



SINCE 1931

BENOTTO[®]

COMPANY PROFILE

BENOTTO



SINCE 1931

PHILOSOPHY

To spread our passion for sport, freedom, health and environmental care with responsibility and congruence in all our actions, resulting in leadership in everything that gives us meaning: The bicycle.



HISTORY

**THE
BEGINNING
OF OUR
HISTORY.**
1931

Torino, Italy.
Benotto Bicycles is founded
with great passion by
Mr. Giacinto Benotto.

1946
**RACING
SUCCESS!**

Benotto wins 11 World Championships.

CONSOLIDATION
1952

Benotto establishes a **high
capacity, high quality factory.**

1975

GLOBAL REACH

Benotto is recognized for its
outstanding **quality worldwide.**

1986
**FITNESS
LINE**

Mercado de especialización
y gran crecimiento

**MULTI
BRANDS**
1985

Benotto starts distributing third-party
International brands in Mexico and LATAM.

1990 / 1993

Opening of Distribution Centers
Merida / Guadalajara



2021

90 ANNIVERSARY
Benotto celebrates **90 years**
as a cycling industry leader.

2022 / 2023

Opening of Distribution Centers
Queretaro / Veracruz



Opening of Benotto University

2024 2025 2026
NEW CHALLENGES

- Upgraded B2B System
- New B2B app
- Cycling Market: Shows / Expos / Sport / Social Media /Advertising

BENOTTO

BRAND LINE UP



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BICYCLE

BENOTTO

LOOK


BERGAMONT


HARO
BIKES

Fuji.

SPARE PARTS / ACCESSORIES

SRAM.

ROCKSHOX

LOOK



BELL



 **CATEYE®**

GARMIN.







ZIPP

CST

ZEFAL

3M

tubolito
LIGHT WEIGHT TUBES



Avid.

BETO



BENOTTO



microSHIFT

CORIMA

SUAREZ







JAGWIRE

IGPSPORT







Polisport



LUMA

TRUVATIV



VVUELTA

**HORNIT
CLUG**



FITNESS

SPARTA
FITNESS

STINGRAY



SALES NETWORK

IBD'S

+1,500*

*450 MID-HIGH END

Department stores

+1,000

Company-owned boutiques
+ Service workshop

39 Projection

42	To 2024
50	To 2025

Price club and mass market

+2,500

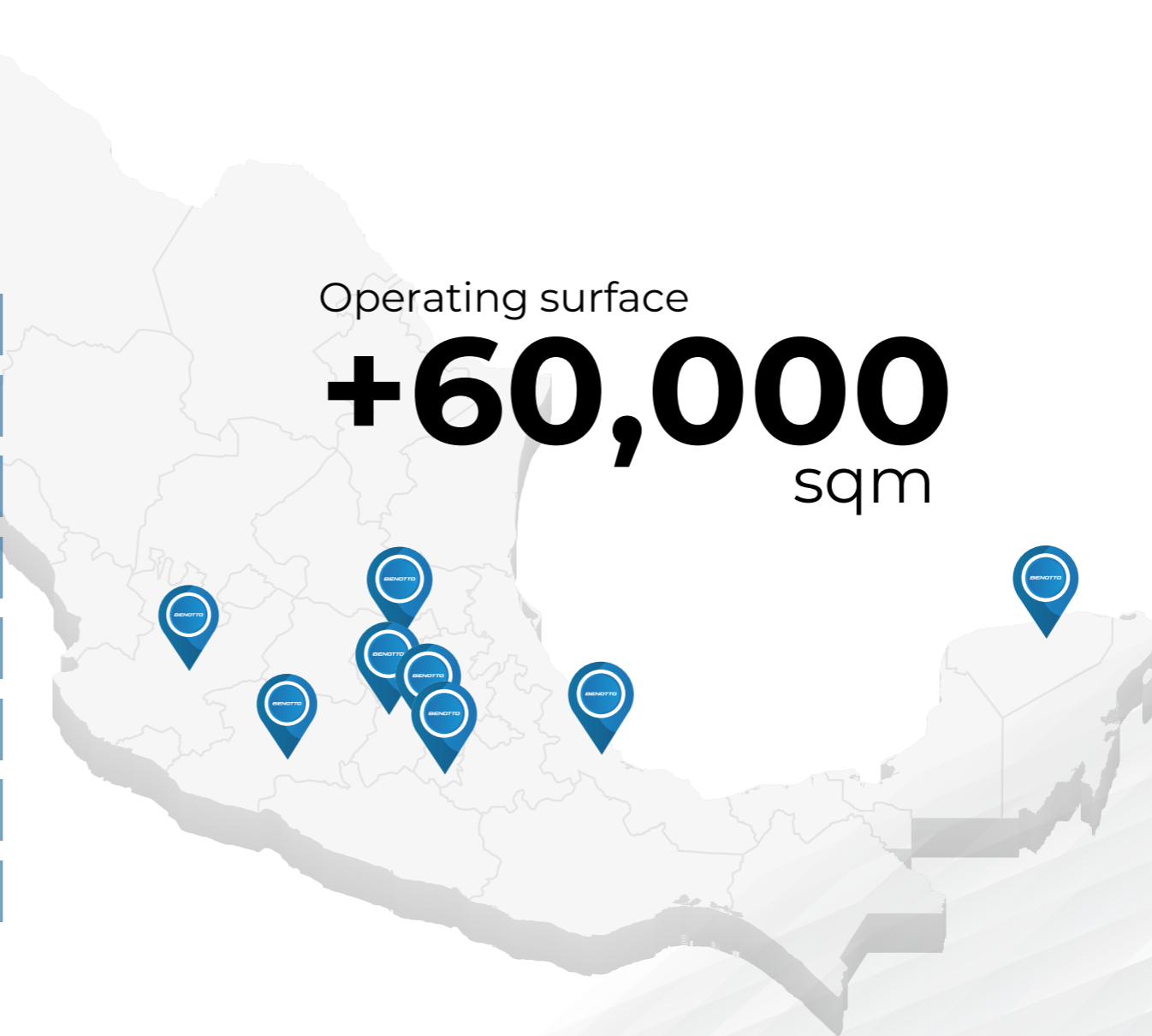
DISTRIBUTION CENTERS

8 DISTRIBUTION CENTERS

- Estado de Mexico
- Guadalajara
- Michoacan
- Merida
- Mexico City
- Morelos
- Veracruz
- Queretaro

Operating surface

+60,000
sqm



Employees

+1,000

Operating surface

+60,000
sqm

Installed production capacity

+600,000
UNITS

Digital platforms

B2B / B2C

Annual imports

+2,200
TEU

DISTRIBUTION CHANNELS

Exports



e-commerce
Market



BENOTTO.com



e-commerce



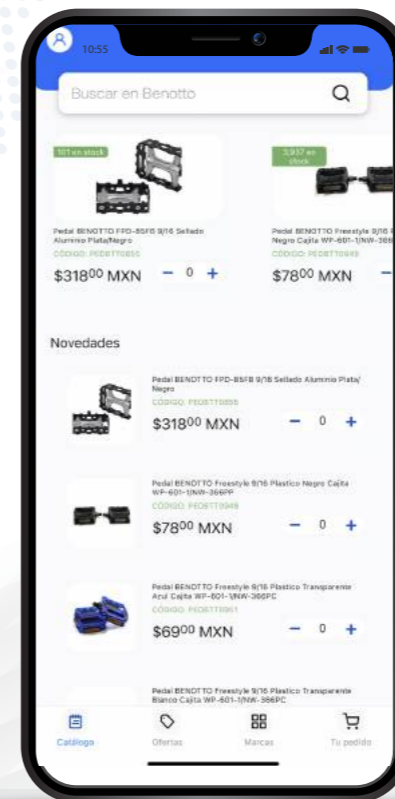
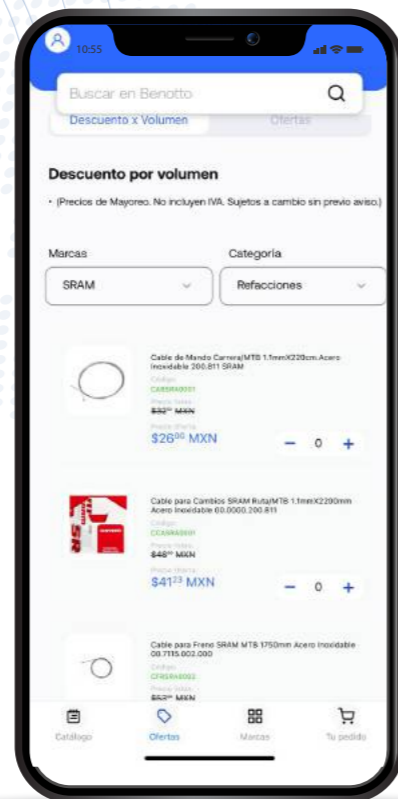
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B2B APP

Multi-channel digital business tool,
specialized for IBD'S.



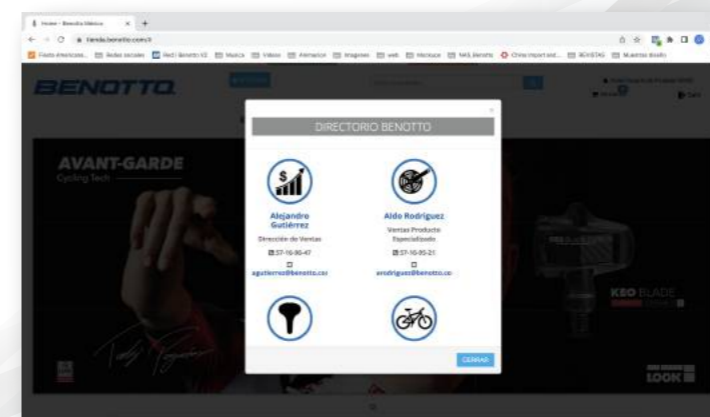
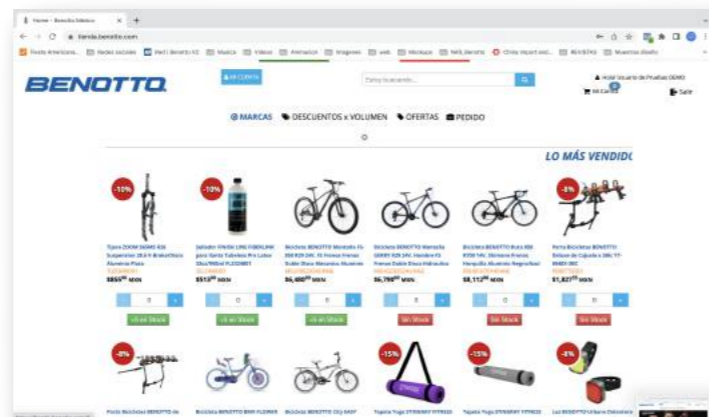
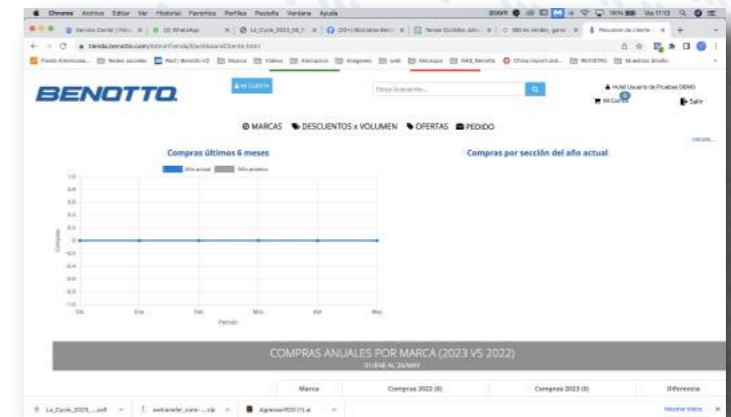
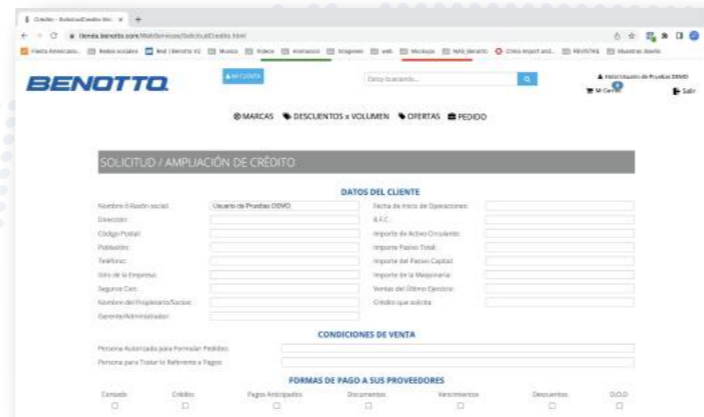
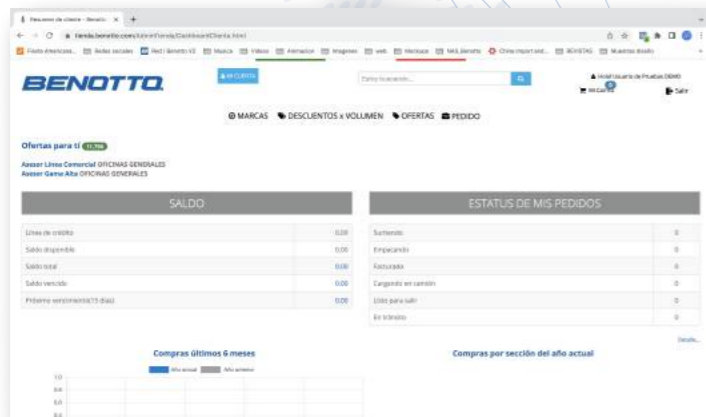
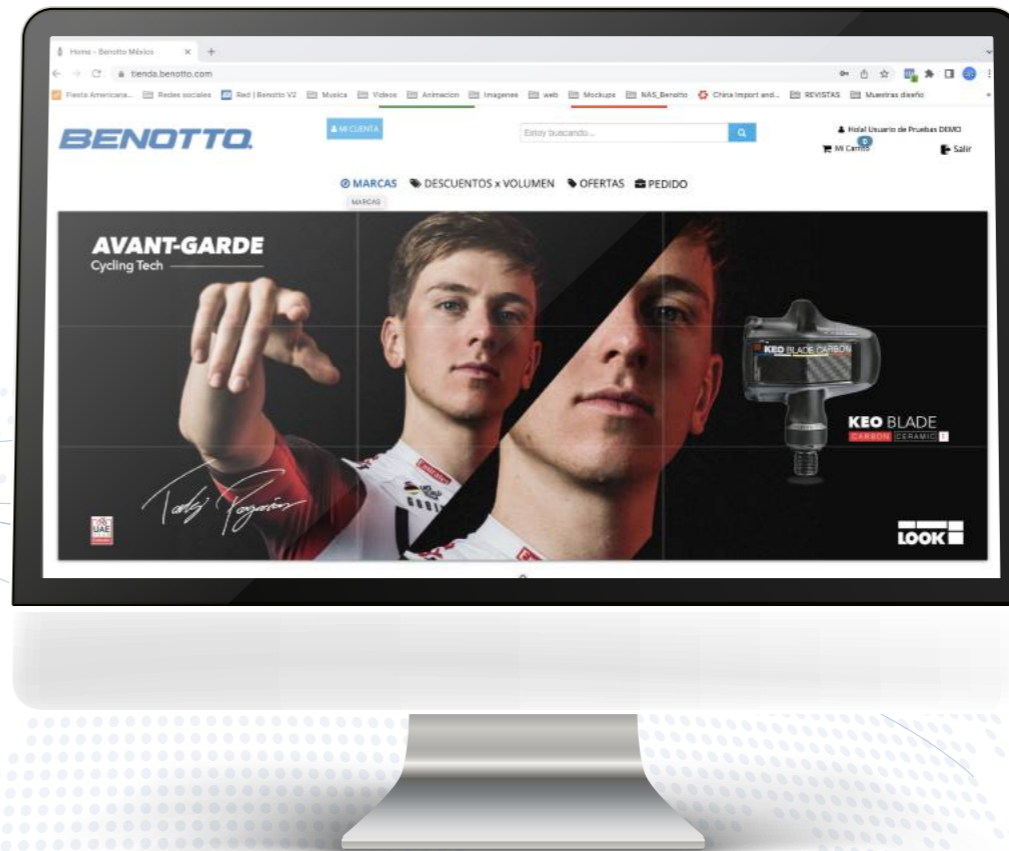
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B2B SYSTEM

Full system dedicate for IBD'S



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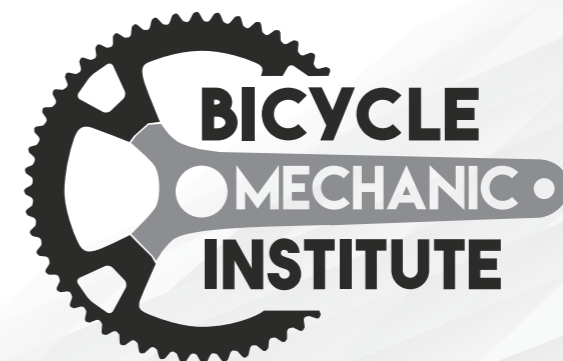
CONTINUING TRAINING

We concentrate our efforts in designing training programs, through "**Benotto University**", to improve the understanding of all our products, processes and philosophy. Focused on collaborators, consultants and customers.

"**Bicycle Mechanic Institute**", the only formal school for the specialization of mechanics in Latin America, which has become a standard in the training of mechanics.



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SRAM

SERVICE CENTER

Multiple lines of specialization
per business unit.



Customer service



Contact and follow-up with the client by specialists in each line of business to resolve questions.

Warranty



Repair service, maintenance and direct contact with the brands for evaluation and replacement of original parts according to their line of business.

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SALES PROGRAM



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BENOTTO
ON THE
ROAD 2023

Personalized attention to key IBD'S to understand their business and show the global and national panorama of the cycling industry, where the result gives us a sales plan tailored to the client, with commercial, learning, advertising and financial schemes to maximize business.

CONSUMERS MARKETING



EVENTS

- Road Show
- Open House
- Expos
- Racing Events

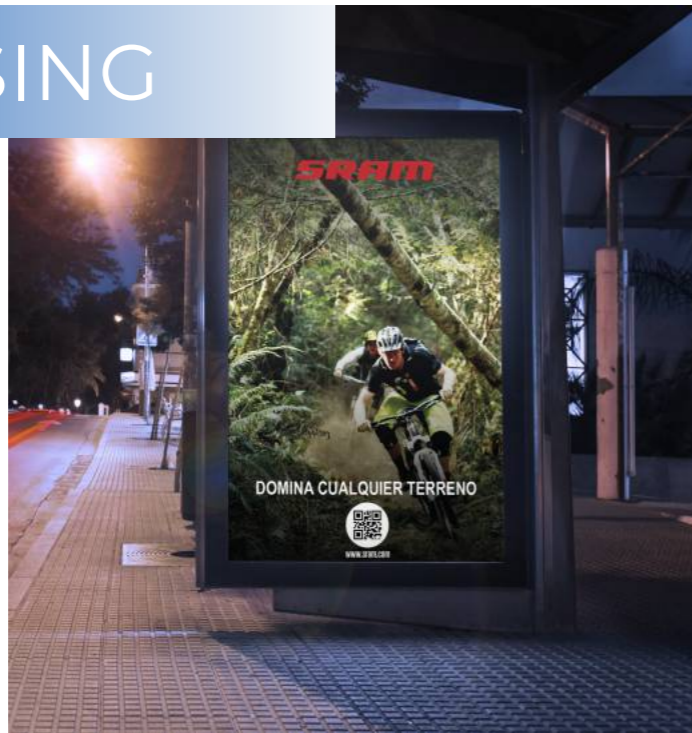
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CONSUMERS MARKETING

ADVERTISING



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BENOTTO.

SOCIAL MEDIA



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@BicicletasBenottoMX

+187 K



@bicicletas_benotto

+31 K



NEW



@BicicletasBenottoMX

11 K

NEWSLETTER

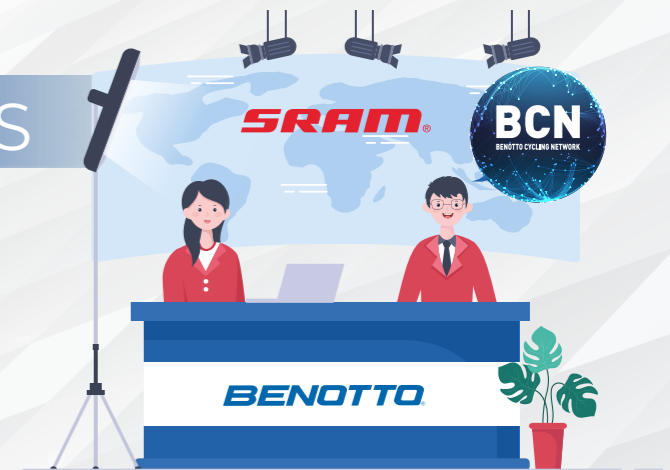


B2C
+150,000



B2B
+3,000

WEBINARS





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Distribuidora de Bicicletas Benotto S.A. de C.V.