



**CREATING  
A MOVEMENT**





A group of companies "Velomotors" is a widespread in Russia production and trade association specializing in the production of bicycles, ATV and snowmobiles. Betting on quality, we managed to win the trust of millions of people in Russia and all over the world.

The company was founded in 1996

The holding includes:

**3** design studios

**2** production sites

**5** logistics centers

Lyubertsy  
Moscow region

management company,  
warehouse

Kubinka  
Moscow region

manufacturing,  
warehouse

Zhukovka  
Bryansk region

manufacturing,  
warehouse

Krylovskaya  
Krasnodar Krai

warehouse

Yekaterinburg  
Sverdlovsk region

warehouse

## HISTORY OF THE COMPANY

**1996**

Foundation of the company and the first office opened in Moscow

**2001**

The first STELS bike

**2003**

Factory in Kubinka /  
Beginning of STELS bikes assembly line in Russia

**2006**

Factory in Krasnodar Krai /  
Beginning of production of STELS ATV

**2016**

Revival of the bicycle brand DESNA /  
Beginning of the production of frames for children's and mountain bikes in Russia

**2015**

Beginning of STELS product delivery outside of Russia

**2013**

Beginning of production of STELS snowmobiles

**2008**

Factory in Zhukovka /  
Beginning of production of STELS ATV and bicycle frames for city-bikes

**2019**

**>30**  
countries

**>10 000**  
retail outlets

**>1 000 000**  
units of products per year

**...AND THERE'S MORE  
OUT THERE**

# PRODUCTION

## **Zhukovka** **Bryansk region**

Area: 120 000 m<sup>2</sup>

Built in 1873

Purchased by the company: 2008

Last upgrade: 2018

## **Kubinka** **Moscow region**

Area: 12 000 m<sup>2</sup>

Built in 2003

Last upgrade: 2017





## PRODUCTION



Design studios for development and design of bicycles, ATV and snowmobiles



Robotic production lines: welding, handling of welded products, colouring



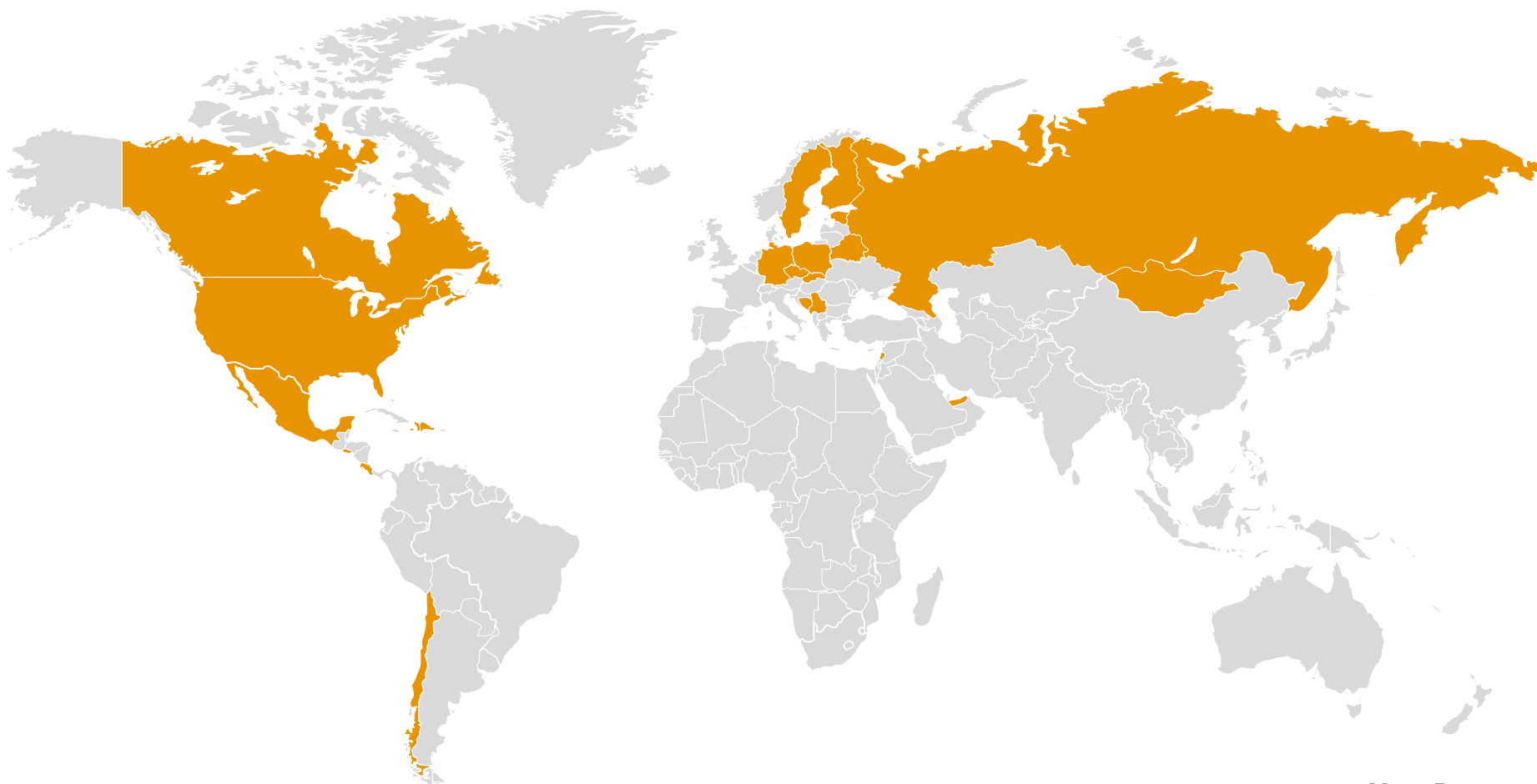
Own manufacturing of frame tubes for bicycles, ATV and snowmobiles



Testing laboratories and automated quality control process



## DEALER NETWORK - 25+ COUNTRIES



### America

The USA  
Canada  
Chile

### Caribbean countries

Mexico  
Salvador  
Haiti  
Bahamas  
Dominican Rep.  
Panama

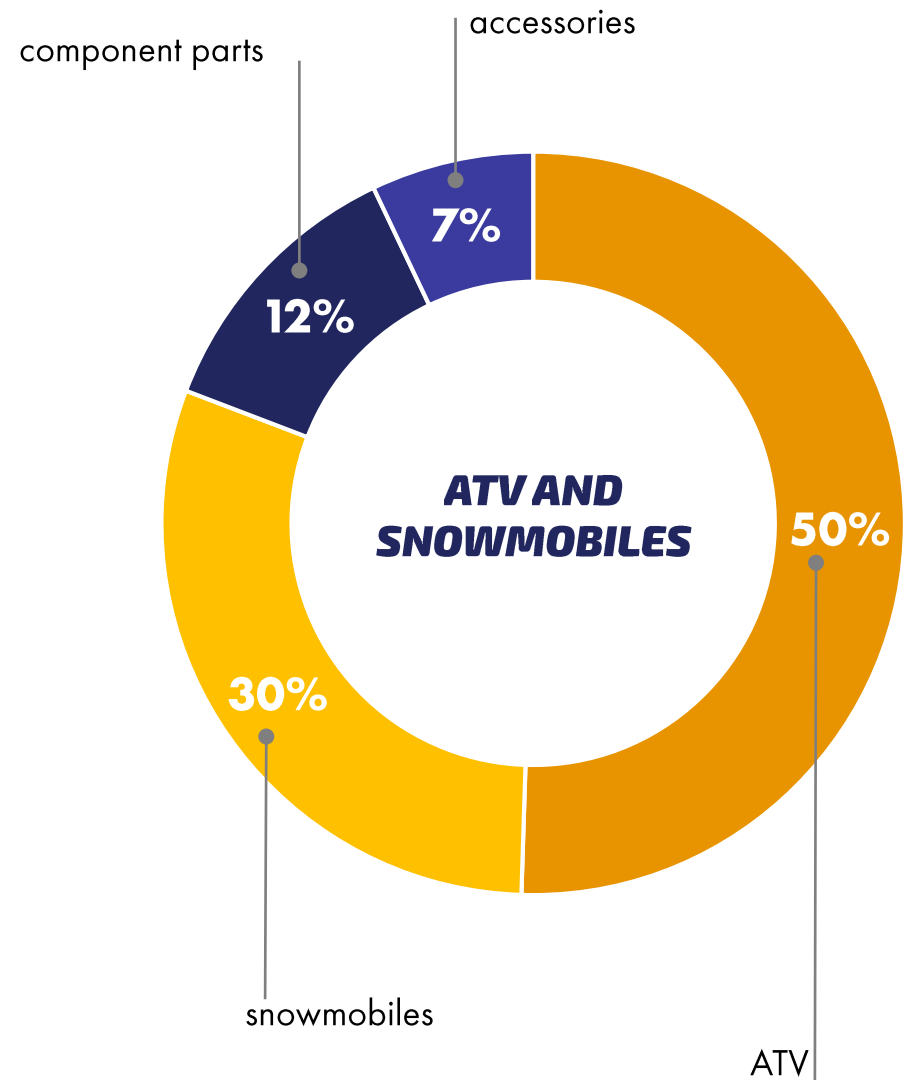
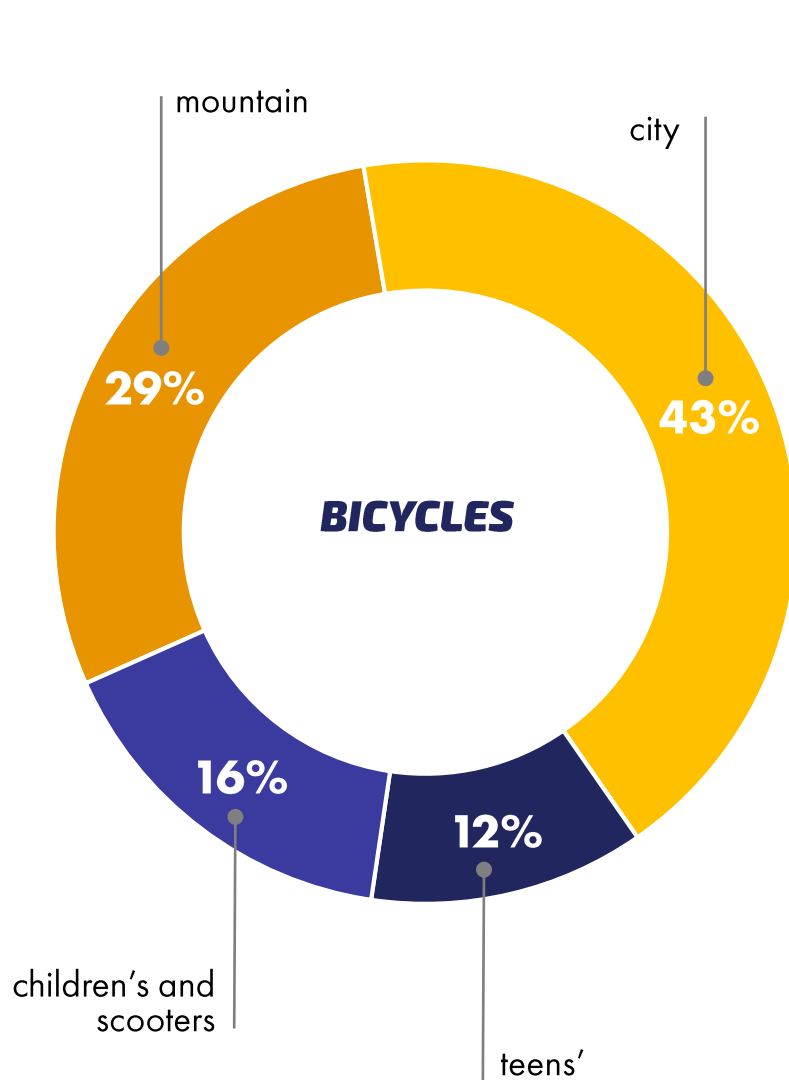
### Europe

Sweden  
Germany  
Slovakia  
Poland  
Finland  
Serbia  
Montenegro  
Estonia  
Belarus  
Czech Republic  
Bosnia and Herzegovina

### Near East and Asia

UAE  
Lebanon  
Kazakhstan

**RANGE OF GOODS**





# BICYCLES



## Leader of Russian bicycle market



every 3rd bike in Russia  
is a "Velomotors" bike



**30+** frames for adults' and  
children's bicycles



the widest range of bicycles  
in the segment





A photograph of two ATVs on a rocky, mountainous trail. The ATV in the foreground is black with yellow accents and is being ridden by a person in a yellow and black suit and helmet. The ATV in the background is yellow and black, ridden by a person in a black suit and helmet. The terrain is rugged with large rocks and sparse vegetation.

## ATV

- ATV are designed and manufactured taking into account the harsh climatic conditions in Russia

- Technical equipment is presented on 3 continents and in more than 25 countries

- Quality and reliability, proved by participation in many expeditions, winning the competitions in the segment of ATV equipment, and positive feedbacks of satisfied consumers

- The first fully Russian ATV - STELS Leopard



# SNOWMOBILES



The first Russian snowmobile  
on an aluminum frame



Leader in the utility snowmobile  
segment in Russia



Technical equipment that has  
been tested by several  
expeditions: "Ice edge of  
Russia", "The Way of Pomor",  
"The Great Andom"





## **PRIORITIES OF THE COMPANY**

### **DEMAND**

- Studying the expectations and wishes of customers
- Regular range update

### **RELIABILITY**

- Cooperation with certified component manufacturers
- Several stages of quality control in manufacturing
- Compliance with quality standards ISO 9001:2015

### **TECHNOLOGICAL EFFECTIVENESS**

- Modern, high-tech production
- Highly automated production process
- Product development based on the latest industry trends





Moscow region,  
Lyubertsy, Shosseynaya st., d. 42-a

+7 (499) 704-68-35

+7 (495) 725-26-27

[www.velomotors.com](http://www.velomotors.com)