



**CARVILLE**

ENGINEERING AND  
MARKETING COMPANY

**MANAGEMENT COMPANY**



CARVILLE Management Company is one of the leaders in sales of automotive spare parts and components in Russia and the countries of former USSR.

CARVILLE Management Company is a holding company comprising wide range of fields of concern:

- Production
- Market research
- Engineering, design and research activities
- Commercial activities, sales
- Wide advertising activities
- Internet marketing, e-commerce
- Design activities



The brand portfolio managed by CARVILLE holding includes the following trademarks:



Automotive radiators and components of cooling system



Brake pads and discs, clutches, shock absorbers, transmissions, premium components of brake system



Generators, starters, and other automotive electrics



Automotive accessories



Auto chemicals and auto care products, as well as the racing team



E-commerce  
(only for products of CARVILLE MC)



A magazine for professionals in auto business and motorists

CARVILLE Management Company was founded in 2009 as a specialized organization within LUZAR LTD and AIRLINE LTD companies, which has undertaken the function of marketing and distribution of products of two trademarks of abovementioned companies.

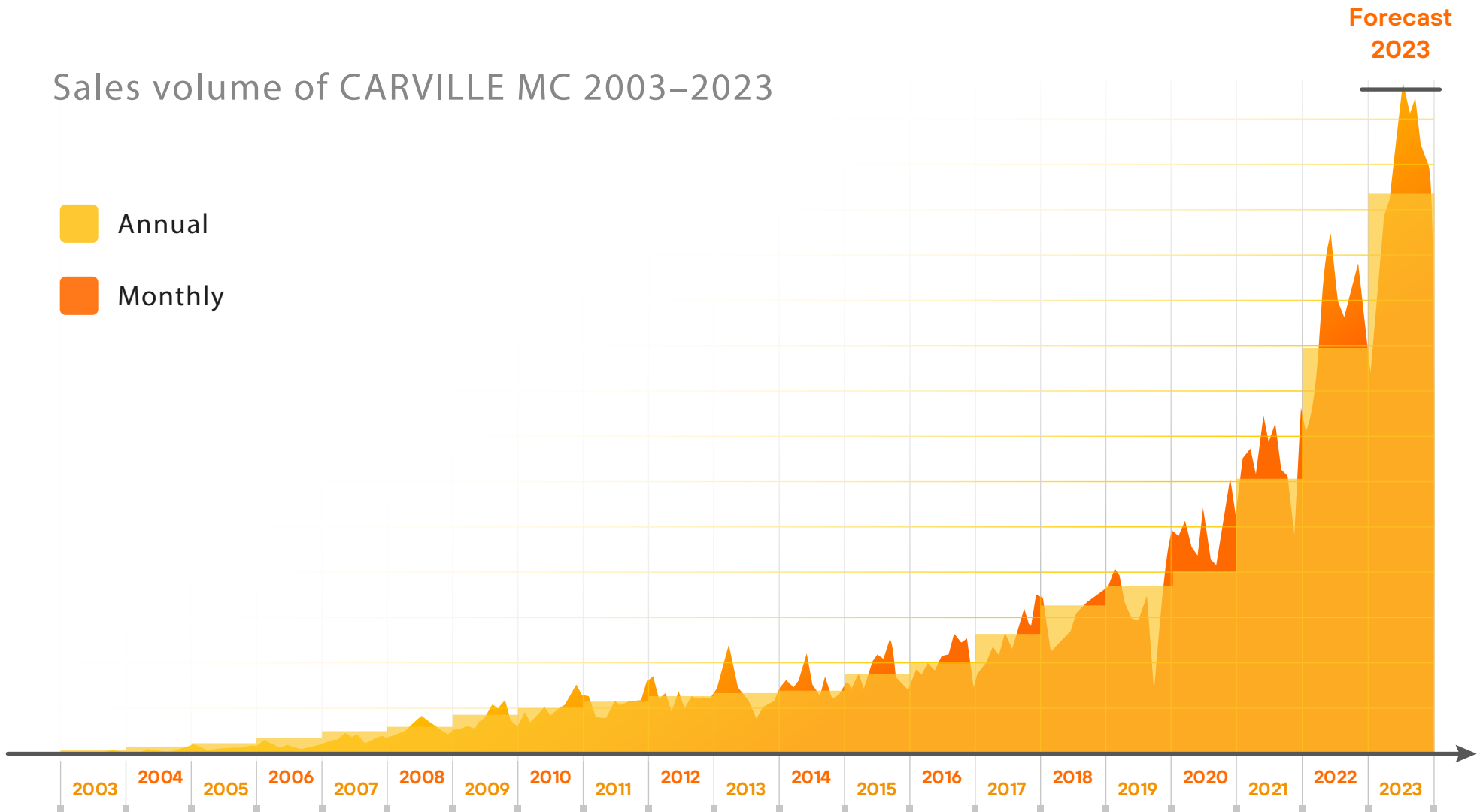
In 2010, two new product directions under two new trademarks TRIALLI and StartVOLT were added to the brand portfolio of the company and in 2019 «CARVILLE RACING» brand had been added.

Existence of such specialized organization as CARVILLE MC, which is responsible for sales, provides the following:

- Engineering, research, and innovative activities;
- Development of production activities and investments
- Sustainable management of diversified assortment of products;
- Reduction of costs for maintenance of administrative and business infrastructure;
- Document flow optimization (facilitation);
- Marketing activities, design;
- Improvement of competitive strength and establishment of leading market positions.



## Sales volume of CARVILLE MC 2003–2023



Nowadays, CARVILLE MC has achieved the following:

**1 /** Ranks among TOP-3 leading companies in a field of sales of automotive spare parts and components in Russia and the countries of former USSR

**2 /** Has a trade turnover of about 400 million USD per year

**3 /** Has a steady sales network comprising 250 business partners in Russia and the countries of former USSR

**4 /** Collaborates with 200 suppliers and manufacturers from all over the world

**5 /** Holds the leading market positions in many merchandise lines in Russia

**6 /** About 7% of profit are invested in R&D



- Cooling and conditioning system
- Brake pads and discs
- Generators and starters
- Clutch
- Bearings
- Electrics
- Rubber products
- Shock absorbers and suspension parts
- Auto accessories
- Auto chemicals and auto care products



CARVILLE MC has a powerful Engineering Department (Experimental Design & Development-Quality Control Department) which performs:

Engineering and improvement of new designs

Quality assurance, benchmark and full-scale tests

Design of test stands and toolroom operations

Medium and small-batch production

Reject analysis, repair and repacking of products

Certification activities



The most important part of engineering activities of CARVILLE MC is its research and testing laboratory

The laboratory comprises numerous test benches:

- Bench "Thermal Aero-hydraulic Pipe"
- Stand "Air-tightness test"
- Stand "Shock Absorbers"
- Stand "Durability tests of timing belts "
- Stand "Tests of sealing cups"
- Stand "Check of sensors and actuators of the ECM (electronic engine control system)"
- Stands "Checking of water pumps"
- Stands "Checking of oil pumps"
- Stands "Testing of vacuum boosters"
- Stands "Checking of generators and starters"
- Stands "Checking of ignition system"
- Stands "Checking of fuel injector nozzles"
- Stands "Checking of fuel pumps and washer pumps"
- Stands "Checking of automotive lamps"
- Stands "Checking headlights and lanterns"
- Stands "3D printer"



CARVILLE MC supplies its products to more than 250 partners in Russia and the countries of former USSR



MC "CARVILLE" is a production and marketing company; this means that upon reaching the required market share, we get a piece volume, which allows us to localize the production of these products in Russia.

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Localization of production allows to reduce the cost of production, which in future allows, by lowering prices, to achieve an even greater market share and even larger volumes.

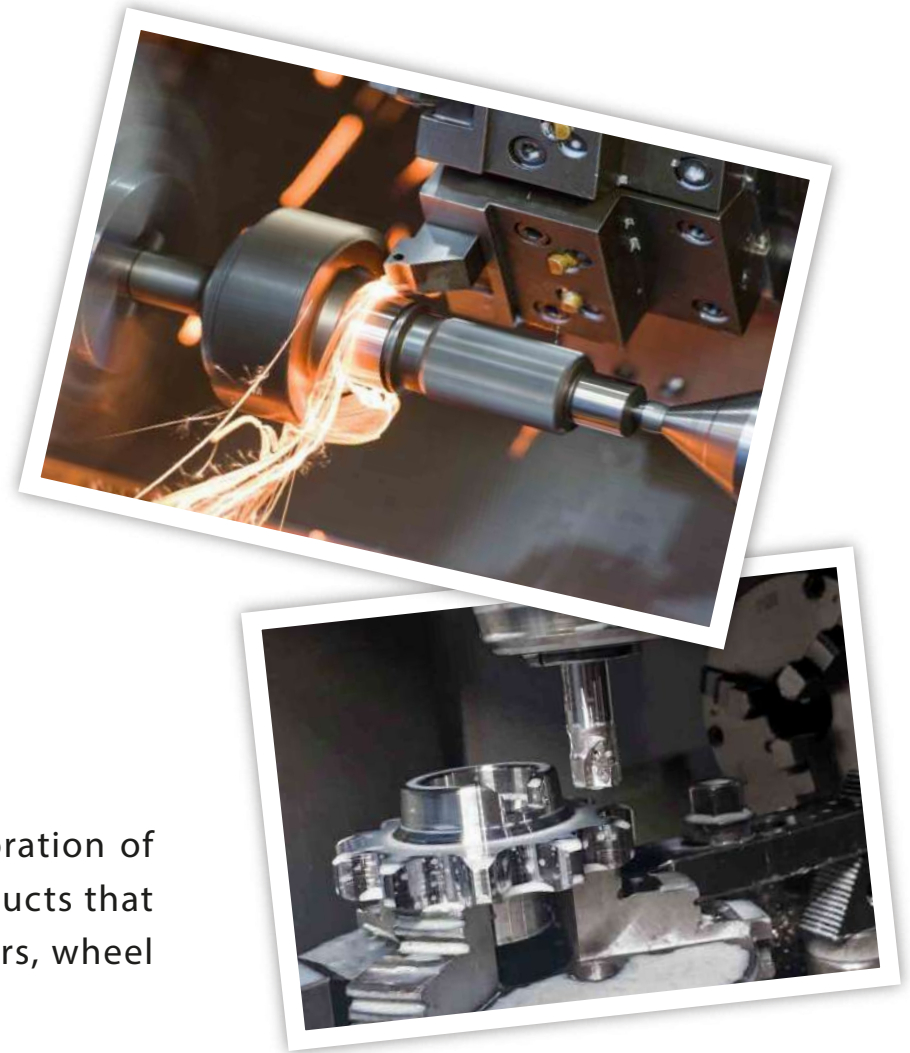
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The "mission" of MC "CARVILLE" is to create its own production (localization of production) in Russia through the development of product lines, achieving leadership and reaching the significant sales volumes.

The group of companies "CARVILLE" includes several production divisions:

- Production of Radiators
- Muffler production
- Production of electric fans
- Production of electronic parts
- Assembling Sets and Kits

MC "CARVILLE" is also engaged in the repair and restoration of some parts (only under its own brands). The list of products that can be restored is limited - these are generators, starters, wheel compressors, electric fans.



CARVILLE MC cooperates with 200 suppliers and manufactures from all over the world, inter alia under exclusivity rights. Products purchase geography covers numerous countries:

**Russia**  
Belarus  
India  
**China**  
Turkey



Storage and shipment of products are carried out from the modern warehouses with the area of more than 48.000 square meters.

- Shelf storage at a height of 12m.
- Heated space class A
- Sophisticated technologies for warehouse inventory control
- Barcoding

Warehouses of CARVILLE MC are:

- ✓ In Saint Petersburg
- ✓ In Moscow
- ✓ In Rostov region (Millerovo)





## 4000 SKU

LUZAR is a leader in manufacture and sales of radiators for passenger and truck vehicles in Russia and the countries of former USSR.

Main products:

- ✓ Radiators (cooling radiators, heating radiators, condensers, intercoolers)
- ✓ Fans (cooling fans, heating fans, air-conditioning fans)
- ✓ Water pumps
- ✓ Thermostats
- ✓ Air conditioning compressors



[WWW.LUZAR.RU](http://WWW.LUZAR.RU)



## 8000 SKU

The TRIALLI brand supplies a wide range of premium car parts.

Main products:

- ✓ Brake pads and discs
- ✓ Clutch
- ✓ CV joints
- ✓ Shock absorbers
- ✓ Bearings
- ✓ Drive belts and rollers
- ✓ Mufflers



[WWW.TRIALLI.RU](http://WWW.TRIALLI.RU)



4000 SKU

STARTVOLT is a "design" brand of automotive electrics, which products are fully developed by the R&D department of MC CARVILLE. When creating STARTVOLT products, enhanced performance and technical superiority over analogues are foreseeded. STARTVOLT products deservedly have a reputation for being "innovative".

Main products:

- ✓ Generators
- ✓ Starters
- ✓ Ignition coils
- ✓ Lambda probes
- ✓ Sensors and regulators
- ✓ Fuel pumps



[WWW.STARTVOLT.COM](http://WWW.STARTVOLT.COM)



# 4000 SKU

AIRLINE is a wide-range supplier of auto accessories and ranks among TOP-3 companies, which supply automotive accessories in Russia and the countries of former USSR.

#### Main products:

- ✓ Tools
- ✓ Compressors
- ✓ Jacks
- ✓ Vacuum cleaners
- ✓ DVRs
- ✓ Car care products
- ✓ Booster cables
- ✓ Cigarette lighter splitters
- ✓ Charging devices



[WWW.AIRLINE.SU](http://WWW.AIRLINE.SU)



1000 SKU

CARVILLE RACING is a brand that combines both automotive products and a racing team in one concept. Under the CARVILLE RACING brand a wide range of auto chemicals and auto care products is produced:

- ✓ Antifreeze
- ✓ Brake fluid
- ✓ Lubricants
- ✓ Purifiers
- ✓ Refrigerant ("freon")
- ✓ Engine oil (New 2023)



[WWW.CARVILLE.RACING](http://WWW.CARVILLE.RACING)



**CARVILLE RACING**

The CARVILLE RACING team is a chain of victories in rally (2014-2015) and road racing (2016-2021). Since 2021, the CARVILLE RACING team has also become a regular participant in the Russian Drift Championships RDS GP and RDS EUROPE.



[WWW.CARVILLE.RACING](http://WWW.CARVILLE.RACING)



Carvilleshop is the official online store of Carville Management Company, which provides an opportunity to purchase LUZAR, TRIALLI, STARTVOLT, AIRLINE and CARVILLE RACING products to any consumer anywhere in Russia and in the world directly from the manufacturer.

Carvilleshop also performs the functions of distribution cross-docking and provides daily express replenishment of warehouse stocks of MC CARVILLE partners.



# ***Движок*** про автомобили в деталях

"Dvizhok" motor magazine is a professional publisher of news about motor vehicles and automotive components. It is the only magazine in Russia, which is issued under the guarantee of a large company from automotive business area, and has become popular among private and corporate readers.

The magazine ranks among TOP-5 printed automotive media and TOP-10 web-based media, oriented towards automotive business.



