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TÖFFMÄSS ^{goes VIRAL!}

The Swiss Custom scene is heading for its biggest event: The latest news on Toeffmaess 2022.

October 1st & 2nd 2022, Air Force Center Dübendorf/Switzerland

Swiss Custom Power is back in force! And it is heading for its own event, born from more than two decades of high-class custombike shows in one of the most solid markets in Europe. At the well known and well established eventsite of Dübendorf Air Force Center – organized by the team that made “Swiss Custom” the most popular part of Zuerich’s “Swiss Moto”. Switzerland’s top customizers, Bikeshow and biker lifestyle action are granted – and TOEFFMAESS will combine the experience of ten years “Swiss Custom” with new ideas at a stylish location, historic in both aviation and motorcycle history. Fact is: The Swiss Custom scene is “kickstarting” its business faster than the mainstream motorcycle market. TOEFFMAESS will showcase the best of Switzerland – and impact well beyond the borders of Switzerland!

The news came in spring 2022 - and it came at the right time: Switzerland is back - back in the Customizing business! Almost two years without fairs and indoor events have also made the Swiss scene “hungry”: For new custom bikes, for inspiration, for the opportunity to show the rolling works of art built in the last two years to the general public. O.K., neither the country nor the successful Swiss customizers, known worldwide for their excellent manufacturing quality, creativity and exceptional custom bikes had disappeared from the map in the last two years, but the future of a National Showcase for the Swiss Custom scene did not look promising after the last “Swiss Moto” in Zuerich closed its doors in February 2020. Rumors soon spread that Swiss customizers and accompanying custom service providers would no longer be - albeit one of the crowd-pleasing and most popular parts - part of a future Swiss motorcycle show and trade fair...

Swiss customizers - like most of their countrymen and women - are a very special breed: Growing up in one of the most democratic countries in the world, they were quick to decide and ready to take their fate into their own hands. The result: TÖFFMÄSS. Already, the current exhibitor list reads like a “Who’s Who” of Swiss customizing: CCCP, Bobber Garage, McSands, Svencycles, American Bike Shop/Zodiac, Tomotos and The Rokker Company were among the early bookers, other well-known names like Bächli Motorcycle Heaven, Hostettler, Oil and Rust, a whole list of Honda dealers, KessTech, Harley-Davidson Zuerich and others have joined recently. With more to come.

With the riding season in full swing, Switzerland’s customizers know the value of a well-timed event for the upcoming “customizing” months. There is no doubt that TÖFFMÄSS will be THE 2022 custombike event of Switzerland, if not for most of Europe. With a long established sense for the interests of Swiss motorcyclists, other bike themes will also be showcasing: Café Racer, Scrambler, Motorsport, Enduro and Moto Cross will be represented at Töffmäss, not least because Harley-Davidson’s “Pan American” has set a new “landmark” in a scene that has long been established by other motorcycle manufacturers. The MX-Accademy and FM Riding School will be exhibitors, where you can also book riding training with the big “Touring Enduros”, no



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matter what the brandname on the tank. Details for bike show and entertainment are available at <https://www.töffmäss.ch/Programm/>. There will be an international bikeshow for both days of the show and a "Ride-In" bikeshow on Saturday under the "Flying Carpet" in the outdoor area. Add Freestyle Moto Cross with Mike Pfister, Stuntshows, a "Motorcycle Writer Box, Live customizing crafts and art - and you will have great event. A swap meet is also planned for Sunday - the exhibitor list already promises an informative and entertaining visit, for which you'd better book your weekend ticket right away.

Details on Bikeshow and Entertainment are still worked out and will be communicated later, but the basics are already set:

TÖFFMÄSS 2022

October 1st + 2nd 2022

Air Force Center Dübendorf/Switzerland, Hangar 9 (opposite Swiss Air Force Museum)

Opening times

Saturday: 9 am - 9 pm (followed by PAAARTY)

Sunday 9 am - 5 pm

Entry: CHF 25.00/Day; 2-day pass: CHF 30.00, Bike Parking will be outside the Hall.

For further details and announcements, see the www.TÖFFMÄSS.ch website, for international keyboards, google TOEFFMAESS.ch.

Switzerland insiders will know the location in Dübendorf east of Zuerich from 30 years of SWISS LOVE RIDE, historic Hangar 9 has been used for Love Ride hospitality next to main stage and tent and usually is home to the Ju-Air Junkers Ju 52 and other classic planes.

PS: For the "international" press, inexperienced with Swiss terms: "TÖFF" (TOEFF) is Swiss nickname/term for motorcycle, even in the french/italian speaking parts of the country :)

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PRESS RELEASE IMAGES: From the HRF/Motographer archives, featuring Swiss Love Ride images and Swiss customizers already booked for the first edition of TÖFFMÄSS. TÖFFMÄSS graphics & Logos. PRESS RELEASES by motographer@gmx.de





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INTERVIEW CHRIS SCHWEIZER, TÖFFMÄSS 2022

We met Chris Schweizer at the end of April in front of the eventsite for a brief “inspection visit”, just before the 30th SWISS LOVE RIDE”, where the TÖFFMÄSS team was again heavily promoting the upcoming October date. The interview however includes the latest status of the show preparations in mid-July 2022, with the booked exhibitors and already confirmed booked program participants being constantly added to the TÖFFMÄSS.ch website. Here’s Chris Schweizer on TÖFFMÄSS 2022:

Magazin: The “Töffmäss” is well on its way to becoming “THE” custom bike show in Switzerland in 2022. How did the new event, date and location was started?

Chris Schweizer: We are working hard to make the Toeffmaess trade fair premiere in October a success - and currently the signs are very good. Ten years of experience with the extremely popular Swiss Moto/Swiss Custom combination naturally help. The start with an, admittedly not completely new, event and the new location and date is not easy – but the real reason for launching Töffmäss is, of course, the neglect – if not to say ignorance – of other trade fair organizers for the topic of “custombikes” and the custom scene. A scene that, with its great variety, creativity and size of business, definitely represents an important part of the motorcycle market in Switzerland.

Magazin: The conception of Töffmäss already started at the end of 2020...

Chris Schweizer: ...just after it became clear that the successful team-up of Swiss Moto/Swiss Custom would have no future - and the Swiss Motorcycle Show would move to Bern. The Swiss capital, but not really the “center point” for Switzerland’s motorcycle activities. The fact that our show takes place before a new general Swiss Motorcycle Show is happening is not only due to the consequences of COVID: We simply went “full throttle” with organisation and assured our event would be well placed and timed internationally. The long-time “Swiss Custom” participants knew from the beginning the value of such an event ... and that they would be rather “out of place” at a general Motorcycle Show in Bern. In terms of quality, our “early bookers” already represented some of the best-known customizers in Switzerland - and this attracted other well-known interested parties. And there are constantly new interested exhibitors calling in.

Magazin: Which is also due to the popular event location of the Töffmäss?

Chris Schweizer: Zuerich and its surroundings are without doubt THE top location for a Custombike Show. Many customizers are based around here, but also a large part of the custombike interested clientele. The fact that the Air Force Center Dübendorf is known to every Swiss motorcyclist through 30 years of “SWISS LOVE RIDE” helps the event a lot, no doubt about that! We use the massive hangar of the Ju-Air for the event - and the open area between the Swiss Air Force Museum and the hangar for outdoor activities and for parking the motorcycles. In addition, Dübendorf is also easy to reach from Germany and Austria - and is conveniently located outside the city of Zurich with excellent traffic connections.

Magazin: What will visitors see at Töffmäss?





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Chris Schweizer: To put it short: “The full Custombike packet”. And “enthusiasm” for two wheels. Following two years of “Covid break”, everyone wants to see and experience custombikes and motorcycles “in real”, talk to the builders in person, get new ideas or just “party” along. There will be an International Bikeshow - and on Saturday additionally a “Ride-In” type Bikeshow. Freestyle Moto Cross with Mike Pfister and numerous other program items are constantly added to “www.toeffmass.ch/Programm”. Renowned Swiss Biker Fashion manufacturer “Rokker” will celebrate their 15th anniversary in business at Töffmäss and almost all exhibiting customizers have announced bike premieres for the event. In addition, there will also be “Customizing Craftmanship & Services” live to see – it will definitely be two very entertaining and informative days at the fair!

Magazin: It is obvious that the spectrum of listed exhibitors already goes far beyond a pure “Custombike” fair?

Chris Schweizer: That’s correct. Interest in Töffmäss as one of the first motorcycle fair events for Switzerland – perfectly timed for the upcoming customizing season – has grown considerably. In addition, the “Swiss scene” is incredibly diverse: Café Racers, Scramblers, Hillclimbing, Streetfighters, Baggers, modern and antique racing motorcycles – now followed by the big “Touring Enduros”. Motorcycles of all brands can be refined and modified in a great variety of ways, both by “official” accessories or aftermarket parts. When Harley-Davidson introduced its “Touring Enduro” with the “Pan America” in 2020, it could not blend out the fact that other manufacturers have had similar themed bikes in their program for 40+ years. There will certainly be a few surprises in terms what else will be shown until the final trade fair opening.

Magazin: Is the Töffmäss a predominantly Swiss affair? What about international participation?

Chris Schweizer: Töffmäss is as international as a Custombike Show in Switzerland can be. Although all Covid restrictions have fallen, we are of course aware that it is not that easy for other EU manufacturers and customizers to participate in a Swiss show. After all, we also had participants and exhibits even from the USA at Swiss Custom and thus have quite a considerable experience with the conditions for a successful “appearance” in Switzerland. The most important brands are already present at Töffmäss through their Swiss representatives - and there are still some requests which are not yet confirmed. Participants with registered motorcycles have no problem anyway, neither at the Bikeshows nor as exhibitors.

Magazin: So Töffmäss will kick off the Bikeshow and Motorcycle Trade Fair season for the European Customscene on October 1st and 2nd?

Chris Schweizer: Definitely! The program and trade show set-ups are already planned, the size of the hall still gives us some flexibility in terms of exhibitors – and other program points will be prepared in accordance with the still upcoming exhibitor bookings, bikeshow entries and expected crowds. Anyone who has been a guest at past “Swiss Custom” shows knows that we focus on quality in presentation and perfection in execution. In addition, the date of the event has been chosen in such a way that we will not have any problems with any possible restrictions, even if Covid strikes again in neighboring countries. Whether this will remain so for later Indoor affairs is our best wish to those organizers. For us, we can say: Töffmäss sets the signals to “Go”!

Magazin: Thank you for this interview!





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CAPTIONS: (Images by McSands, CCCP, Töffmäss, Motographer and others)

Ju_Hangar+ChrisSchweizer_...

Töffmäss in Dübendorf: The Ju-Air hangar will be eventsite of Switzerland's biggest Custombike and Motorcycle fair on October 1st and 2nd 2022.

Ju_Hangar_

Töffmäss outdoor action area and hall: Hangar and taxiway offer a lot of space for additional activities.

Baechli_3_Brands_Ride_..., **Baechli_3_Brands_C64P7199.jpg**

BMW, Triumph & Harley-Davidson: Baechli Motorcycles will present no less than three exclusive brandnames at Töffmäss! 55 years Swiss Harley-Davidson and Customizing history will have a great showcase. Baechli "classics" and new projects are granted to be present!

Baechli_2015_ZeroStyle_IMG_8122_2.jpg; Baechli_BintangRacer_; **Baechli_2017_FlyingDiamond.jpg, Baechli50th_BIKE_B_Uniform_**

Top-custombikes from the Baechli customizing workshop!

BobberGarage+Pfeil+Rokker_C64P7719.jpg

Happy Birthday! Rokker Motorcycle- and functional fashion will celebrate their 15th anniversary in business at Töffmäss!

Digger_

"Best Chopper & Bobber" at "Bigtwin EXPO" in Houten 2021, "Best of Show" in Punta Bagna Couchevel: This super-radical Knuckle Digger will be one of the top bikes entering the International Bikeshow of Töffmäss.

Töffmäss.ch

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BobberGarage_...

Reini Servello's Bobber Garage team in Lichtenstein are truly THE "masters of old school" - even considering their modern and recently built "New School" projects. Many "Bobber Garage" custom bikes are definitely rolling pieces of art and have won bike show trophies all over the world!

CCCP_

Whoever says "Swedenchopper" in Switzerland in fact means CCCP: For 30+ years, the team of Remo "Coni" Bernasconi from Malters near Lucerne has built numerous extreme long forks and super-clean Swedenchoppers for Swiss roads, but also cool "retro customs" that have caught everybody's imagination at bike shows. His latest masterpiece was the "Ulferht" Ultra-Swedenchopper, forged in secrecy for many years and presented in 2019 - named after a medieval sword manufacturer.

Hangar_9_LoveRide2016_

The event hall for the TOEFFMAESS: Hangar 9 is directly opposite the Swiss Air Force Museum in Dübendorf, now christened "Flieger-Flab-Museum", which was home to the Ju-Air aircrafts. During the annual "Swiss Love Ride", the weather-proof catering is housed here - a perfect location for a custombike-show and -fair!

McSands_

Do NOT give Sandra and Markus Fröhlich an old or antique Harley engine!!! Unless you want to get it back as a rolling work of art - in absolutely authentic "Period Style"! These examples show how sophisticated the McSands creations are! Who else but McSands would bore a rare Two-Cam engine from the 1920s to 1340 cc and stage it as a (authentic!!!) 1920s style Chopper. Or check out the recent "crossover" of an antique Model J motor with IOE valve train with the 1970 state-of-the-art racer XR 750?

SvenCycles_

Sven Traber from Waltalingen near Schaffhausen is a Swiss custom all-rounder and well known as Sven Cycles. With a focus on performance his rides combine style and power! In addition to his custombikes, he has also built numerous high-

