



PAST PRESENT AND BEYOND

*Born in California,
Ridden Everywhere.*

STREET SURFING

PAST, PRESENT AND BEYOND.

BORN IN CALIFORNIA, RIDDEN EVERYWHERE



DARENESS

*It all started back in 2004, California.
Nine years after the first X-Games,
skateboarding was “the thing”!*

TRENDINESS

Once considered an anti-establishment subculture with deep connections to the punk movement, skateboarding was brought into the mainstream light sparking interest in many young kids all over the US.

Skateparks popped up everywhere and skateboard video games played a crucial role by letting every kid be a skater.



EXCITEMENT

But more than creating an innovative product/category, *Street Surfing* revolutionized the market with its eclectic, intense and edgy character.

The foundation for the brand's success is its genuine passion for the action sports as a lifestyle and not only a temporary trend, putting all its effort to offer the best value proposition, by combining high-end brands' characteristics with a competitive price positioning.



But in the middle of all this exponential growth of popularity, with tons of brands emerging to explore opportunities within the hardware and fashion industries, one particular brand decided to innovate, redefining the outdoor recreation and leisure concept. A true one-of-a-kind. This brand was *Street Surfing*.

Some say that *Street Surfing* created the most impressive innovation on the outdoor wheeled goods industry, with the release of The Wave® board - a blend of surfing, skate and snowboarding.

IT'S ALL ABOUT LIFESTYLE

Either travelling to work or enjoying some time off, Street Surfing truly believes there is an awesome ride opportunity.

From kids to grown ups, from beginners to advanced riders, everyone can be a #streetsurfer and enjoy active lifestyle experiences, mastering their own movements on top of a board or a scooter.

It's all a matter of willingness to literally take the action, express yourself and enjoy a youthful, fulfilling and exciting life.



2004

**Anyone, anywhere, at anytime.
With Street Surfing!**



MASTERING THE WAVE®

The release of The Wave® in 2004 was the first step of a process that would lead to the creation of the Waveboard category and the Streetsurfing action sport.



2004

The first casterboard ever made.
The one. The classic.

THE WAVE



2008

Sleek and lightweight, all for performance.

THE WAVE
LX



2009

When self-propelling revolution reached the scooter category.

THE WAVE
SCOOTER

SCHOOL PROGRAM & TARGET

The School Program created by *Street Surfing* is still renown as one of the most outstanding and innovative marketing strategies ever created on our industry, reaching millions of kids in both Europe and USA, creating a tribe identity.

PATENTS

From its origins as a family owned business based in California until the moment that reached a global dimension, the design and commercialization Patent protection for Europe and the USA was always one of the key factors for the *Street Surfing* exponential growth and success.

2011

Reinventing the invention.
Challenge accepted!

THE WAVE
360

2012

Blaster. Lighter. Faster.
The crown jewel.

THE WAVE
RIDER



It included the recognition of Streetsurfing as a sport and in many countries, a part of the Physical Education classes.



LONGBOARDS, SKATEBOARDS AND SCOOTERS

*The secret is not only about inventing.
It's also reinventing.
Street Surfing understands that the
innovation and added value isn't only to
act as trendsetters.*

BEACH BOARDS



LONGBOARDS

JUNIOR
STUNT SCOOTERSARTIST SERIES
CRUISERS
STREET SK8

DESIGN ORIENTED

Sometimes is about identifying trends and put all the effort on what we are really good at: developing an edgy and cool graphical line and passionate concepts.

STREET SURFING

PAST, PRESENT AND BEYOND.

URBAN SCOOTERS

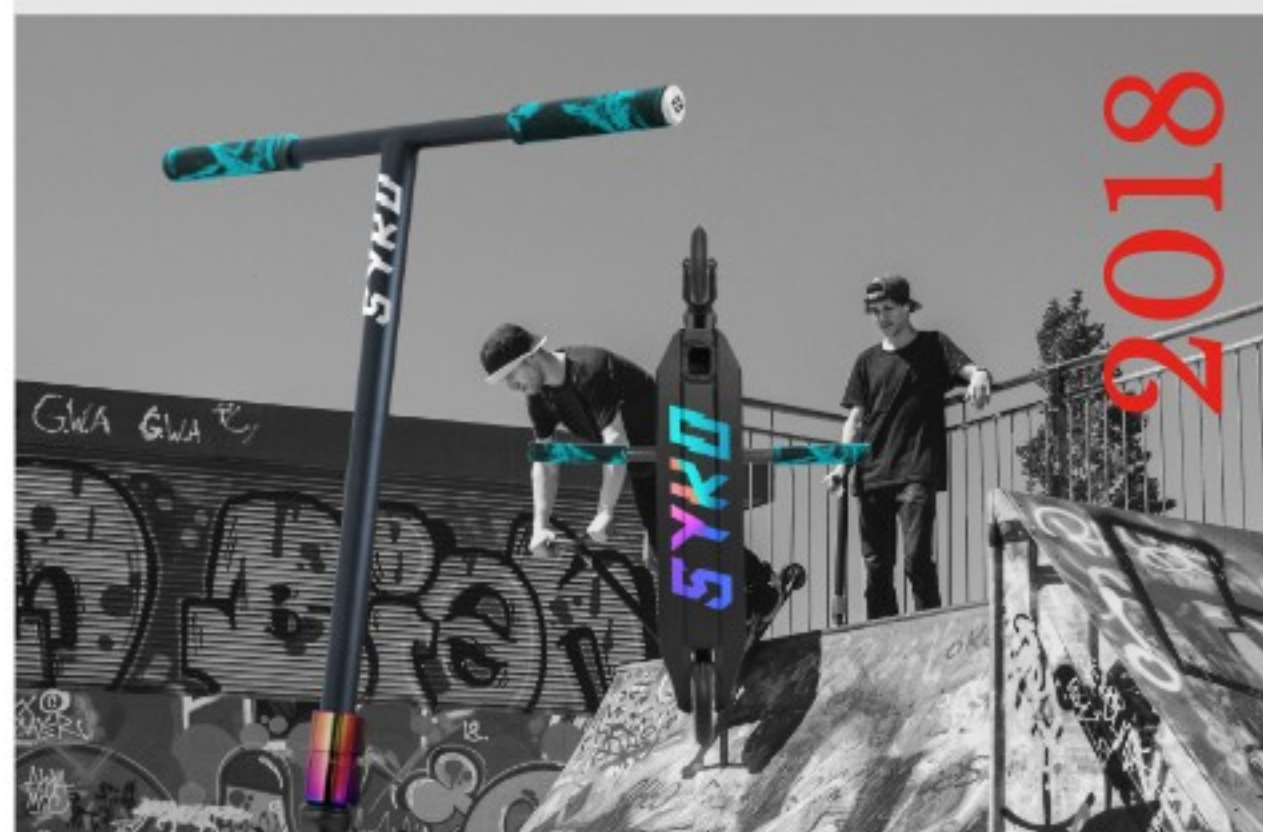


Following the street surfers way of living, getting from the coast lines to the traffic jams, wasn't a choice it was a necessity.

K-BIKES



PRO STUNT SCOOTERS



AIR COLLECTION



Grabbing a skateboard or a scooter started to be the option for those who sought to be practical in a fun way.

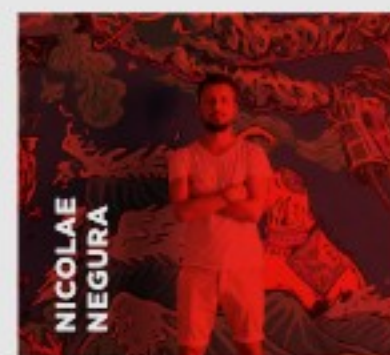
With this in mind, *Street Surfing* brings a broad range of solutions for the new cosmopolitan concept: dynamic, healthy and pollution free.

ART IS A GLOBAL LANGUAGE

One of the key aspects that distinguished Street Surfing as a one-of-a-kind among its pairs (and keeps making the difference) was its exclusive internationally renown visual artists Collaboration— the Artist Series.



This premium characteristic threw Street Surfing to another level, that is only within reach of the most iconic brands, usually playing in much higher price-points.



"The Art is the expression of the heart"

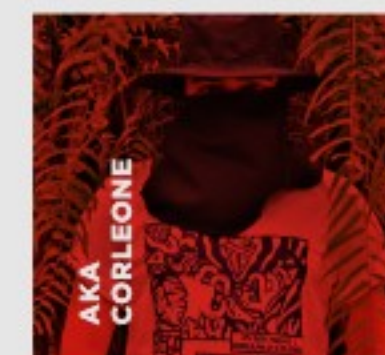


"A form of communication that transcends linguistic boundaries and cultural divides"



Cute or creepy, cartoonish or realistic, the character and signature of each one of the Artists is easily identified, being some of the designs true "masterpieces".

Please take your time to explore this Collection and enjoy.



2016

SURFSKATES

In 2017 Street Surfing identified a huge trend around the surfskates, and, being surfing not only a sport but also a way of living, what could be better than investing on an innovative solution for this category that was once niche and that so many people see now as a status and lifestyle setter?



PATENT

Street Surfing immediately created and patented what would become its flagship product - **The Snaker** - a surfskate that uses the self propelling technology created by *Street Surfing* itself (with an owned highly tested and sold mold), considered one of the most similar land surf simulator out there.



reddot design award
winner



RED DOT AWARD

Street Surfing prouds of having won a Red Dot Award Design in 2018 as recognition of the awesome design and capabilities /virtues of this surfskate setup.



2017



Born in California. Ridden Everywhere.

STREET SURFING

PAST, PRESENT AND BEYOND.

ELECTRIFYING STREET SURFING

*The electrics are here, and now
they are more than just batteries
with wheels.*



After so many years in development, its finally here a electrifying solution for the ones with electrifying needs.

There is a new way of moving around in an urban environment, with quality in the mindset and the technology in its finest point. The time for the electric movement is now. Carve a path, smooth and fast, and don't forget to charge.



6102



Born in California. Ridden Everywhere.

OUR STRATEGY

Street Surfing works always to build the foundations for a long-term business relation, presenting yearly its amazing catalogs to all its partners (distributors and retailers)

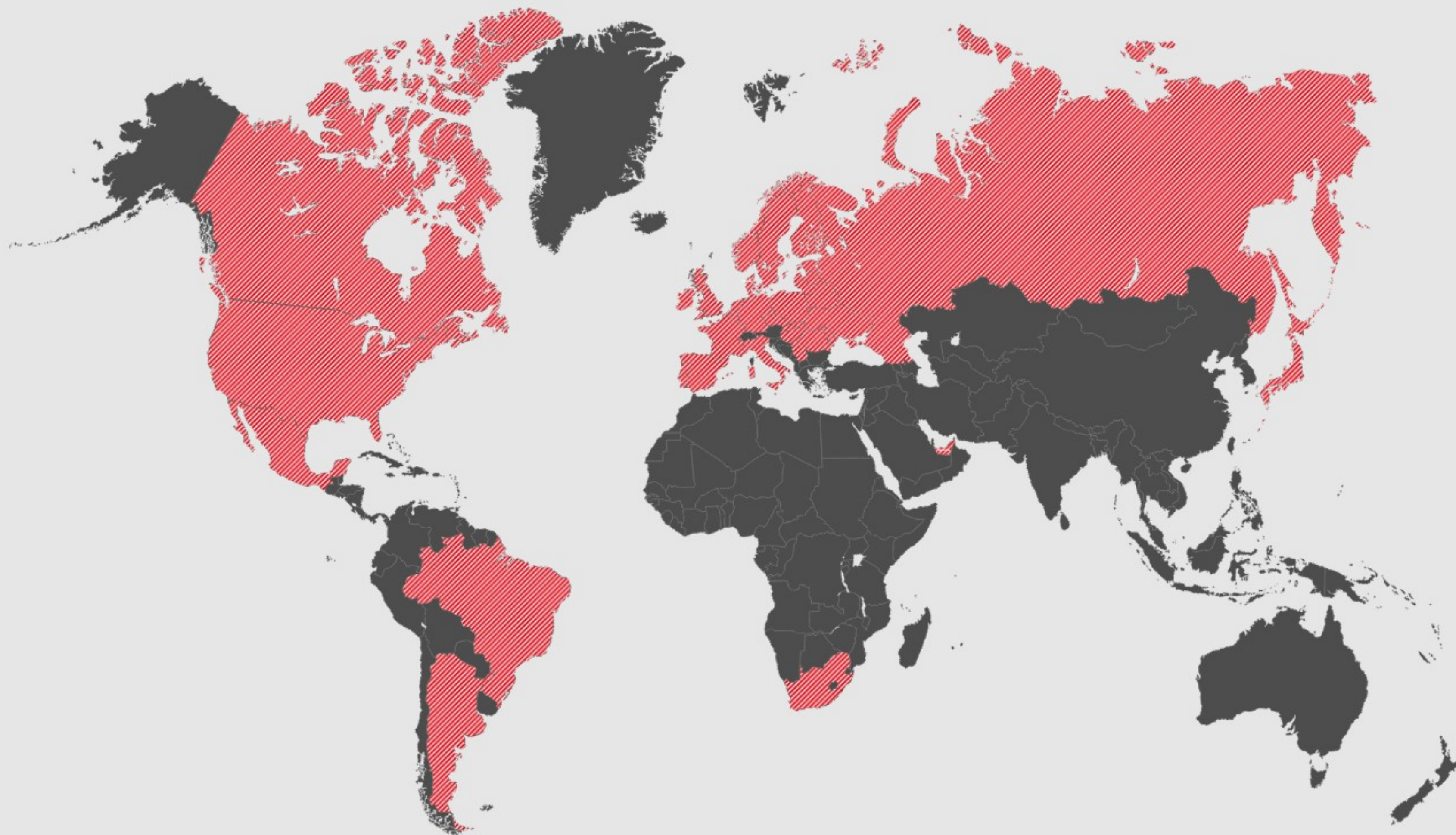
But, apart from the traditional distribution business, *Street Surfing* puts also a lot of its effort on presenting custom-made products that meet the necessities required by our partners, having both Domestic and FOB business options.

DIGITAL PRESENCE

For the future *Street Surfing* is working to develop new ways of supporting and incrementing the business opportunities of its partners, though direct participation on the marketing strategies or simply providing inputs of strategies that work in other markets and that might be implemented by others.



GLOBAL PRESENCE



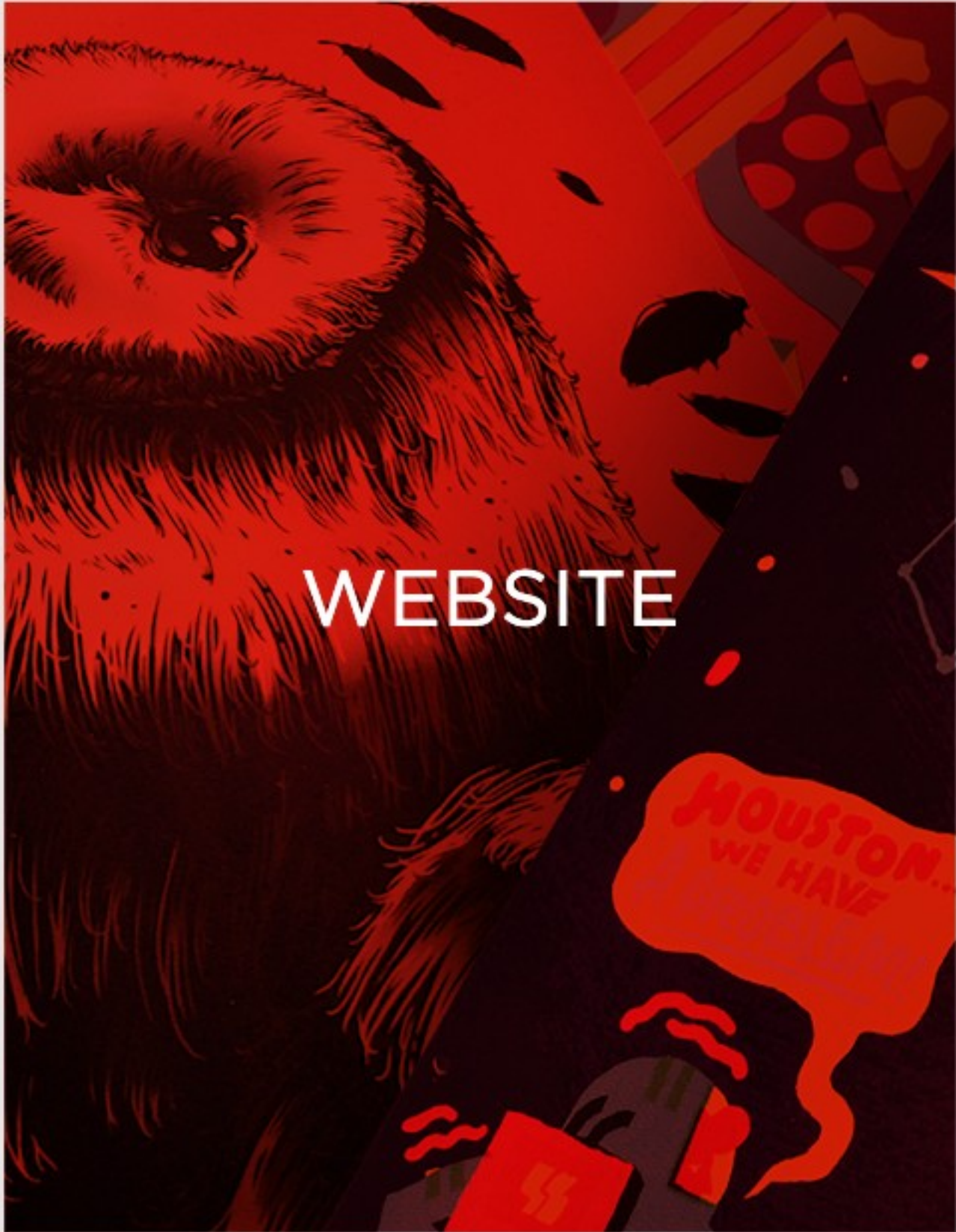
Street Surfing is establishing each year an increased presence worldwide, and this trend will get stronger due to a solid distribution network, partnerships in new markets and a growing importance and recognition of its products line.

Currently we have an important presence in all six continents, wishing to consolidate the running businesses and covering the countries where we don't have an exclusive distributor, beyond a clear division between the toy and sports market.

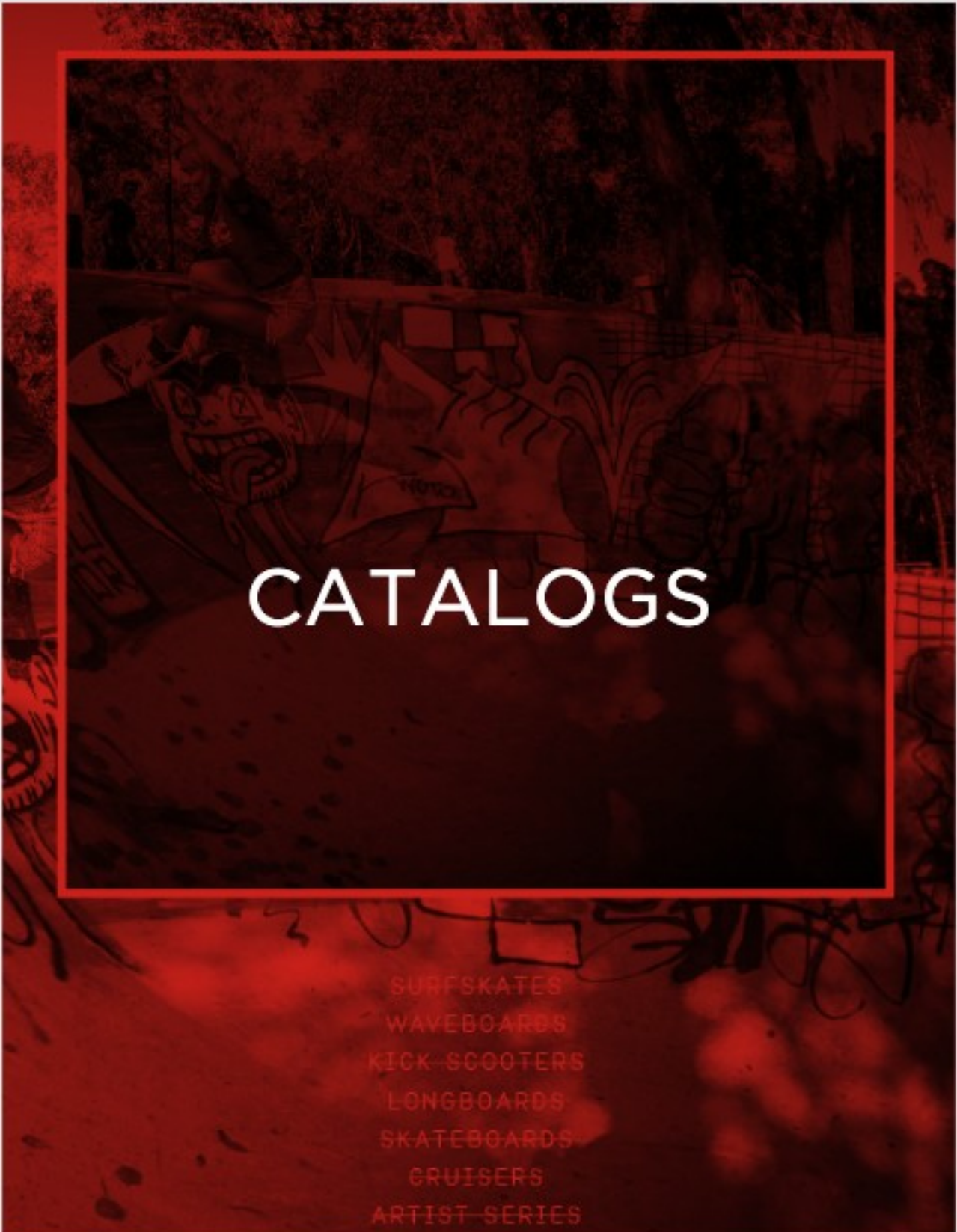
STREET SURFING

PAST, PRESENT AND BEYOND.

KNOW MORE



WEBSITE



CATALOGS

- SURFSKATES
- WAVEBOARDS
- KICK-SCOOTERS
- LONGBOARDS
- SKATEBOARDS
- CRUISERS
- ARTIST-SERIES



VIDEOS



Born in California. Ridden Everywhere.



PAST PRESENT AND BEYOND

*Born in California,
Ridden Everywhere.*