

# RODER solutions for car brands

Quickly erected light frame  
buildings based on  
aluminum profile  
and block-modules

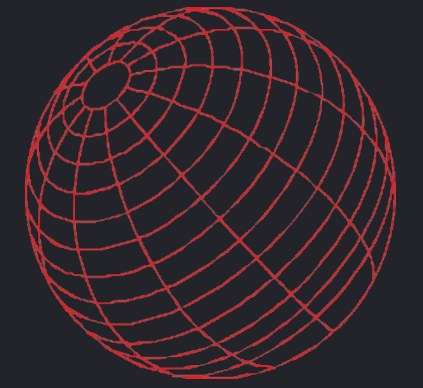
- Durable
- Fully engineered
- All from one supplier



# Global Reach



**MADE IN  
GERMANY**



**4**  
Production Facilities

**23**  
Sales Offices

**32**  
Countries

RÖDER Group is part of:



The RÖDER Group is internationally renowned for its durable and versatile tent and hall systems. Whether you are planning corporate function or organizing a sporting or cultural event, you'll find that our range of products and services combines functionality with aesthetics and style.

# Leaders in our field



**FROM ZERO TO FULLY  
OPERATIONAL IN 14  
WORKING DAYS**

- Day 1 – Briefing
- Solution & Offer
- Onsite Construction
- Day 14 - Completion

We are an internationally renowned specialist for modular architecture and structural solutions since 1959.

No matter which part of business or requirement, which climate or terrain, our team works to responsibly deliver long lasting, sustainable and impressive solutions that will stand the test of time.

With long standing experience and knowledge within the sector, our innovative systems allow for rapid construction times, with flexibility in mind and without hidden costs.

**60+**

Years experience

**600+**

Team members

**10k+**

Projects & counting





**Events and structures for car brands**

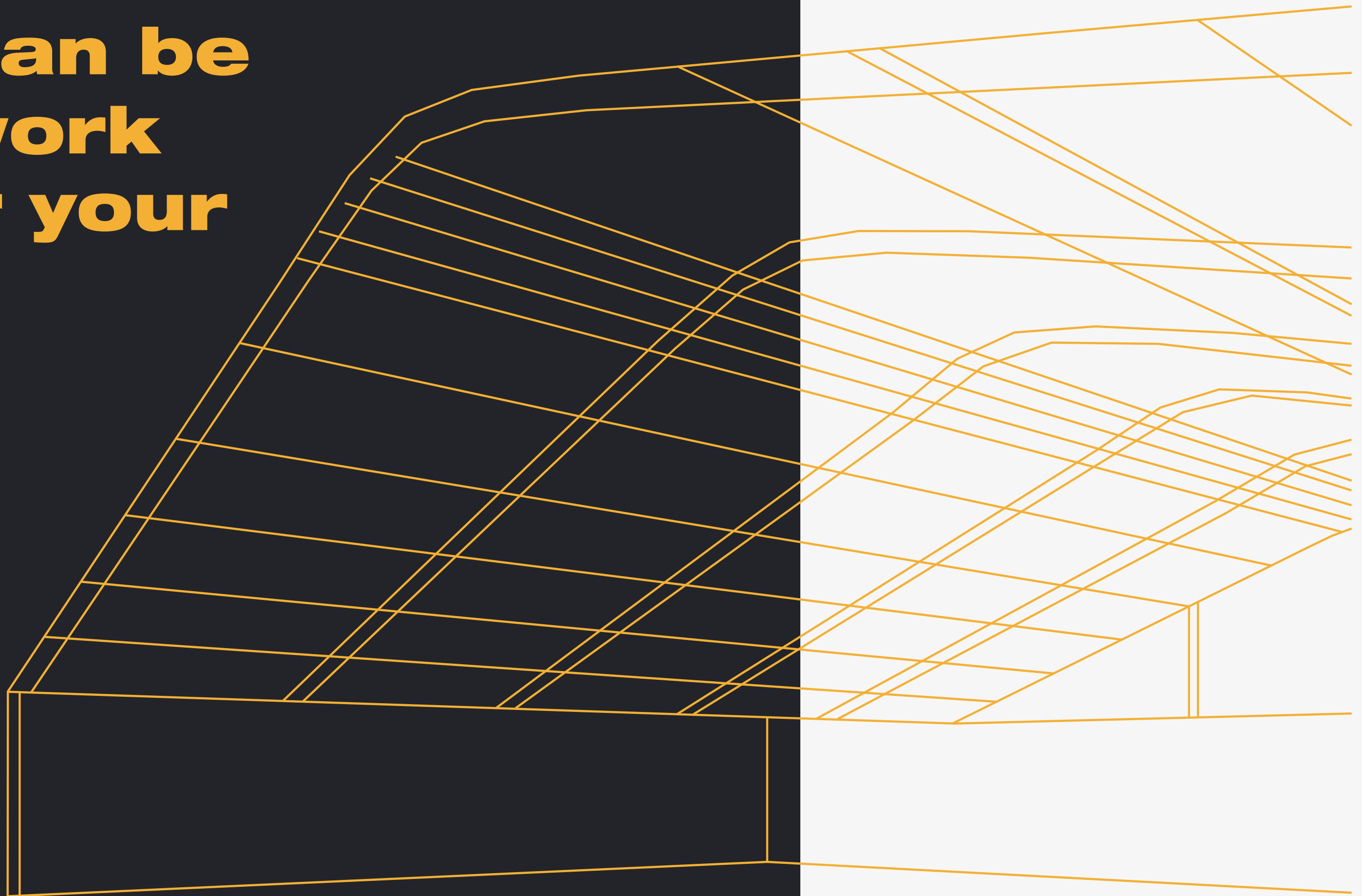
# Our agile and reliable structures can be tailored to work perfectly for your next event

Events live on emotions. In order to create these among the visitors, it is necessary to think outside the box – and to push the technically feasible to the everyday as far as possible.

We are your one-stop shop for all: concept, customization, installation, and dismantling services.

The modular design of the SOLUTION series allows the creation of individual brand spaces on two levels, while the modern facade, branded with the ALEA system, provides the best opportunity to present products and services to the appropriate target group.

All buildings are equipped with the necessary engineering and maintained by the company for the entire term of the lease.



# AURUS plant grand launch ceremony

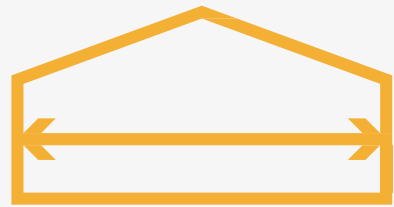
In Yelabuga in May 2021 AURUS plant for serial production of luxury cars was launched. For the opening ceremony with participation of President Putin, head of Tatarstan Rustam Minnikhanov and head of the Ministry of Industry and Trade Denis Manturov RODER installed three pavilions of premium SOLUTION series.

Aurus Senate car presentation hall (15×30), a ceremonial reception hall (15×20), with aluminum/glass wall panels and a VIP pavilion (10×15), for meetings of high-ranking guests.

**Solution**

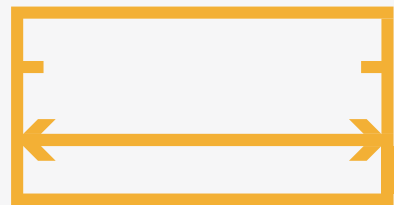
**Attika**

Décor system



**15m**

Span  
width



**30m**

Hall  
Length



# AURUS PRESENTATION

RODER SOLUTION pavilion for the presentation AURUS car models with a glass facade and a complex of engineering equipment. ATTIKA decorative systems and design of the pavilion in corporate colors allow the luxurious brand to be properly presented.

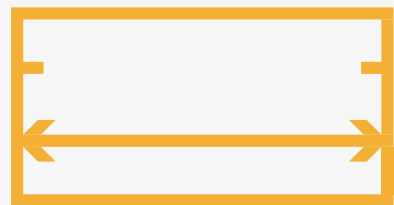
## Attika

Décor system



10m

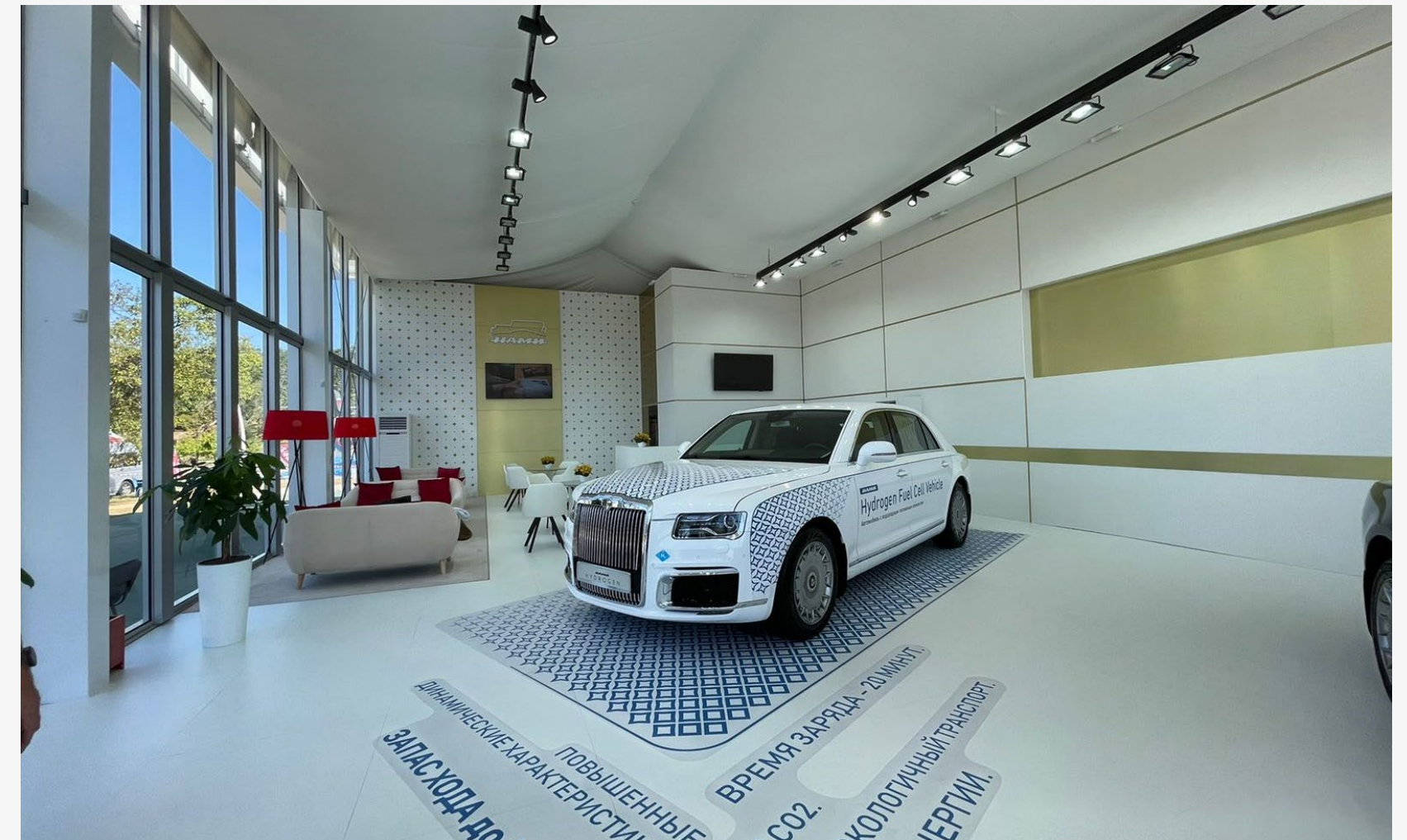
Span  
width



20m

Hall  
Length

## Solution



# AMG MERCEDES- BENZ PRESENTATION

RODER SOLUTION series pavilion for the presentation of new AMG models with a glass facade and a complex of engineering equipment: lighting, air conditioning.

ATTIKA and ALEA decor systems allow for a spectacular presentation of the brand.

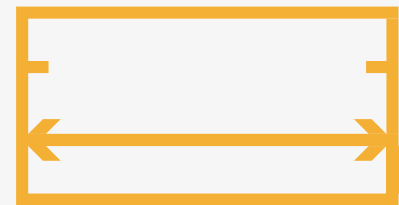
**Alea**

façade



**10m**

Span  
width



**5m**

Hall  
Length

**Solution**



# MERCEDES-BENZ GROUNDBREAKING CEREMONY

A system of two linked 15x35 and 15x40 m SOLUTION halls provided the perfect space for journalists, press and guests at the groundbreaking ceremony for the new Mercedes-Benz plant.

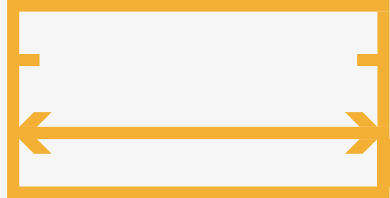
## Attika

Décor system



15m

Span  
width



40m

Hall  
Length

## Solution

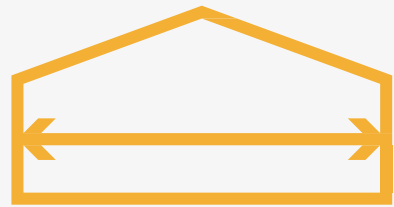


# VOLKSWAGEN PASSAT PRESENTATION

Car presentation took place in specially decorated in Volkswagen colours pavilion of SOLUTION series, width 10 meters. The 'heavy flooring' technology allows the structures to be installed without damaging the road surface or pavement.

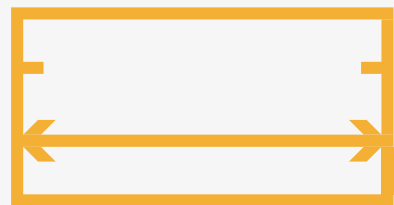
## Attika

Décor system



10m

Span  
width



20m

Hall  
Length

## Solution



# FSO garage exhibition hall

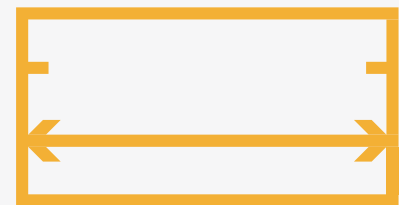
A pavilion with historical examples of cars from the FSO's special garage was installed at the St Petersburg International Economic Forum in 2021. Big tent 20x20m pavilion with aluminum-glass wall panels, lighting, air-conditioning and branding system.

**Big tent**



**20m**

Span  
width



**20m**

Hall  
Length



# RANGE ROVER EVOQUE launch

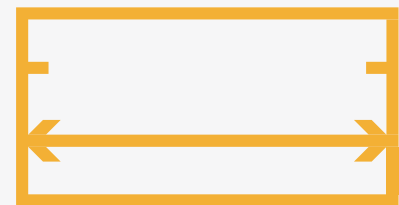
A grand presentation of the new crossover model by RANGE ROVER took place in a large pavilion on the Moscow quay. Glass facades overlooking the river and an exclusive interior design in corporate style made it possible for invited guests and the press to enjoy the show.

## Big tent



**40m**

Span  
width



**55m**

Hall  
Length



# Toyota Camry test drive

A 20x10m BI-LEVEL structure to present the new Toyota Camry model was installed in 2015 on the embankment near Gorky Park, Moscow. Decorating the pavilion with the ATTIKA system and exterior lighting created the necessary effect to showcase the car's new features during the event and test drive.

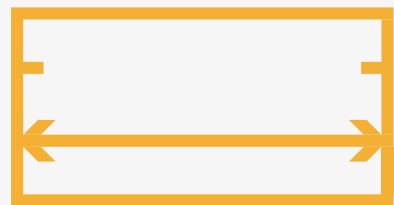
## Attika

Décor system



20m

Span width



20m

Hall Length

## Bi-level

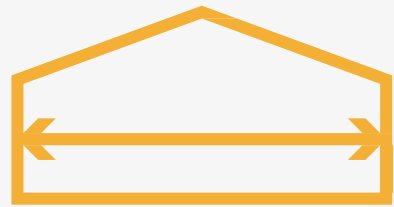


# BMW M festival

The perfect opportunity to present the brand in a two-storey VIP lounge with a full range of equipment, show lighting and decor to suit the format and high level of the event.

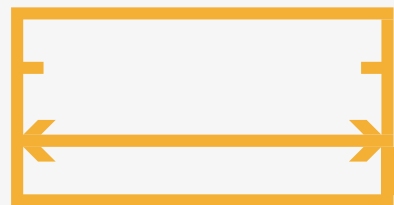
## Attika

Décor system



15m

Span  
width



30m

Hall  
Length

Bi-level



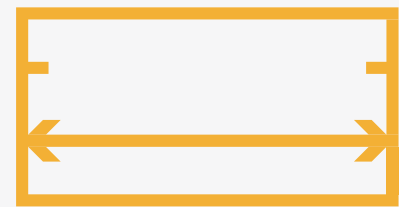
# NEW MAN TRUCK show

Due to the enormous side heights of the RODER halls, even trucks can be presented attractively.



**20m**

Span  
width



**60m**

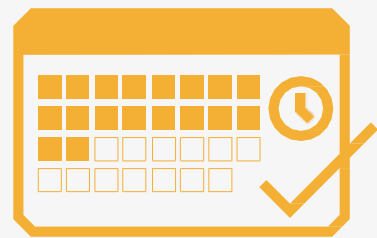
Hall  
Length

**Big tent**



# Formula 1 Russia

For the large-scale event, the Formula 1 Russian Grand Prix in Sochi, Roder installed 48 quickly-mounted structures, including: 2 Do&Co B-Tent 15x20 and W-Tent 10x15 canteens.



14

Days Installation



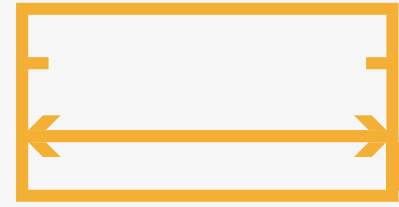
48

Tents & Halls

Big tent



# PORSCHE NEW OFFICE Moscow



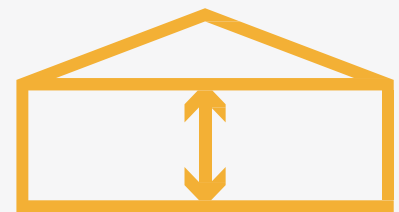
**20m**

Hall  
Length



**10m**

Width

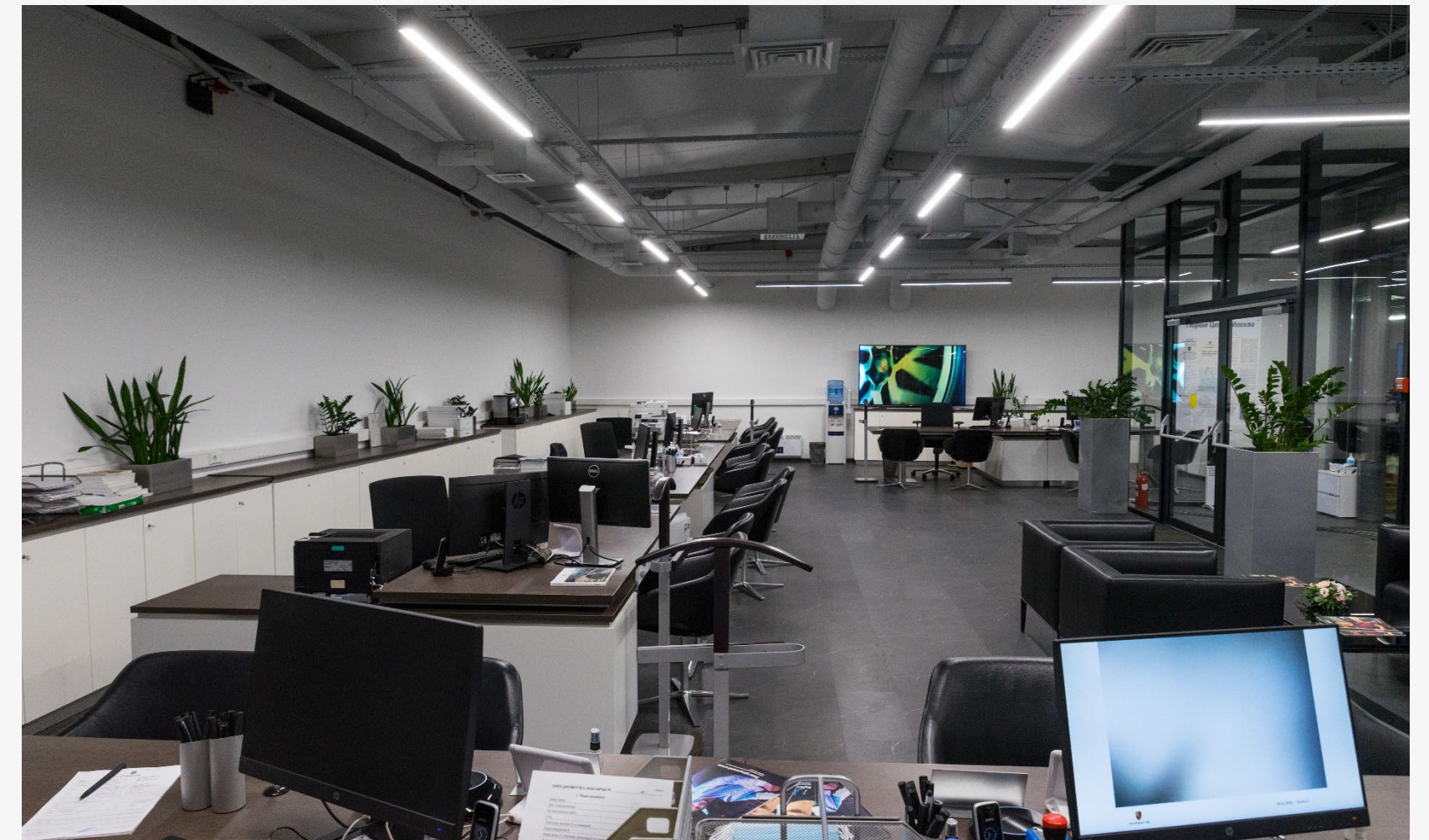


**4m**

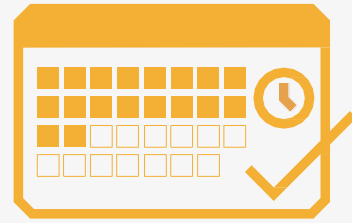
Eave Height

Roder built a fully equipped office for the luxury car brand with exclusive finishes. Glass and sandwich panel facades, curtain facades, interior design, engineering equipment.

## Solution

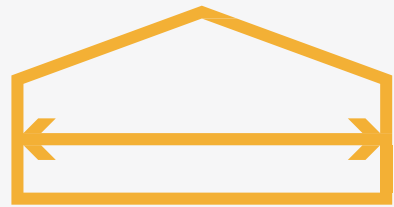


# PEUGEOT-CITROEN RUSSIA Warehouses



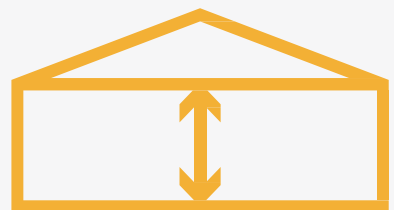
11

Ears on lease



40m

Width



4.2  
m

Eave Height

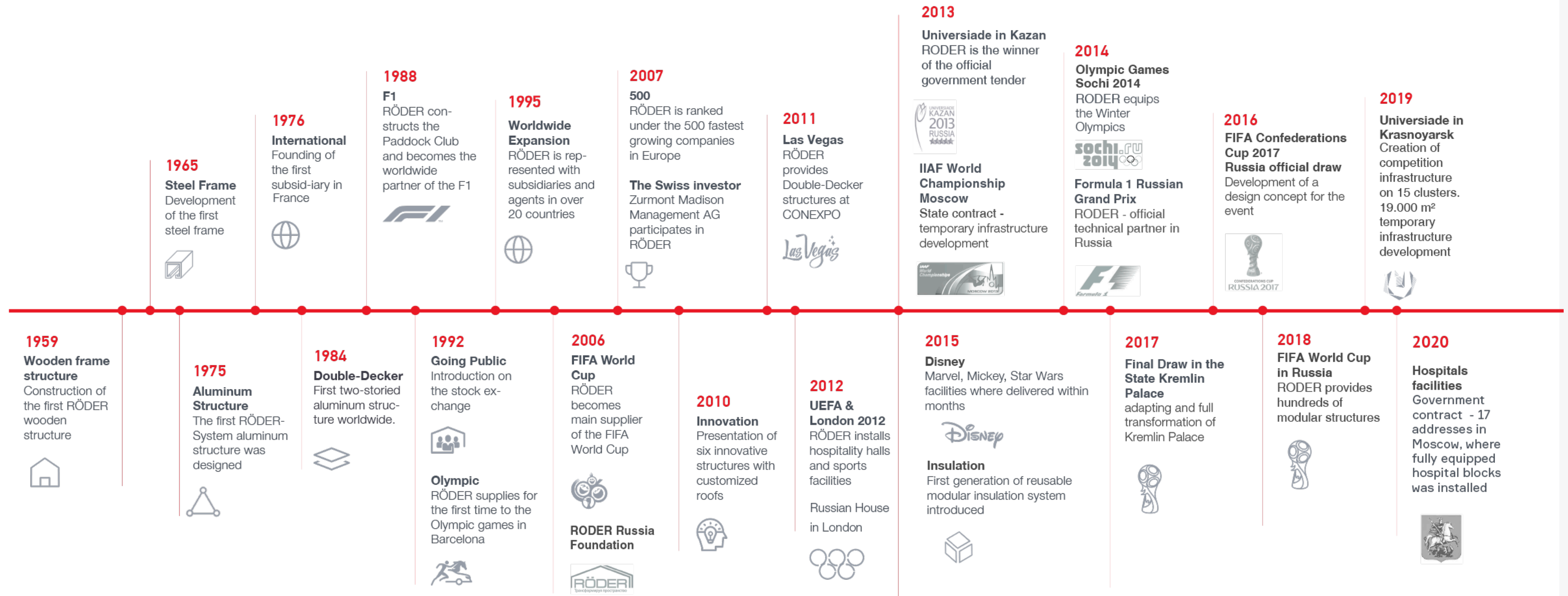
Warehouses use the RODER H-LINE, a heavy-duty line that provides wind and snow-load. The facility is used as a storage area for PEUGEOT-CITROEN factory and reliability and insulation was a key requirement. Roder specialists have selected the optimal set of engineering systems for industrial structure connected to backbone support systems.

H-line



# Roder

## Milestones



# Engineered In Germany

**MADE BY**  
**RÖDER**

“Engineered in Germany” and “Made by RÖDER” are a performance promise to our customers and for us as a premium supplier.

High-quality materials paired with German engineering make our buildings an equally durable but far more cost-effective alternative to a solid structure. In the main we would like to be your competent partner in every step, from the first concept to the organization of all TÜV approvals and fire protection tests right through to dismantling.

Productions facilities are located in four countries (Germany, Turkey, China and Russia). We also produce door sets, facade systems made of aluminum, plastic, glass and ISO-panels, stairs, catwalks, etc. Custom engineered aluminum constructions are also possible.

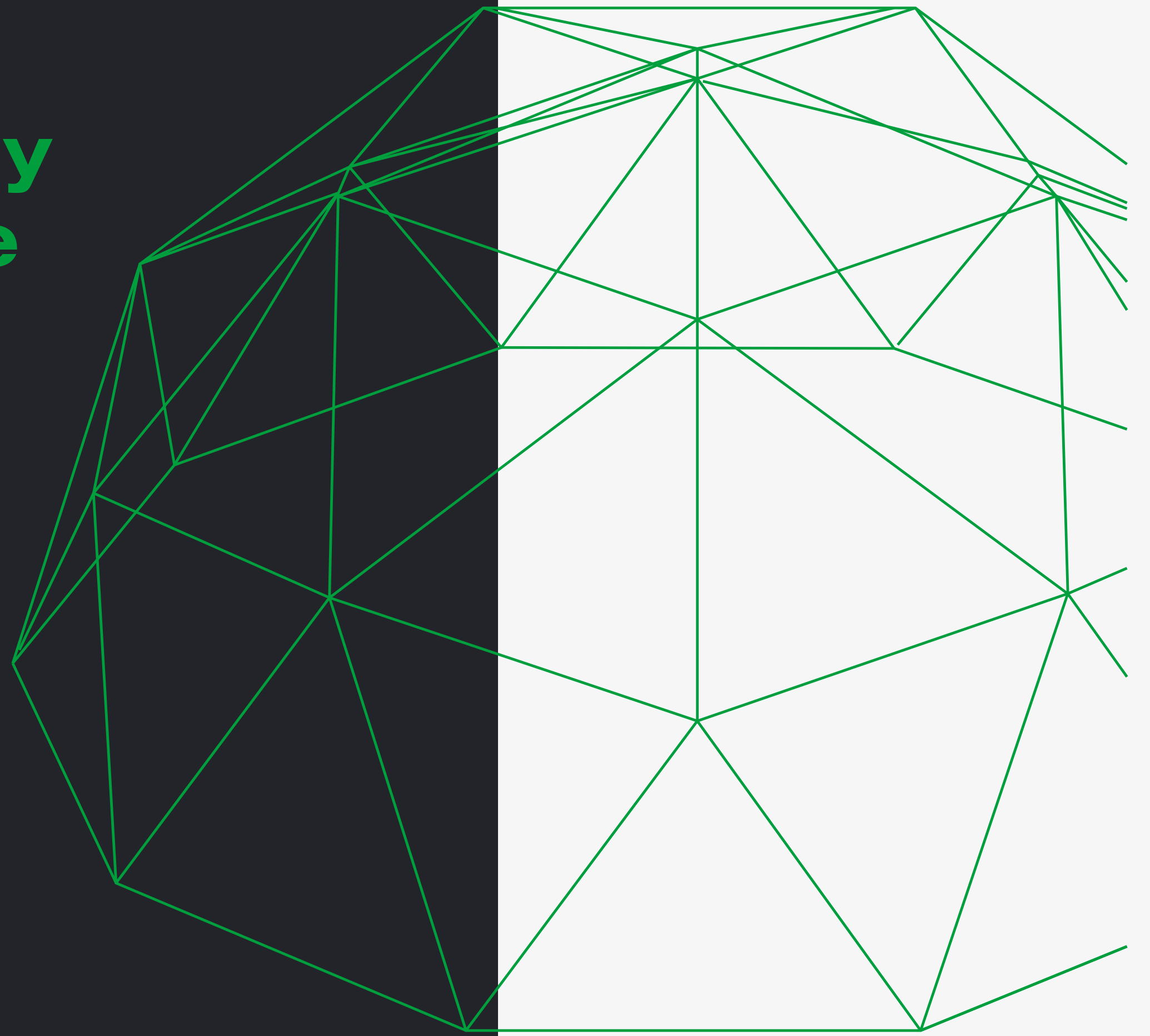


# We are committed to being environmentally friendly and sustainable



The RÖDER Group is certified according to European standards EN ISO 9001:2015 and EN ISO 14001:2015 as well as EMAS, the world's most demanding system for sustainable environmental management. The in-house production control for the execution of steel and aluminium structures is certified according to DIN EN 1090-1.

All of our structures are inspected by TÜV for their design, structural integrity and planning – all statics of RÖDER constructions are calculated and tested according to EN ISO 13782





# EMAS

Certified Sustainability

**The RÖDER Group is committed to a responsible use of resources across all company areas**



The environmental management system's eco-management and audit program certifies environmentally-aware working methods, the use of climate-friendly processes, the sustainable use of resources and the willingness to continually improve environmental performance of the future.

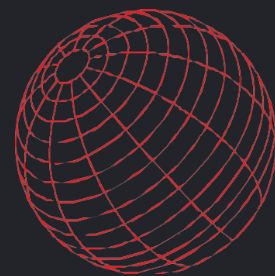
The aim of the EU's EMAS scheme is to help organisations and companies to operate in an environmentally and resource-friendly manner without losing their competitiveness.

# Contact Us

[www.roder.ae](http://www.roder.ae)



Our global reach ensures a consistent product and level of expertise wherever your project is based.



We are a part of RÖDER Group

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