

Topics 2027

Issue	Ad Deadline	Print Material Deadline	Publication Date	Topics			Trade Fairs
1	18.01.27	19.01.27	05.02.27	• Agricultural Tyres • TPMS • Tyre Logistics	• Truck and Bus Tyres • Retreading	• OTR Tyres: Construction Site, Earthmoving and Industrial Tyres • Recycling/Disposal	19.-22.01.2027, AutoZum, Salzburg
2	16.02.27	17.02.27	08.03.27	• Tyre Changeover: Summer Tyres for Cars • Tyre Tests • Wheel Market + Rim Accessories	• Workshop and Storage Equipment • Valves, Balancing Weights, etc. • Car Care, Car Service in Tyre Retail	• Cooperations, Franchise and Workshop System • Market Overview: Motorcycle/Scooter Tyres • Spring Trade Fair	02.-04.03.2027, Tyre Technology Expo, Hannover
Special Issue	15.02.27	16.02.27	08.03.27	Special Issue Summer Tyre Special (Supplement)	Overview of new and proven summer tyres for cars		
3	16.03.27	17.03.27	07.04.27	• E-Mobility • TPMS • Fleet Management	• Tyre Tests • Market Overview: Off-Road Tyres, 4x4, SUV, Van and Quad Tyres	• E-Commerce and IT Solutions for Tyre Retail • Classic Car Tyres	14.-18.04.2027, Retro Classic, Essen
4	13.04.27	14.04.27	03.05.27	• Preview: Autopromotec • Retreading • Recycling/Disposal	• Wheel Market + Rim Accessories • Tuning Trends • Shock Absorbers, Springs, Suspension	• Workshop Equipment for Tyre Service Businesses • Workshop and Storage Equipment	06.-09.05.2027 Tuning World, Bodensee 26.-29.05.2027, Autopromotec, Bologna
5	11.05.27	12.05.27	01.06.27	• Truck, Light Truck and Bus Tyres • Fleet Management	• Agricultural Tyres • Wide Tyre Market: UHP Tyres • Tyre Repair	• Wholesale, Cooperations, Workshop Systems • Tyre Logistics	06.-09.05.2027, Tuning World, Bodensee

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6	09.07.27	12.07.27	29.07.27	• All-Season Tyres • Workshop/Storage Equipment • TPMS • Retreading	• Van and Motorhome Tyres • Wheel Market + Rim Accessories • Wheel Alignment, Shock Absorbers, Springs	• OTR Tyres: Construction Site, Earthmoving and Industrial Tyres • E-Commerce and IT Solutions for Tyre Retail	27.08.-5.09.2027, Caravan Salon, Düsseldorf
7	16.08.27	17.08.27	03.09.27	• Tyre Changeover: Winter Tyres for Cars • Wheel Market + Rim Accessories	• Workshop Equipment for Tyre Service Businesses • Tyre Logistics • Recycling/Disposal	• Cooperations, Franchise and Workshop Systems • Preview: IAA Mobility and NUFAM	06.-12.09.2027, IAA Mobility, Munich 22.-25.09.2027, NUFAM, Karlsruhe
Special Issue	12.08.27	13.08.27	03.09.27	Special Issue Winter Tyre Special (Supplement)	Overview of new and proven winter and all-season tyres for cars		
8	24.09.27	27.09.27	18.10.27	• OTR Tyres: Construction Site, Earthmoving and Industrial Tyres • Preview: Agritechnica • Agricultural Tyres	• Car Care, Car Service in Tyre Retail and Workshops • Reports: IAA Mobility and NUFAM • Tyre Tests	• Winter Ready: Accessories, Snow Chains, Batteries, Lubricants, Care Products etc. • Special Tyres: Kart, Quad, Aircraft Tyres	14.-20.11.2027, Agritechnica, Hannover
Special Issue	28.09.27	29.09.27	18.10.27	• Truck & Bus Tyre Special	• Retreading; Sustainability • Tyre Sensor Technology and Connectivity • Fleet Management	• Tyre Changeover: Truck Winter Tyres • Truck, Light Truck, Bus Tyres • Tyre Service Equipment	
9	05.11.27	08.11.27	25.11.27	• E-Mobility • Digital Tyre Technology • Tyre Logistics • Retreading	• Preview: Essen Motor Show • Wheel Market + Rim Accessories • Tuning: Suspension, Shock Absorbers, etc.	• Cooperations and Workshop Systems • Wholesale • E-Commerce and IT Solutions for Tyre Retail	02.-12.12. 2027, Essen Motor Show, Essen

Every issue includes up-to-date information on car and truck tyres as well as reports on Business Industry and Trade, New Tyres, Portraits, Rims, Tuning, Automotive. Workshop Service, Management, Law and much more. Company portraits are also an integral part of every issue.

(Subject to change for reasons of topicality.)