businesses. These include, for instance, a wide range of information on the market and business management, industry-specific continuing education programs, a comprehensive insurance plan tailored to the industry, and initial consultations on legal matters. The BRV "Pneu Service" Expert Committee also offers industry businesses the opportunity to join the "Pneu Service" customer service network of German tire retailers—a nationwide network of tire service stations dedicated to serving fleet and leasing customers.

Throughout the duration of the trade show, the team from the BRV's Bonn office will be available at the association's booth (B-002) to answer questions and provide information about the BRV and its services. The booth is easy to find: it is located on the right-hand side

The Federal Association of Tire Retailers and Tire Repair Shops (Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V., BRV) is the national trade association for the German tire industry. With approximately 2,000 members and a total of 3,100 outlets, it is a strong advocate for specialized tire retail and repair businesses in Germany. In addition, approximately 140 supporting members belong to the BRV.

www.bundesverband-reifenhandel.de

of the central boulevard that leads from the North Entrance of Koelnmesse to Exhibition Halls 8, 7, and 6.

As part of the trade show's framework program, the industry association has initiated and organized various events, such as workshops on "legal pitfalls at the point of sale" and on new requirements from the statutory accident insurance program for safe tire installation. In collaboration with partners, themed areas will showcase practical solutions to common issues in tire service for [commercial vehicles equipped with tire pressure monitoring systems \(TPMS\)](#) directly on the vehicle, and will demonstrate [safe tire mounting and removal for commercial vehicles](#) in accordance with the guidelines of the German Rubber Industry Association (Wirtschaftsverband der Deutschen Kautschukindustrie, wdk). The BRV also provided the initial impetus for a planned presentation on the TIRE Stage regarding the challenges that the rise of driver assistance systems in modern vehicles poses for auto repair shops.

Those interested can find more information about the association at <https://bundesverband-reifenhandel.de/>; details about the trade show are available on the trade show website at <https://www.thetire-cologne.com/>.

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