



**MOTO MUS**

[www.motomus.ro](http://www.motomus.ro)

2023

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COMPANY PRESENTATION

# About us

**Who we are?** - *We are an experienced team passionate about the motorcycle business. In a continuous development and innovation, we offer to customers products and services so that their journey on two wheels is an exceptional one, with maximum safety and comfort.*

*With an experience of over 15 years in the trade of motorcycles on the Romanian market, the period in which we became one of the best-known and most appreciated companies in Romania, we managed to sell over 10.000 motorcycles and scooters.*

## MISSION

*For our customers confort, safety and satisfaction, we carefully choose the products from the most renowned manufacturers and offer advice on choosing the right motorcycle, accesories and equipment.*

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## VISION

*Each person should use a proper motorcycle for their adventures, need of adrenaline, for an effective recreation, and last but not least, to avoid infernal traffic, inadequate parking places, thus reducing fuel consumption and pollution of our planet. We ansure for any customer a correct and adapted offer according to his needs.*

## VALUES

*We are an experienced, well trained team, each of us beliving firmly in transparency, fairness, seriousness and sincerity. Through our proven credibility we have managed to win the trust of clients from every corner of our country.*

*With a strong and full of innovation character, we are the first to offer motorcyclists unique warranties and benefits, openers of good practices in this regard for the benefit of the customers, defining a new standard of service quality in the motorcycling world of Romania.*



# Company history and development

2007 - The beginnings

**Started selling used motorcycles and scooters**

During the first year of activity, we sold over 100 used scooters and motorcycles

2008 - 2018

With a constant grow since 2008, we have been chosen as partners by brands with history and reputation and our business became a benchmark for many companies in Romania.

PRESENT

**CURRENT STOCK**

**10.000+** motorcycle equipment and accessories

**100+** Used motorcycles and scooters

**100+** New motorcycles and scooters

**800-1000 motorcycles sold annually**

New motorcycle and scooter market:

- Benelli (distributor)
- Kawasaki (dealer)
- Yamaha (dealer)
- SYM (dealer)

# History through the eyes of the owner

## 2007

I brought the first scooter at my sister's request, followed by 3 others and later, due to high local demand, I brought 10. The first scooters were repaired and prepared in a backyard and then sold.

## 2008

I needed the first employee and completed the paperwork for opening the company – Moto Mus Design SRL. In the middle of 2008 we rented a place where we could store and repair the scooters and also we prepared a corner for scooter parts. By the end of 2008 we already needed a larger space for storage, repair and parts.

## 2009

So, at the beginning of 2009, just on the verge of the financial crisis, we bought a place where we could carry out the entire activity. In the middle of 2009 we were the only company that offered a 6-month warranty on used motorcycles and scooters.

## 2010

For each client to benefit the warranty regardless of the time of the year in which he bought the motorcycle, we introduced the 12-month warranty for used vehicles.

## 2012

It was necessary to expand and rented a space of 400sq meters for motorcycle storage.

**2014**

More and more customers were requesting motorcycle accessories and we decided to import GIVI accessories.

**2016**

We started distributing SW-MOTEC products in Romania.

**2019**

After a lot of planning, we opened our first motorcycle, equipment and accessories showroom in Cluj-Napoca, Transylvania.

**2020**

During the pandemic we have experienced our best year so far in sales of motorcycles, equipments and accessories.

**2021**

By the month of July, we managed to reach the turnover from the whole previous year. In the beginning of the year we've extended our motorcycle warehouse in Gherla and moved into a new Showroom in Cluj-Napoca, three times bigger than the previous one.

**2022**

We became Benelli Motorcycles and Cardo Systems distributors in Romania.

**2023**

We are recording a success with Benelli Motorcycles, getting into top 10 brands in matter of sales in just one year. Due to high demand for motorcycles, we doubled our logistics space, move all offices into a new location and we also doubled our motorcycle servicing area.

Currently MOTO MUS have 22 employees.

# Portofolio

## VEHICLES

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### New vehicles (+100 in stock)

- **Benelli** Motorcycles (sole importers)
- **Yamaha** Motorcycles
- **Kawasaki** Motorcycles
- **SYM** Scooters

### Used vehicles (+100 in stock)

## EQUIPMENT & ACCESORIES

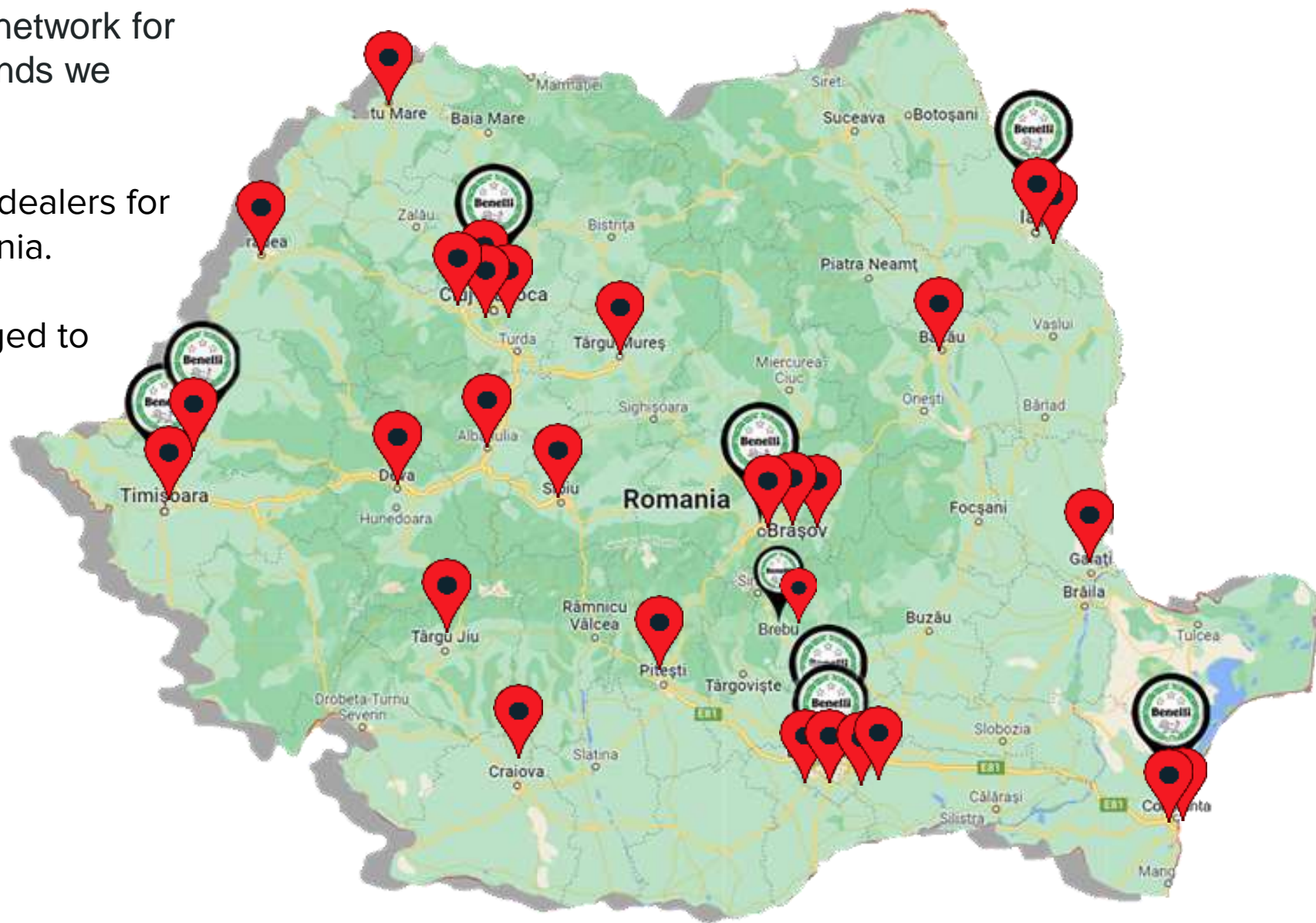
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- SW-Motech Accessories (importers)
- Cardo Systems (importers)
- SHOEI
- Dainese
- AGV
- TCX
- Modeka
- GIVI
- HJC

Marked on the map is our dealer network for **Benelli Motorcycles** and the brands we distribute (**Cardo & SW-Motech**)

We currently have more than 50 active dealers for Cardo & SW-Motech across Romania.

For Benelli Motorcycles we managed to expand our dealers network this year. We have 8 active dealers across Romania.





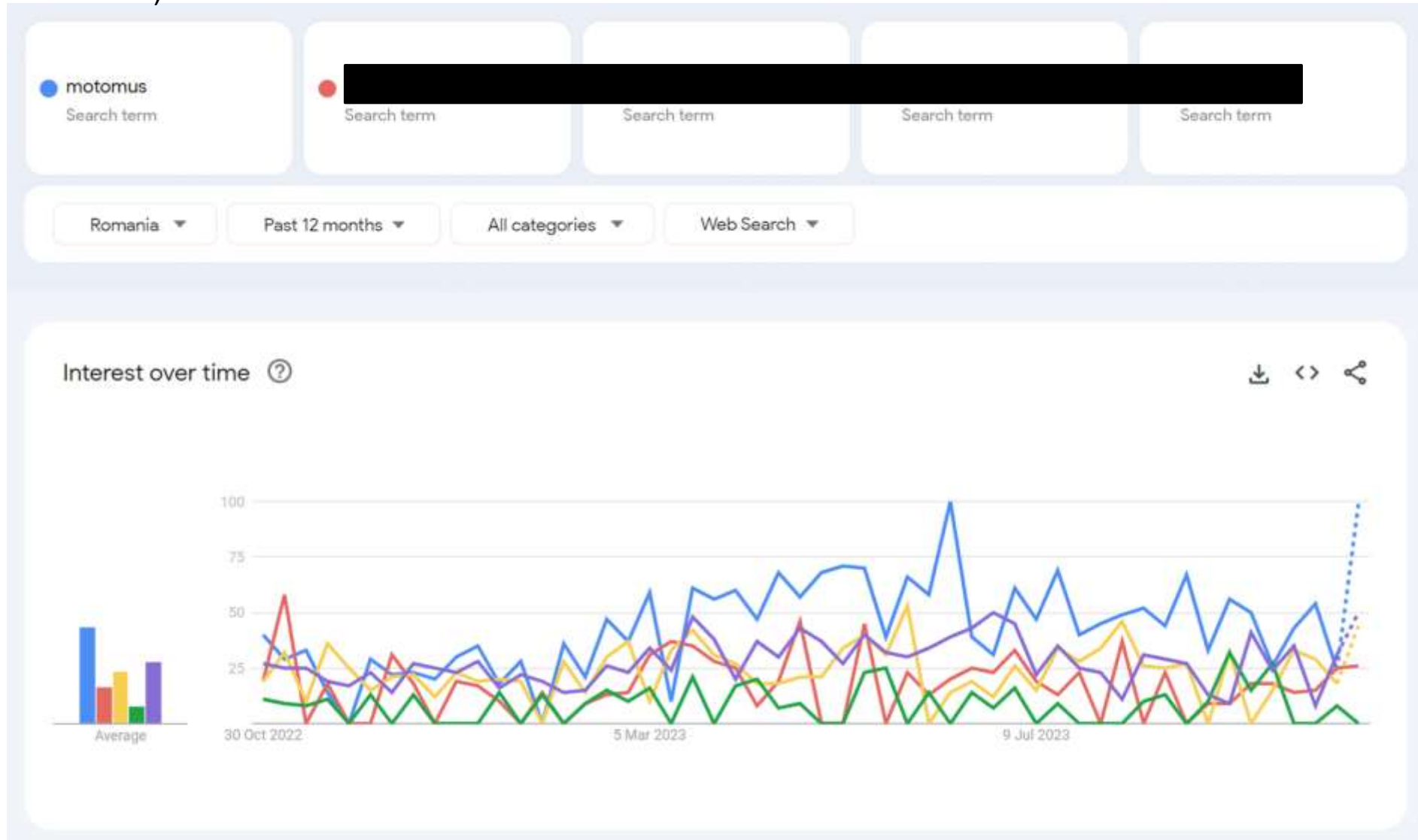
# Market Analysis

There are **367 companies** in Romania selling motorcycles, equipment or accessories for motorcycles.

We are currently situated on **5th place** in our field (out of 367). Top four are ATV/UTV distributors, owning a huge percent of total turnover on this specific field (49.93%)



## GOOGLE TRENDS (MOTO MUS vs main competitors – web search interest)



**www.motomus.ro** →

- +493k users and +1.24M sessions on website

(1<sup>st</sup> of January 2023 – 1<sup>st</sup> of October 2023)



 **25.000+** Client database

### Social media in 2023

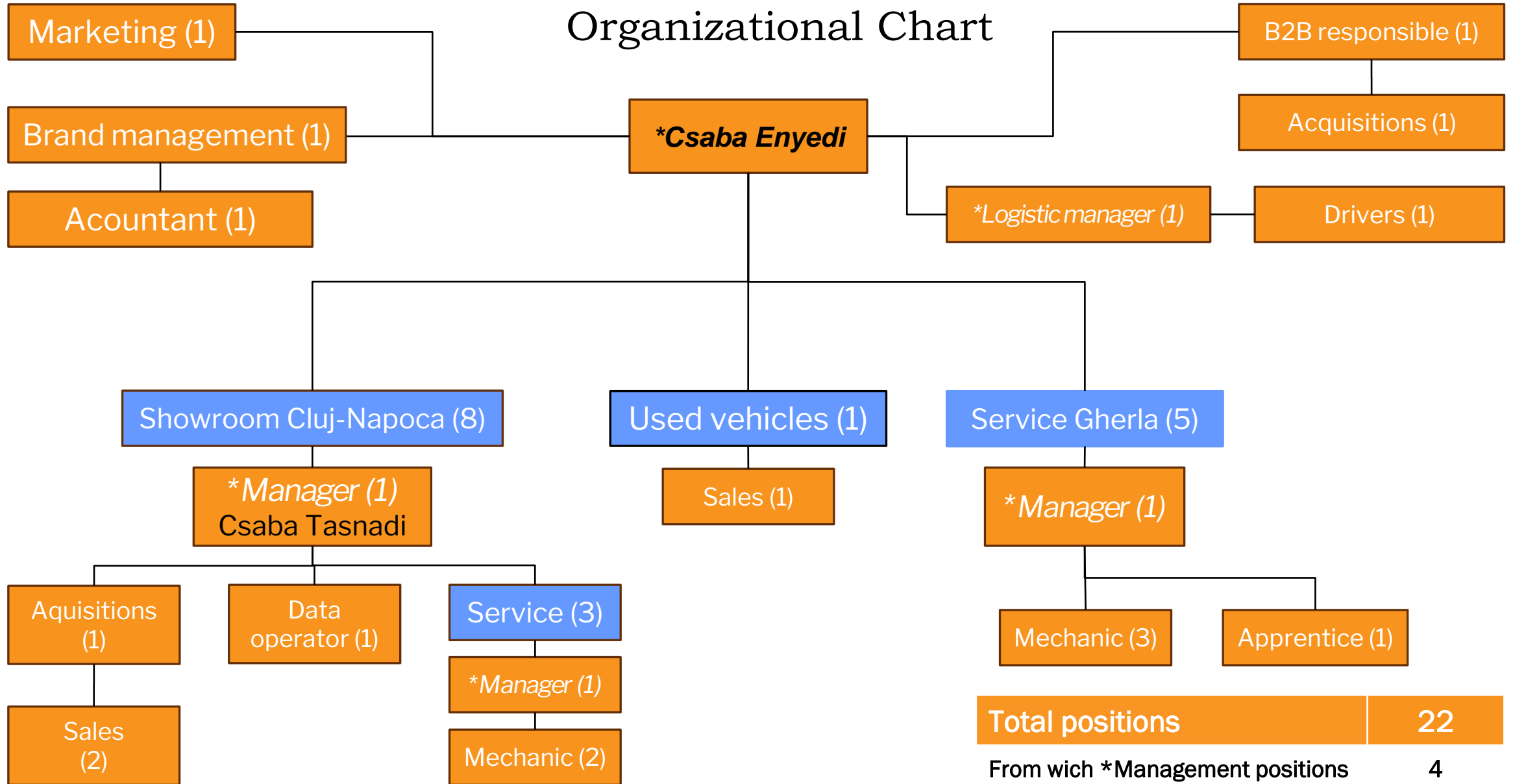
**Facebook** - 51k followers | 500k Monthly average Post reach

**Instagram** – 3.2k followers | 93k Monthly average Instagram reach

**Youtube** - 2k subscribers | 3.5k Watch time (hours) | 500k Impressions



# Organizational Chart





# HQ

Gherla

- Used motorcycles sales
- Accessories and equipment sales
- Online orders management
- Offices
- Logistics
- Service



MotoMus Design SRL

[Website](#) [Directions](#) [Save](#) [Call](#)

4.9 ★★★★★ 989 Google reviews ⓘ

Motorcycle dealer in Gherla

 You manage this Business Profile ⓘ





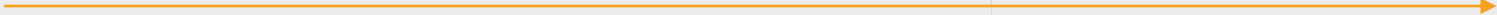
# Showroom

Cluj-Napoca

- New motorcycles sales
- Accessories and equipment sales
- Events area
- Test ride
- Motorcycle rental



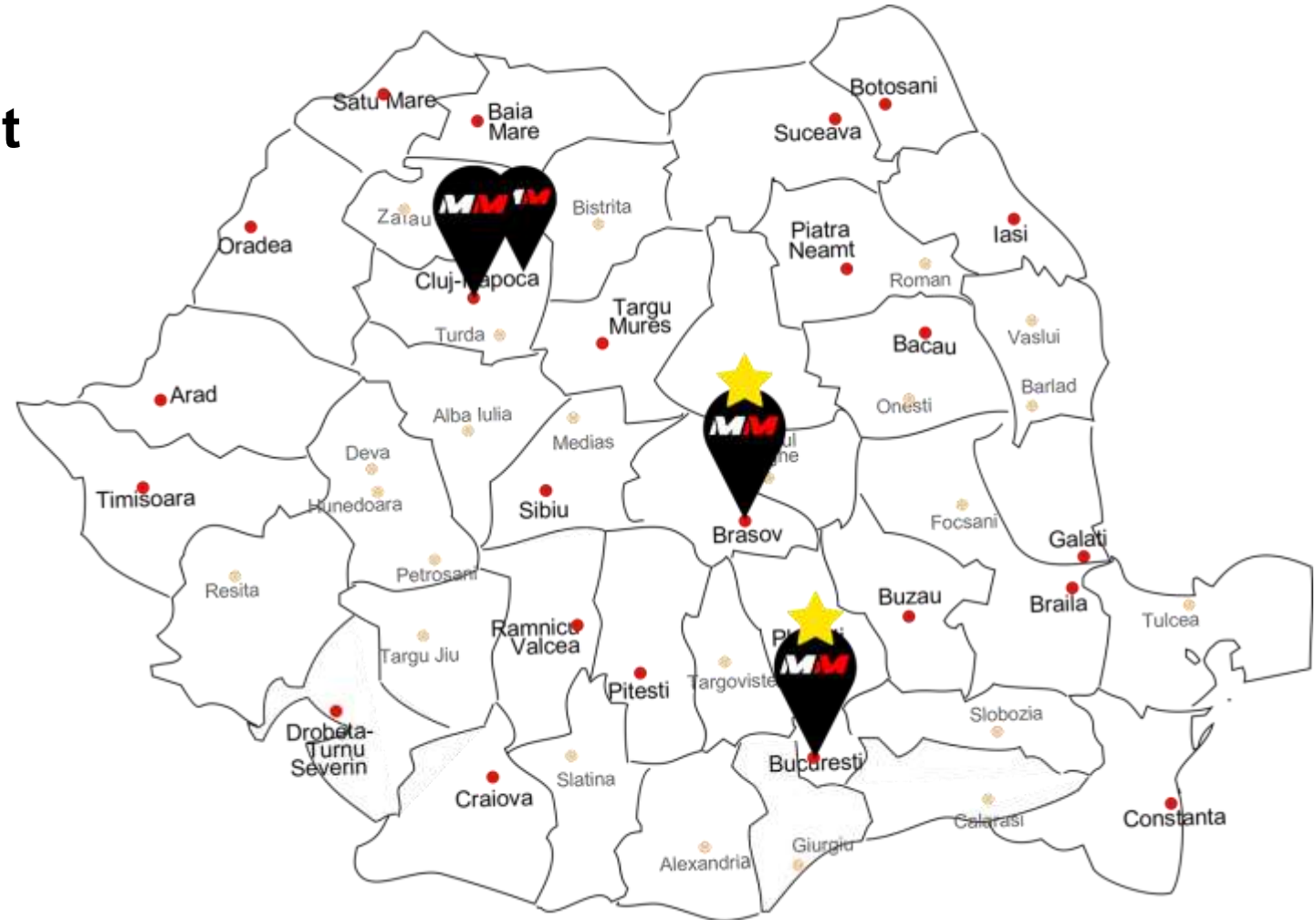
## Financial turnover

2020	2021	2022	2023
17.2%	42.9%	30.1%	29.2%
			Increase from previous year



# Future Goals and Vision

- ★ New Showroom in **Bucharest**
- ★ New Showroom in **Brasov**





# Why work with us?

- We have been chosen as partners by brands with history and reputation
- We are focused on providing unique customer experiences
- Our business is a benchmark for many companies in Romania
- We implement growth and development strategies for your brand
- Store network in the most important cities of Romania (Bucharest, Cluj-Napoca and Brasov)
- MOTO MUS Team – 22 employees and expanding
- +25k client database
- External hired marketing team

Contact us

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