



NOVLINE
ADVANTAGE IN DETAILS

CATALOG OF ACCESSORIES

Content

NOVLINE products – are a well-balanced assortment of accessories and auxiliary equipment with maximum coverage of cars product range.



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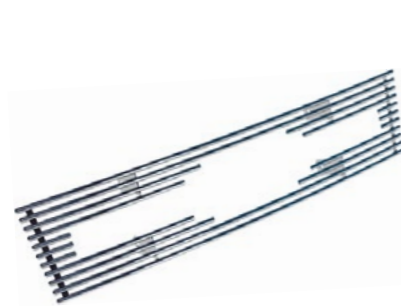
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We work hard in order to exceed expectations of our partners and consumers and we genuinely believe that advantage in details is exactly the key to success.

Igor Hromov
Owner

ADVANTAGE

IN DETAILS



NOVLINE – a Russian brand. We are proud of it!



Never look back!

The history of business started in 1994. We appeared on the market of accessories and auxiliary car equipment and started growing with it, but, at the same time, we had significant influence on its formation. The company was developing and bringing new products to market, improving already existing ones and constantly looking for the best offers and solutions. And we are still doing this.

The period of twenty years of establishment and development of the Company included stages of highly competitive struggle for market, time of active development and periods of technological breakthroughs. NOVLINE team has always been aiming for leadership and has never given up.

Nowadays we understand that there are no limits when it comes to development.

What comes next?

We are open to new horizons and realize the challenges our Company is going to meet. This is exactly what inspires us. We are changing to become even better and more competitive, because we want to push on to the next level.

How to do this?

This will be done by our team – a group of professionals sharing their knowledge and experience to new members. Internal growth provides development of the Company and lets us keep leading positions on market.

What is going to help us?

We work for our clients. Nowadays our partners include most national distributors and over twenty assembly facilities within the territory of the Russian Federation and around the world. We reach the goal together.

Our goal

To be as needed as possible. Our products and service that we provide are important for all members of the market: from an assembly facility and a national distributor to the end consumer.

NOVLINE

Sales policy

Our partners from OEM and OES segments help us improve ourselves and consolidate our leading position.

Nowadays we supply our products to 21 assembly facilities within the territory of the Russian Federation and an absolute majority of national distributors of such car brands as Toyota, Lexus, Datsun, Nissan, Infiniti, Kia, Hyundai, Ford, Lada, Mazda, Mitsubishi, Peugeot, Citroen, Suzuki, Honda, SsangYong and others.

Step by step we are developing sales of our products to outside markets, opening more and more new areas from year to year. At the moment the Company is maintaining deliveries to more than 30 countries in the world. And we are planning to expand into new markets!

Logistics

One of the main formulas for success of company activities is high quality of service. That's why NOVLINE company pays special attention to developing qualitative warehousing and transport logistics. This is the only approach that lets us fully meet requirements of our partners in a timely manner.

Nowadays our logistics center occupies 7000 m² and 22,000 pallet positions, which is perfect for providing twenty-four-hour shipping and delivery.

Team

Our employees make up a unique team of modern, proactive and determined people, whose development keeps up with the development of our Company. We have created and keep creating a powerful group employees, which is the only one capable of soaring to new heights.

Distribution

Our ambitions to be highly popular and useful for our consumers make us look for cooperation with manufacturers of auxiliary car equipment in other countries.

Having concluded first successful contracts with manufacturers of "Aragon" towbars (Spain) and "Mont Blanc" roof carrier systems (Sweden), we started working more actively with outside suppliers.

Nowadays our Company is an exclusive distributor of products manufactured by our partners, which include:

- ▶ "Mont Blanc" roof carrier systems (Sweden)
- ▶ "Aragon" towbars (Spain)
- ▶ "B-system" mechanical anti-theft devices (Russia)
- ▶ "Motordrome" spoilers and decorative body kits (Greece)
- ▶ "ARMSTER" armrests (Hungary)
- ▶ "Lago" accessories for commercial vehicles (Italy)

Engineering and production

Since the day of foundation, NOVLINE Company has been working on development and production of items for the sector of car accessories. Collaboration with the biggest car manufacturers, leading research institutes and laboratories makes it possible for us not to be satisfied with what has already been achieved, but offer market more advanced and unique products. We build our work to turn each project into reality regardless of its difficulty.

Nowadays our main commodity groups include:

- ▶ Floor mats
- ▶ Floor coverings
- ▶ Trunk mats
- ▶ Textile floor mats
- ▶ Wheel arch protection (mudguards)
- ▶ Mudguards for commercial vehicles and light motor vehicle trailers
- ▶ Mudflaps
- ▶ Skid plates
- ▶ Window and hood deflectors, headlight deflectors
- ▶ Stainless steel decorative accessories

Manufacturer's warranty, which lasts from one to three years, covers the whole assortment. Our products regularly undergo certification under ISO/TS 16949:2009.

KEY POINTS OF SUCCESS



COMFORT

UNDER ANY CONDITIONS

Can you recall how many times have mats in your car changed their position? It is good if in most cases you just put it back and continued your ride, but you could have had more serious consequences.

NOVLINE mats are designed taking into consideration all existing characteristics and exclude discomfort in the process of driving. We rely on the main idea – safety in the process of driving.

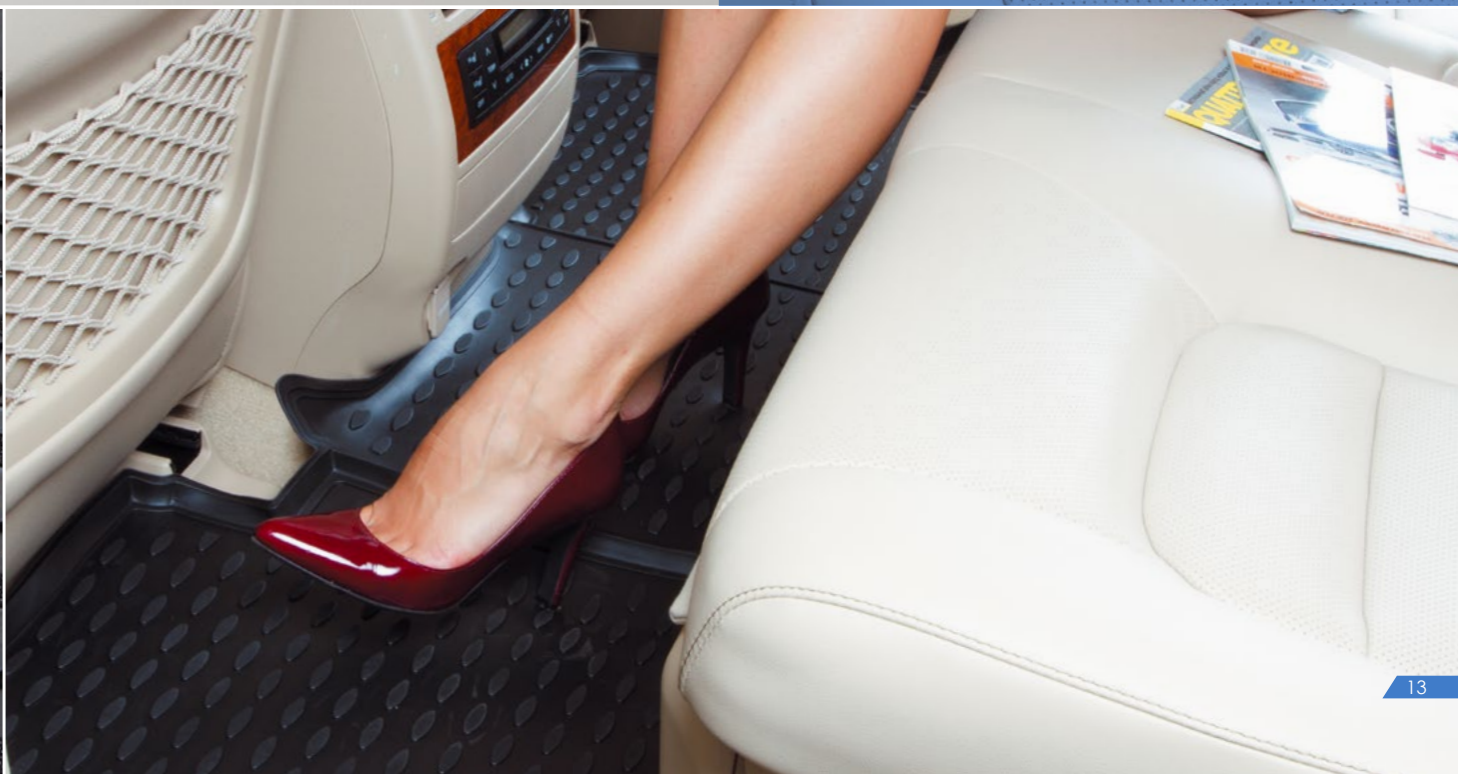
That's why we install a special fastener to fix our mats inside the car, which complies with regular counterparts. The fastener provides correct mat position considering ergonomics of a car and prevents its shirting on the floor while driving. The front part of a driver's mat is designed to eliminate unintended sticking of pedals, and the unique materials and texture offer anti-slip features. In addition, high side skirts effectively protect the car from mud, thus increasing the comfort level.

Driving with NOVLINE mats – is comfort and safety during the whole trip!

Floor mats



- ▶ Unique materials and texture of mats offer anti-slip features
- ▶ A fastener provides mat fixation to the regular counterpart, installed in the car by the manufacturer, prevents its shirting while driving
- ▶ A crosspiece provides additional protection of the back row of seats
- ▶ High side skirts effectively protect the car from mud
- ▶ Patented 3D crosspiece and bolt fully covers the driver's footrest area
- ▶ Different colors make it possible to complete design of any interior





POSITION **CONTROL**

During the years of car operation, each driver carries a lot of different cargo inside the trunk: process fluids and household detergents, food, old and dirty stuff, heavy objects and even furniture. You must admit that it is very important to keep the car clean and tidy.

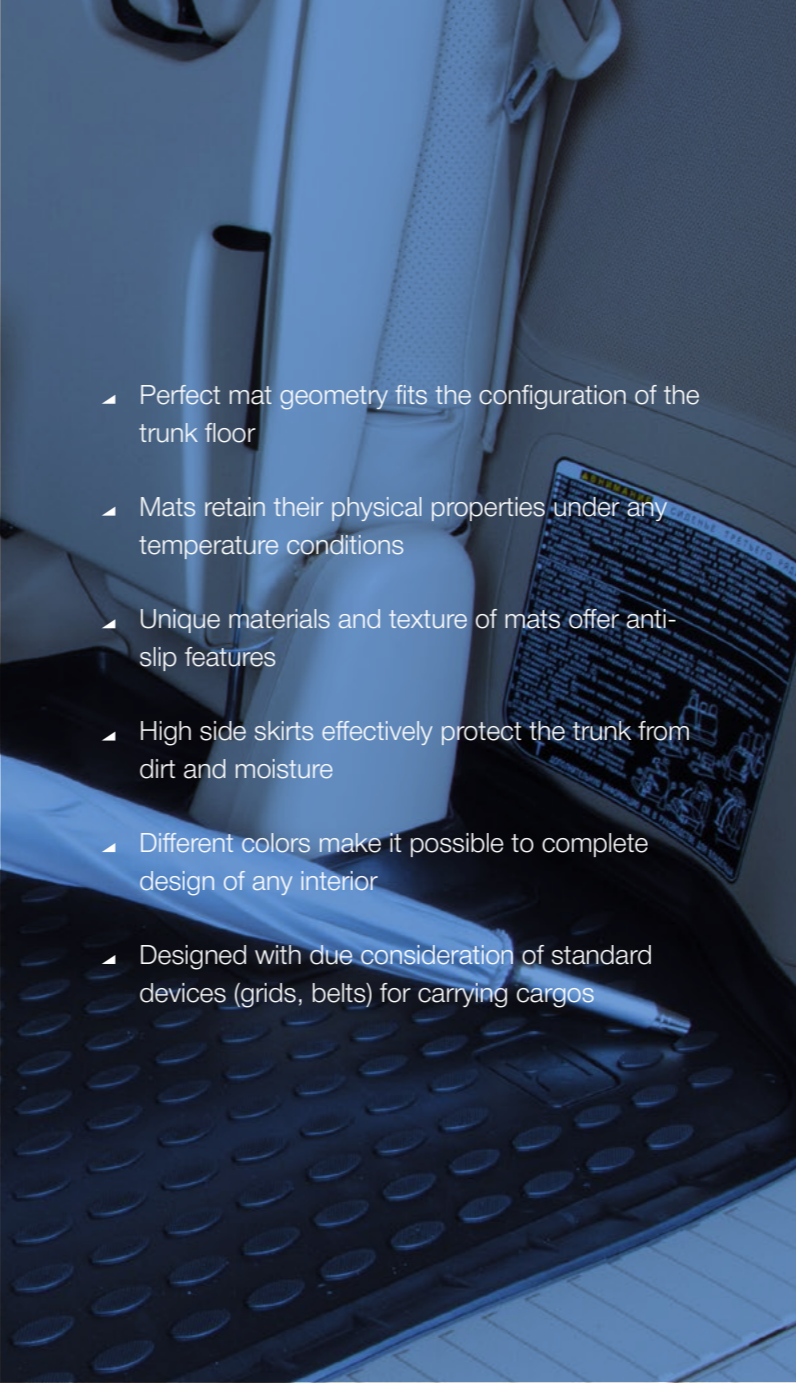
Our polyurethane trunk mats are designed taking into account the individual features of each car. They are absolutely neutral to alkalies, acids, oil products, other chemically active substances and retain their physical properties under any temperature conditions. Mats have individualized stylish patterns and shape, which fit the configuration of the trunk floor. High side skirts effectively protect the car from dirt, dust and moisture.

It is safe and comfortable to carry cargo with NOVLINE mats!

Trunk mats



- ▶ Perfect mat geometry fits the configuration of the trunk floor
- ▶ Mats retain their physical properties under any temperature conditions
- ▶ Unique materials and texture of mats offer anti-slip features
- ▶ High side skirts effectively protect the trunk from dirt and moisture
- ▶ Different colors make it possible to complete design of any interior
- ▶ Designed with due consideration of standard devices (grids, belts) for carrying cargos





FEEL LIKE

YOU ARE AT HOME

Nowadays we spend several hours a day in a car, using it to get to the supermarket, take children to the kindergarten, get to work and back or travel to long distances. Many people take their cars as the second home, which they also have to keep clean and tidy. It is becoming easier with NOVLIN textile floor mats.

Textile floor mats keep the car clean, effectively absorb dirt and moisture, can easily be vacuum cleaned and washed using different substances. They are absolutely neutral to chemical substances, which are used to treat roads in winter.

All our products are designed with due consideration of individual features of each car. We use qualitative 100% polyamide and polypropylene yarn on a rubber base in the production, and elastic borders emphasize exterior appearance of the mat and make interior of the car look complete.

NOVLIN textile floor mats will help you feel really well, just like at home!

Textile floor mats



- ▶ Close yarn increases mat service life
- ▶ A fastener provides reliable mat fixation in the car
- ▶ Polyurethane foot-step bearing protects an area of active influencing on mat
- ▶ Perfect mat geometry fits the interior of the car
- ▶ A «Velcro» strip guarantees additional fixation of the mat
- ▶ Different types of borders will help you emphasize the product exterior appearance
- ▶ A crosspiece provides additional protection of the back row of seats





LOOKING

AFTER RELATIVES

Mud from the roads sticks to your car and bills for car wash and special coatings are getting bigger and bigger? There is a way how to save money and protect your car, as well as other road users from gravel stones, mud and water coming from the wheels.

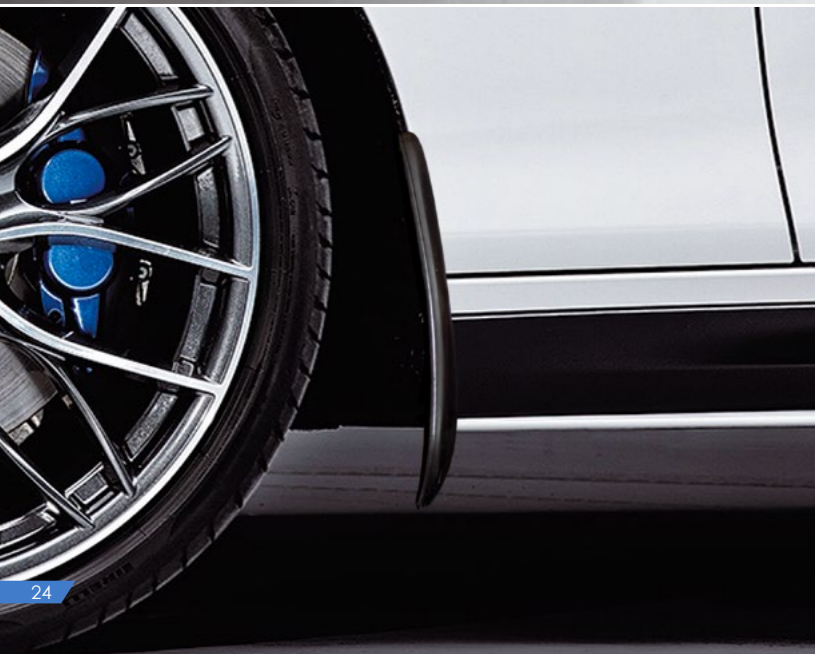
NOVLINE mudflaps are designed for cars of Russian and foreign production. They are made of environmentally-friendly material, which is resistant to mechanical effect, has the required elasticity and neutral to corrosion environment. Our mudflaps provide not only the best protection of cars, but also don't damage a bumper in mounting spots when getting onto street curbs or obstructions due to its plasticity. The tight-knit design fits harmoniously into the car exterior.

NOVLINE mudflaps – key to careful attitude to your car. Be attentive. Just the way you treat yourself!

Mudflaps



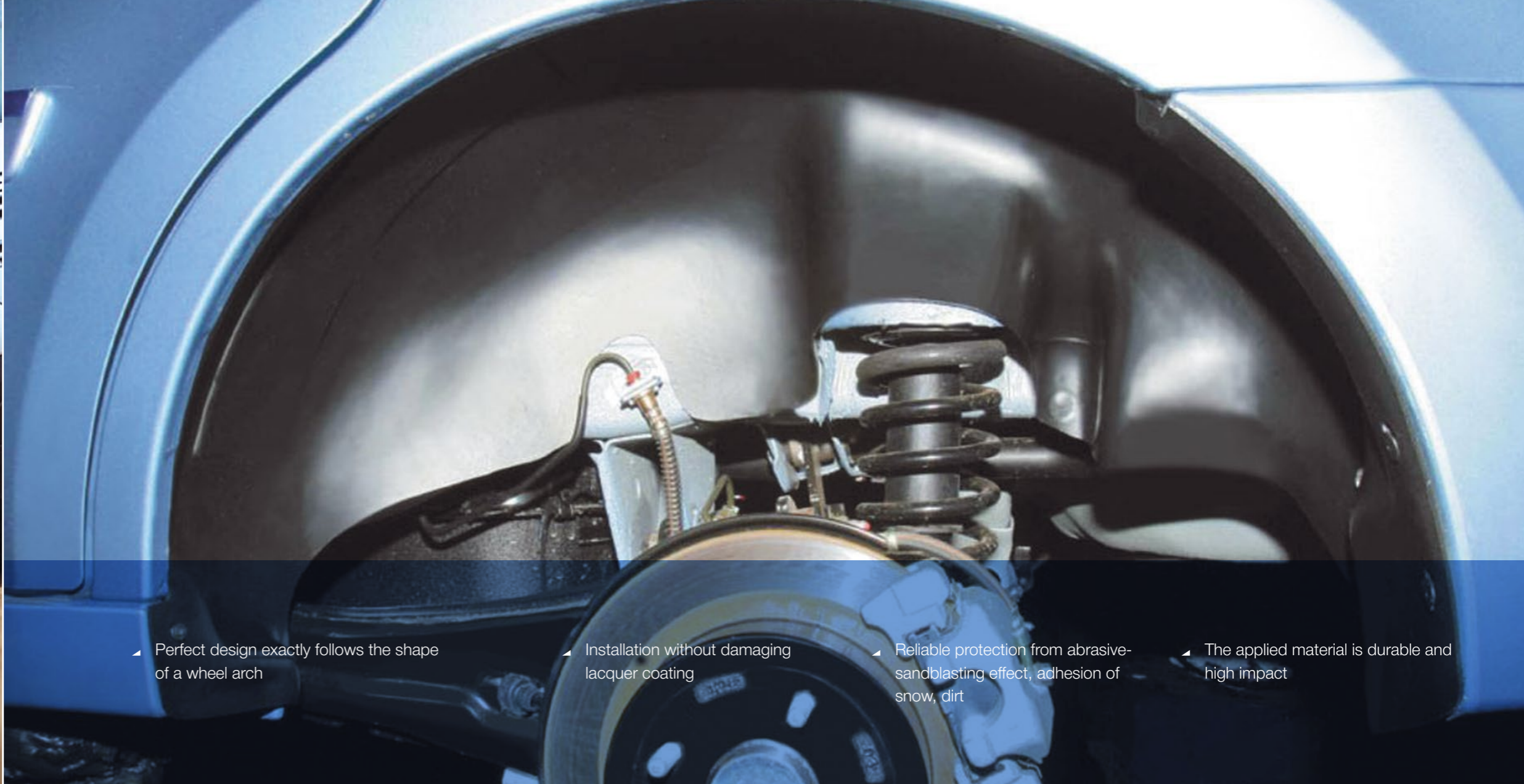
- ▶ Perfect geometry provides maximum protection of a car
- ▶ Flexible material guarantees operational safety
- ▶ Easy to install due to fixation into proper location using plastic fasteners
- ▶ Resistance to mechanical effect guarantees long-term service
- ▶ Mudflaps maintain physical properties at low temperatures
- ▶ Original design completes a car





INTO THE **GOOD HANDS**

Wheel arch
protection



Perfect design exactly follows the shape of a wheel arch

Installation without damaging lacquer coating

Reliable protection from abrasive-sandblasting effect, adhesion of snow, dirt

The applied material is durable and high impact





ENJOY THE SILENCE

These days we suffer from excessive noise impact every day. As a result, we get exhausted faster, become more irritable and less stress-resistant. This directly influences the way we drive - we let the guards down on the road, which is dangerous not only for us, but for other road users as well.

When getting into a car, we want to be alone, switch on nice music or relax after a tough working day, while enjoying the silence. To increase the level of comfort and reduce negative noise impact, NOVLINE company has designed an innovative product - mudguards with sound insulation. It has been proved that after installation of this type of mudguards, the general level of noise inside the car gets twice lower. This is essential for any driver.

Mudguards with noise insulation - only nature is quieter!

Wheel arch protection with sound insulation

Technology solution without any analogues

Double reduction of the general level of noise, which WE have already proven

The product has been designed with consideration of vertical shift of the wheel

Sound insulation material does not absorb moisture

Installation on top of standard mudguards





BE **CONFIDENT** WHEN DRIVING

There are legends about Russian roads. You can take it with a humorous undertone, but try to recall how many times your heart was sinking when you ran into snow bank or got into a pothole. The thing is that essential car elements are situated close to road pavement, and that's why they need additional reliable protection.

Skid plates of an engine and transmission elements is an important detail of each car. It protects engine compartment when running into high street curbs or ice-covered snow banks, prevents from intrusion of dust or mud, protects the car from attempts of unauthorized access to electronics with the purpose of break-in and theft.

Feel confident when driving due to NOVLINE skid plates!

Skid plates



- ▶ Galvanized fastener prevents from corrosion
- ▶ Operation of engine and restraint systems remains unbroken
- ▶ Reinforcement ribs increase integrity of skid plates
- ▶ Powder coating provides high resistance to corrosion
- ▶ Service openings provide easy access to engine components and facilitate access in the process of maintenance
- ▶ Dampers are designed for oscillatory damping of skid plates
- ▶ They can be made of steel, aluminum and plastic





READY FOR ANYTHING

Every person is unique, but many people want to stand out and create their own image. The same is with cars.

Stainless steel decorative accessories are a way to change your car and make it safer, more elegant and different from others. Due to the combination of different variants of front and rear protection, side steps, the most demandingly consumer is able to build a car, which stands out on the road.

Stainless steel decorative accessories can not only add additional characteristics to the car exterior, but they can often be a practical and functional product. These devices protect some parts of the car from mechanical damages when running into obstructions and make the process of getting into the car easier. The material used for NOVLINE stainless steel decorative accessories is resistant to scratches.

At any time of the year you are ready for anything and anywhere with NOVLINE stainless steel decorative accessories!

Stainless steel
decorative
accessories



- ▶ Application of the technology of chemical polishing provides high quality of article surface
- ▶ Combination of different materials renders it possible to make cars unique
- ▶ Make the process of getting into the car easier
- ▶ Protective element makes the process of parking more confident





BE FIT

A car, just like a human, has always to be perfect. Unfortunately, even qualitative lacquer coating covers with fractures and scratches with time.

Door sills covers make it possible to protect lacquer coating. They are made of high quality stainless steel, resistant to corrosion and scratches.

Your car won't lose its image even after long-term operation with NOVLIN stainless steel decorative door sills!

Inner door sills covers



- ▶ Designer solution that changes car interior
- ▶ Door sills protection from mechanical damages
- ▶ Stainless steel is resistant to corrosion
- ▶ Logo application emphasizes the brand





DEMONSTRATION

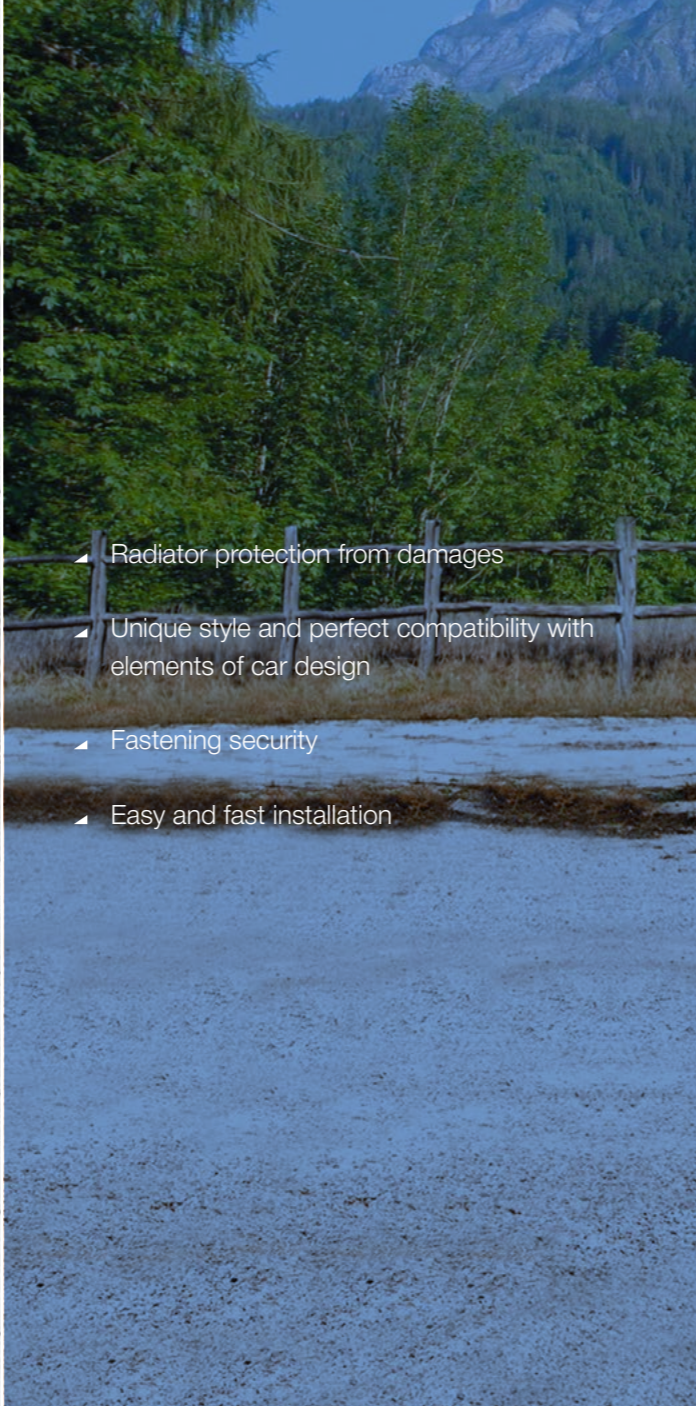
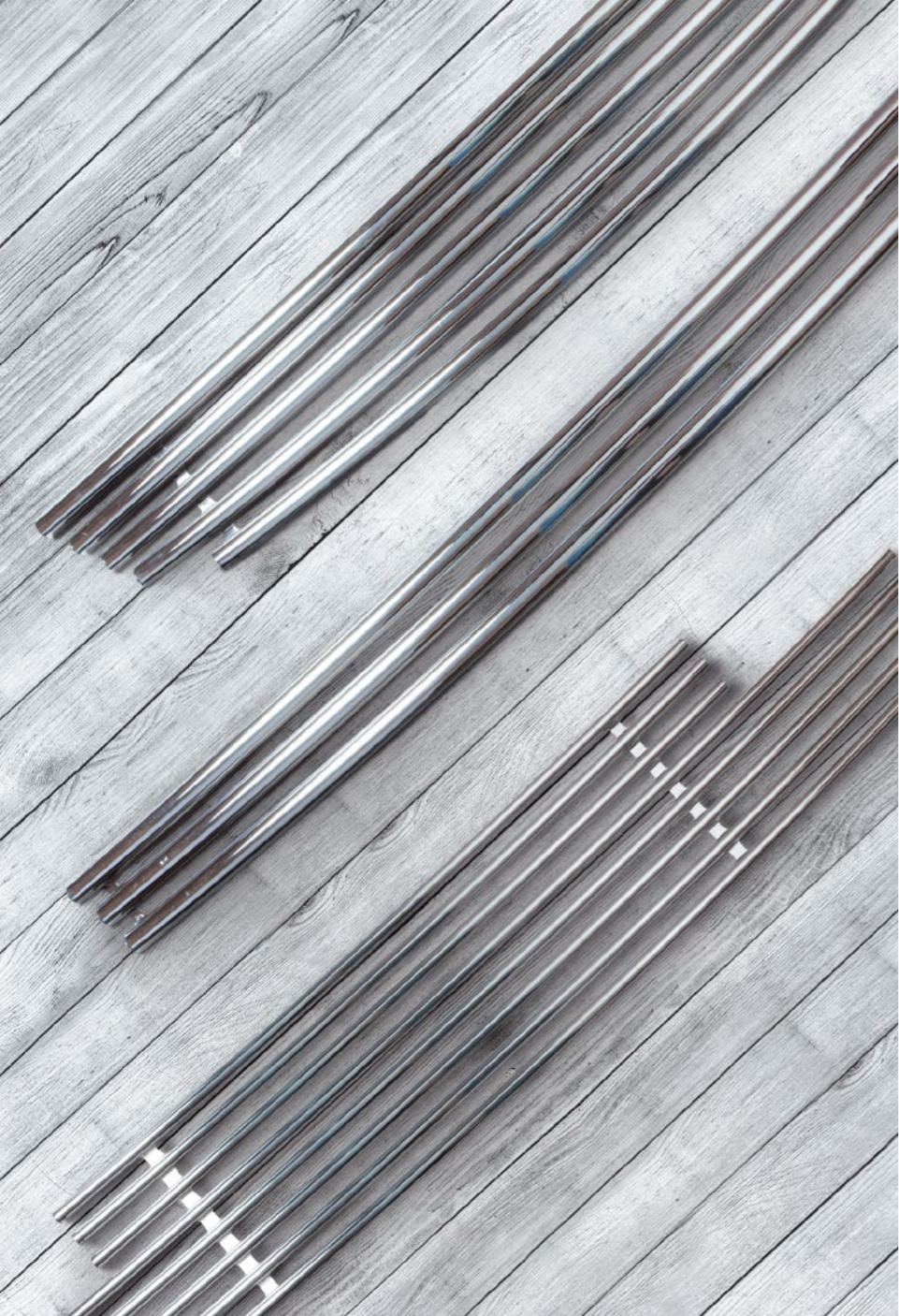
OF TASTE

Grills covers will help your car get unique and complete image. They are a bright and distinctive element of external styling, which naturally complements any other stainless steel decorative accessories.

Decorative grills covers are made of polished stainless steel. Use of unique technology makes it possible to make articles look perfect. Grills protect a radiator from damages and contamination. Installation of any accessory is performed into standard positions and does not require drilling and much effort.

Your car will make you feel delighted every time you look at it!

Decorative grills covers



- ▶ Radiator protection from damages
- ▶ Unique style and perfect compatibility with elements of car design
- ▶ Fastening security
- ▶ Easy and fast installation





ANTICIPATE

THE MOMENT

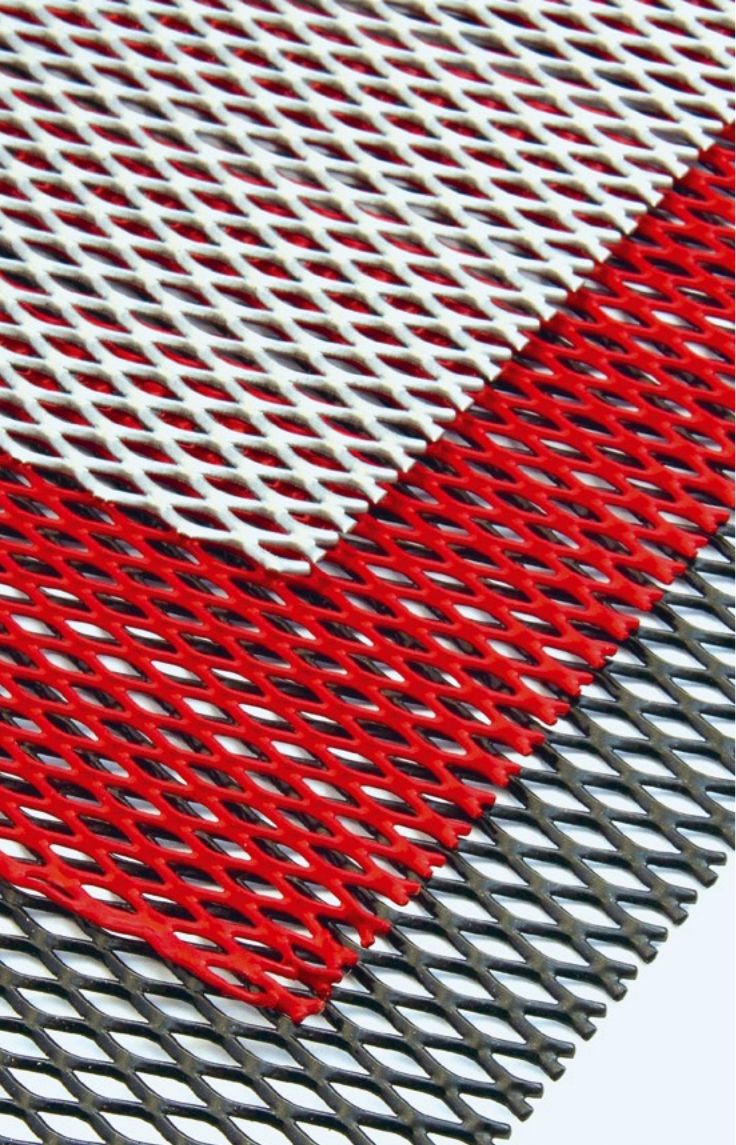
Finally, the weekends are coming. You woke up, had a cup of coffee, felt the morning vivacity and left your noise metropolis to meet the sun and new impressions. High-speed free route, fresh wind blowing in your face... Nothing can ruin your perfect mood, if you take care of car protection beforehand.

Front airflow contains a lot of small particles of stones and big insects. They lead to contamination, and sometimes to damage, which make replacement of a radiator inevitable.

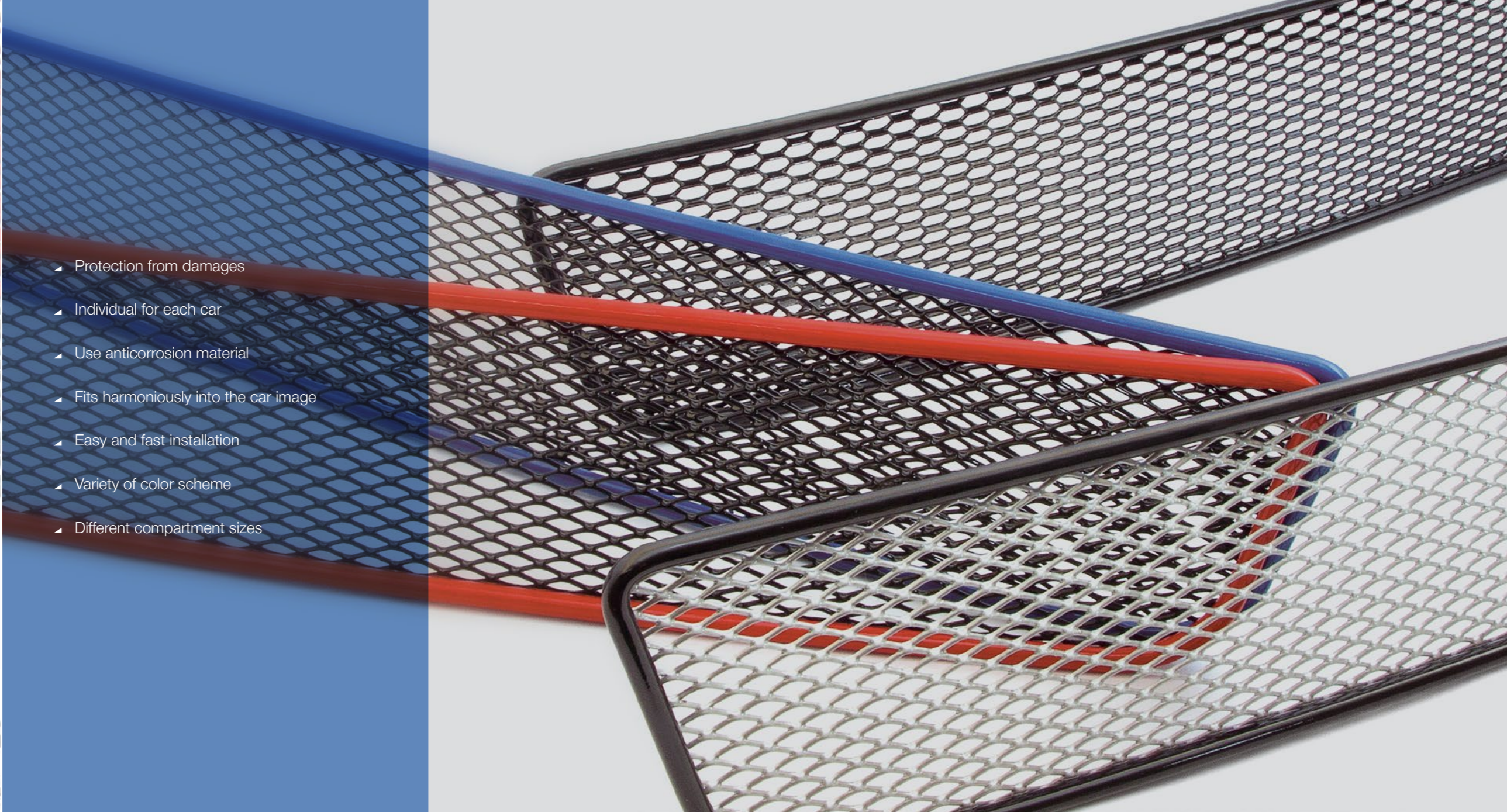
That's why we recommend fitting your car with protective radiator grids beforehand. This will help keep radiator safe and sound and drive on, without being afraid of unexpected damages.

Those who anticipate the moment win.

Protective radiator grids



- ▶ Protection from damages
- ▶ Individual for each car
- ▶ Use anticorrosion material
- ▶ Fits harmoniously into the car image
- ▶ Easy and fast installation
- ▶ Variety of color scheme
- ▶ Different compartment sizes





BREATHE **FREE**

Every car needs a deflector, just like people need sunglasses at the beach.

Nowadays deflectors are one of the most common accessories. In any weather conditions you can control microclimate in your car due to window deflectors. They prevent contamination of side glasses, provide better observation and increase road safety.

Hood deflectors adjust airflow, prevent fractures and scratches and keep lacquer coating of the car hood safe.

NOVLINE deflectors are designed individually for each car; they are easily installed and can be used for a long period of time. Modern materials provide ease flexibility and resistance to mechanical stress.

Breathe free at any time of the year using NOVLINE deflectors!

Window and hood
deflectors, headlight
deflectors



▶ Prevent side glass contamination

▶ Installation on windows using double-sided adhesive tape

▶ Protection of hood and windshield from mechanical damages

▶ Installation of the hood using reliable mechanical mounting





INVENTIONS

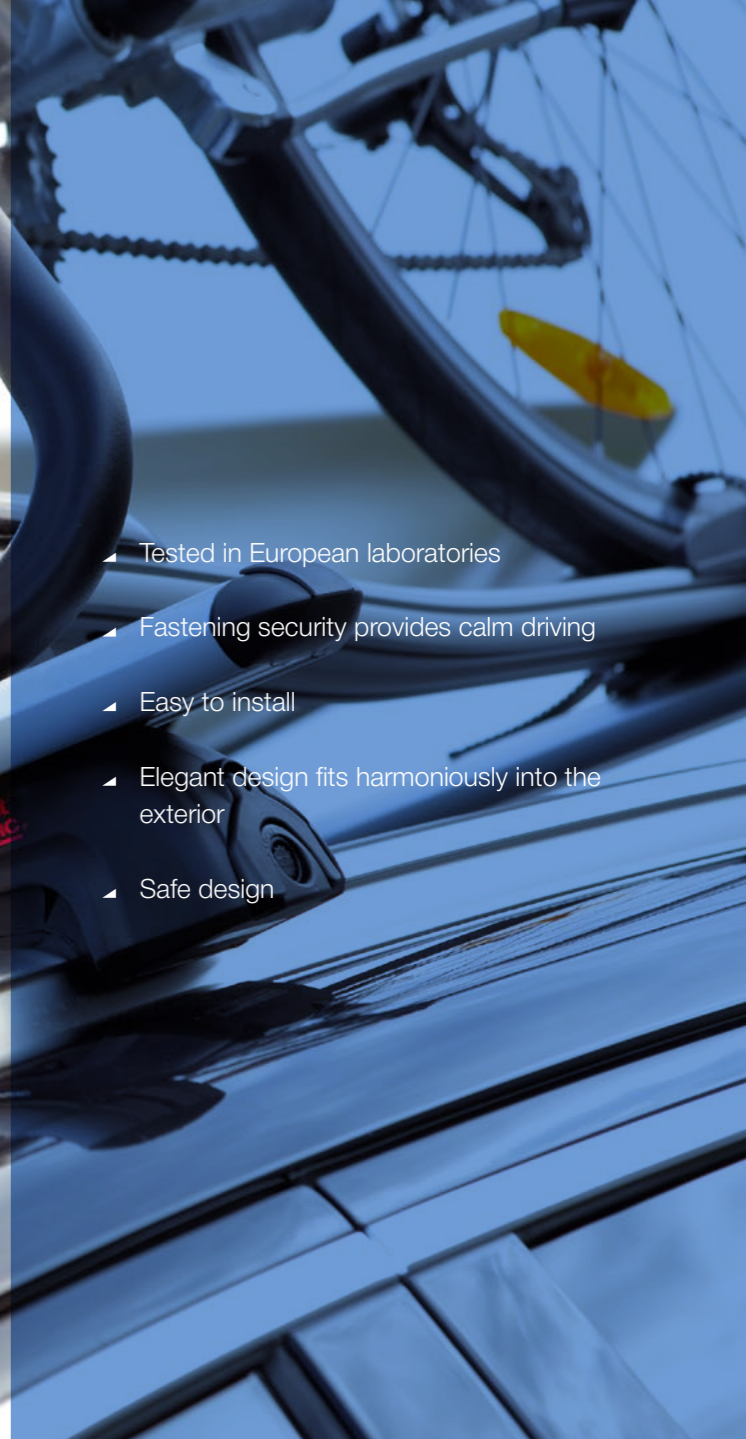
ARE CLOSE TO US

Nowadays people pay much attention to healthy lifestyle. Some of them spend time in gyms, others go to dance schools and the rest of them prefer doing sport outdoors. A Sweden company Mont Blanc has specifically manufactured a line of roof carrier systems, fasteners and accessories to help the last category of people carry sports equipment: bikes, skis, snowboards, surfboards and other stuff. The company also presents grids to carry dogs and different choices of fasteners to transport oversized and long cargos.

Mont Blanc – is an advantageous quality-to-price ratio. Roof carrier systems are easy and comfortable to install, and, as a rule, don't require instruments in the process of assembly. Roof carrier systems are made of modern materials considering the highest requirements of car industry and consumers. The quality of products is regularly verified by QS 9000 and ISO 9001 certificates.

Open new interests for yourself together with Mont Blanc!

“Mont Blanc” roof carrier systems



- ▶ Tested in European laboratories
- ▶ Fastening security provides calm driving
- ▶ Easy to install
- ▶ Elegant design fits harmoniously into the exterior
- ▶ Safe design





JUSTIFIES

CONFIDENCE

We are in constant motion, aim to leave the city for the weekends and spend them in the country with family or friends. Our interests and needs are growing and a light motor vehicle is not big enough for us to take everything we need with us.

The products of a Spanish manufacturer – Aragon company is ready to help by turning out towbars for towing trailers, jet skis, yachts, motor boats, mobile country houses etc.

Aragon towbars are produced for different types of light motor vehicles, sport-utility vehicles and commercial transport of domestic and foreign manufacture. The used equipment and modern production technologies guarantee the highest European quality of products.

You can confident of high quality relaxation with Aragon!

“Aragon” towbars



- ▶ Assembly and disassembly of a hook without any efforts
- ▶ Modern electrical equipment
- ▶ Unique long-term hook covering
- ▶ Variety of easily removable hooks
- ▶ Compliance with technical characteristics has been approved by the international certificate
- ▶ Removable hook – the main requirement for entering EU territory
- ▶ Compatibility with domestic and foreign cars





Long distance ride, traffic jams, business trips – all of this is absolutely tiring for a driver. Comfortable armrests usually make it possible for you to take rest while traveling by putting your arm in the rest area.

A manufacturer of ARMSTER armrests, RATI KFT company is the only one on Russian market, which is an authorized armrest manufacturer that supplies its products to European representative offices of the leading automobile groups of companies. RATI company imposes high requirements to its suppliers, quality of raw materials and components. This helps the company products meet the highest OEM quality standards.

You won't get tired with ARMSTER!

YOU HAVE A RIGHT TO **RELAX**

“Armster” armrests



- ▶ Ergonomic design
- ▶ Increased admissible load
- ▶ An additional container for little things is packed
- ▶ Reliable and simple fixation





ALL **GUNS** BLAZING

Style, speed and improved aerodynamics – these are the things that come to mind of a consumer, who treats a car not just like a vehicle, but something more important.

Motordrome company has more than 25 year experience of designing related to aerodynamics and improvement of automobile outside appearance. The company has a modern manufacturing complex, which is certified according to ISO 9001-2008 and it uses only advanced technologies for manufacturing hollow molds using solid aluminum alloys. All articles are adapted to different climatic conditions of Europe and Russia and notable for their increased environmental durability and age resistance.

You are going to be faster than the wind with Motordrome!

“Motordrome”
spoilers



- ▶ Bright design
- ▶ High quality of materials
- ▶ Production of a special series, restyling



CERTIFICATES



IQNet
THE INTERNATIONAL CERTIFICATION NETWORK
CERTIFICATE

IQNet and Certification Association "Russian Register" hereby certify that the organization

NOVLINE LLC limited liability company
Moskovskaya Str., administrative building, office 301, 141112, Shchiolkovo city, Moscow region, Russia

for the following field of activities
organization of design, development, production and realization of sales and delivery of all kinds of automotive carpets, luggage systems, chains, mudguards, deflectors, underbody protection, protective and decorative accessories, mechanical anti-theft device, under the battery trays, fenders, wings, traction device and other car accessories made of different types of polymers, rubber and epoxy resins, as well as wares from metals and alloys, designed to protect the engine compartment and transmission car's parts

has implemented and maintains a
Management System
which fulfils the requirements of the following standard
ISO 9001:2008
Issued on : 19th March, 2014
Validity date : 19th March, 2017
Registration Number : RU-14.0243.026

Michael Drechsel
President of IQNet

Arkady Vladimirtsev
Director General of Russian Register

IQNet Partners:
AENOR Spain APICOR Certification France AB-Viscotec International Belgium ANICE-SEIIE Mexico APICER Portugal CCC Cyprus CIBQ Italy CQC China CQM China CQR Czech Republic Cve Cert Croatia DQS Holding GmbH Germany FCAV Brazil FONKONORMA Venezuela SCORTEC Colombia IMNC Mexico Suspecta Certification Finland IRAM Argentina JQA Japan SFG Korea MOTTEC Greece MEST Hungary Nemko AB Norway NQA Ireland PCBC Poland Quality Austria Austria RQ Bureau 901 Brazil SQA Slovenia SIRM QAS International Malaysia IQS Switzerland IRAC Romania TIST St Petersburg Russia TSE Turkey YUQI Serbia IQNet is represented in the USA by APICOR Certification, CIBQ, DQS Holding GmbH and NQA Inc.
* The list of IQNet partners is valid at the time of issue of this certificate. Updated information is available under www.iqnet-certification.com



BUREAU VERITAS
Certification

of Approval
to
NOVLINE" Ltd.
Khotkovsky proezd,
Moscow region-Russia

Management System of the above organization has been issued with the requirements of
ISO 9001:2008
- Third edition
with specific requirements

SCOPE
Design, development and manufacturing

PERMITTED EXCLUSION(S)
None

PRODUCT(S) DELIVERED
Metal service parts, molded polymer interior/exterior service parts

Date of application: 7 September 2013
Date of approval: 6 September 2016
L017-Certification No: 100094

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Date of approval: 6 September 2016
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Arkady Vladimirtsev

SCOPE
REMOTE SUPPORT FUNCTIONS
"Novline" LLC
Khotkovsky proezd,
Moscow region-Russia
Manufacturing of Novline" Ltd
Khotkovsky proezd,
Moscow region-Russia

Contract/Trade Name: "Novline"
Manufacturing Distribution

Date of application: 7 September 2013
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L017-Certification No: 100094

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PARTNERS



novline.com
Info@novline.com
+7 (495) 777-54-59