

# PRESENTATION OF THE COMPANY

**LAV**  
PRODUCTIONS



**LAV**  
PRODUCTIONS





# LAV PRODUCTIONS



A group of highly skillful and like-minded professionals set up company **LAV PRODUCTIONS** in 2005. The founders considered this a way to synergistically unite each other's individual experience in producing the motorist TV programs, filming both the movies and TV shows, organizing and conducting both the expeditions to be led under the extreme conditions and sports competitions. That has determined the company's profile consisting of the lines of activity that are supposed to be often and deeply intertwined with each other.

## Producing and placing the TV shows

We have been gathering the experience in making the TV shows for almost 20 years. In so doing we participated in creating and producing such TV-programs as “The Motor-Show”, “Autoreview”, “The Death March”, “In the World of Engines”, and “The AutoTop”. We have also created the first Russian Motorist niche satellite TV-channel called “Auto Plus”.

We cooperated with such a heavy-hitter of the “motorist” TV program production activity as company “WIGE”. It is also worth noticing in this connection that it was WIGE who created the feature short called “Just The Moonshine” that was first selected for the competitive programme of the Berlin Film Festival or “Interfest” and demonstrated on European TV-channel “Arte” afterwards. A WIGE-produced project called “With Open Heart” was demonstrated on such a TV-channel as “Discovery Planet”.





## The TV-shows and programs that has been made by “LAV Productions” for demonstration on TV channel “RBC”

**TV-programme “A weekend on the wheels”** makes up for a kind of video-guide for the motorists that are touring Russia by car. Popular anchorman Andrew Leont’ev featured behind the steering wheel of his car is both introducing the new traveling routes to the viewers and sharing his experience with them in the programme.

The show is scheduled for the first demonstration on Fridays at 23:35 and for the rerun on Saturdays at 21:35.



**TV-programme “Autonews”** tells the viewers of both the novelties and classics of the world car and motorbike industries. It also features the latest state-of-the-art technologies, analyses the problems currently faced in driving the car, riding a bike, and protecting the ecology.

The programme is on in two versions: it lasts for 5 minutes on weekdays and for 21 minutes at the weekends.

# The TV-shows and programs that has been made by “LAV Productions” for demonstration on TV channel “RBC” and “AutoPlus”

**TV-programme “The fellow-travelers”.** Rhythmus of a big city often makes little allowance for the lengthy in-depth discussions as the time is always short. The movers and shakers of the world give Mariya Stroeve a pass though. “Let’s talk on the move”, - they are saying to her, which makes them “The fellow-travelers” so that while moving from point “A” to point “B” they should discuss everything that they used to normally leave undiscussed under the lack of time including such matters as people, business, and cars.





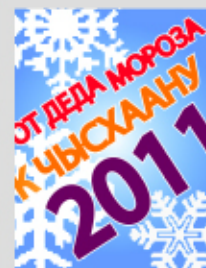


LAV Productions produces 8 TV-programs for Channel "Auto Plus": “All-round view”, “Our tests”, “Auto expert”, “The fellow-traveler” etc.

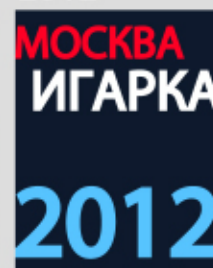
We gathered enough experience in extreme condition expeditions to share it with you. For our expeditions we use only standard issued vehicles, tires and fuel. To enhance our vehicles we limit ourselves to the options provided by the manufacturing factory. Despite everything we managed to reach destinations unreachable even for specially enforced machines from Moscow. Most importantly we ALWAYS COME BACK home.

We are aided by the massive experience accumulated by our employees over many years. They have driven to the Arctic and to mount Elbrus, they crossed the Sahara, the Gobi, the Taklamakan and the Karakum Desert many times. On top of that a number of our employees are acting professional athletes, taking part in Russian and international motor rallies and trophy raids, aqua bike and motorboat races.

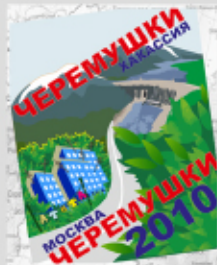
2011



2012



2010



2009



2008





## Patrol in Karaul



“Patrol in Karaul” motor rally started on the 14<sup>th</sup> of February 2011. As part of the expedition three Nissan Patrol vehicle set off to Taymyr under the guidance of a well-known anchorman and a skillful adventurer Andrey Leontiev. On the 23<sup>rd</sup> of February after leaving the last big town on its way (Novy Urengoy) the expedition turned off to a winter road and set out to their main goal- small town Karaul. Unfortunately, inclement conditions of Taymyr didn’t welcome the adventurers with open arms: a few days prior to our arrival the weather changed drastically leading to severe conditions for all vehicles. Despite great concerted efforts of the whole team Nissan Patrol wasn’t destined to reach it’s desired goal. Strong snowstorm, thick snow, unsurmountable kiddles and chilling wind... Nevertheless it’s too early to lose heart – even though Taymyr didn’t let the expedition through this year, it doesn’t mean it will be so severe to the participants next year.

## From Cheryomushki to Cheryomushki Mazda MX-5



To get from Cheryomushki to Cheryomushki we used the most popular roadster in the world – Mazda Mx-5. Leaving from Cheryomushki (district in Moscow), passing the geographical center of Russia and Krasnoyarsk we ended up in another kind of Cheryomushki, in the Republic of Khakassia on the shore of Yenisei at the foot of the great Sayano–Shushenskaya hydroelectric power station. As it was in our previous projects the vehicles, Mazda MX-5, were all standard issued. And they withstood everything with out a hitch.

## Cordiant – trial through Baikal



The goal of the expedition was to prove that you can take such a drive on Russian road and ride on the ice of Baikal in standard issued passenger cars without any modifications. Participant of this adventure on wheels managed to do that using the reliability and quality of VW Polo sedan equipped by Cordiant Polar 2 tires and VW Touareg which acted as a support vehicle. It reconnoitered the difficult parts of lake Baikal so as not to put the two polo sedans at unnecessary risk.



## From Moscow to Magadan – regional studies expedition Mazda 3

Distance – 12000 km. 6000 km of unpaved and gravel road. Both vehicles got to Magadan on their own and without serious problems. Nine participants. 25 days. Our expedition reached Magadan in 2009 using city oriented compact cars with front wheel drive! We were the first ones to reach Magadan on ordinary cars that didn't undergo any special preparations, they didn't even have all-wheel drive.



## Around Baikal Land Rover Discovery 3



In 2008 right before the New Year Land Rover Discovery 3 traveled around Lake Baikal. From 3500 km only 900 can be called a normal road. All the rest was winter road or no road at all. It took us five days to pass the most difficult part – 220 km of old soviet snow road in the North-Eastern Trans-Baikal. Before and after us the only way others successfully traveled this route was on all-wheel drive trucks 6\*6.



## From Brest to PEVEK



Three Mazda BT-50 successfully passing six time zones and 16500 km arrived in Chukotka.

The expedition started in Brest, the most western part of Belarus lasted one month and ended in the most Northern and at the same time North-Eastern city of Eurasia. Only half of our journey was on a paved road. A quarter of our route was snow roads, partially destroyed by heavy trucks, through tundra, marsh and ice covered lakes of Eastern Siberia and the high North.

We crossed the Ob and Yenisei rivers, Lena and Angara rivers, on the ice of the Kolyma river we entered the Polar region and from there into the arctic region.

Relying on each other and on our vehicles was our recipe for the success of our expedition which many considered hopeless even before the beginning. Because as it was in our previous projects the vehicles, tires, fuel and other liquids were all STANDART ISSUED.

The trial was overcome by the people and the vehicles with flying colors. And our concept was once again proven to be successful.



# Star City- Baikanour-Star City 2011



The team of LAV Productions using three vehicles Audi - Q7, A4 allroad and A8 bypassing the federal highways reached Baikanour.

Here in the cradle of cosmonautics the participants had four days not only to study the city, monumental places and museums but to witness the preparations of a spaceship and its crew, and to see with their own eyes the launch of "Soyuz-TMA" rocket.

Audi vehicles were the first civil cars ever to be admitted to the MKS and Buran simulators at the Astronaut training centre, and the LAV Productions team got the unique opportunity to see everything with their own eyes from the first drafts of the Tsiolkovsky spaceships to the launching of a real spaceship a journey that took the civilization many decades to achieve.





## International test drive Skoda Yeti



We chose Transbaikalian National Park as the right spot for this event. On the shore of Lake Baikal in a deserted place we managed to build an autonomous yurt camp with electricity and plumbing (and hot water). Within the first month of its existence the camp was visited by five group including journalists from Russia, Italy, Sweden, Poland, the Czech Republic, Serbia, Norway and China.

Skoda Yeti Baikal Experience became the new positive experience for all the participants, many of which swore that they have never seen such a test drive program before. The test drive consisted of real off road experience with riftes, sand traps, pits and endless slopes and climbs. We achieved the main goal - Skoda Yeti was proven to be underestimated by many and after our test drive where Skoda Yeti passed all the difficulties with flying colors many changed they point of view of this car. Many participants were acquainted with the vehicle but not with Buryatia. That is way the cultural program we organized in the vicinity of Ulan-Ude was a great addition to our project.



# Circum-Baikal railroad trip....in a car



In January 2013 LAV Productions organized an expedition on the Circum-Baikal railroad. The whole 89 km from Lake Baikal to the station the vehicle drove like a real train - on the tracks. This part of the railroad is considered a reserved area nevertheless no one has ever managed to get there via a car because there are no roads. To this day the project is considered unique due to organizational and technical requirements needed to carry it out.



## Moscow-Sakhalin

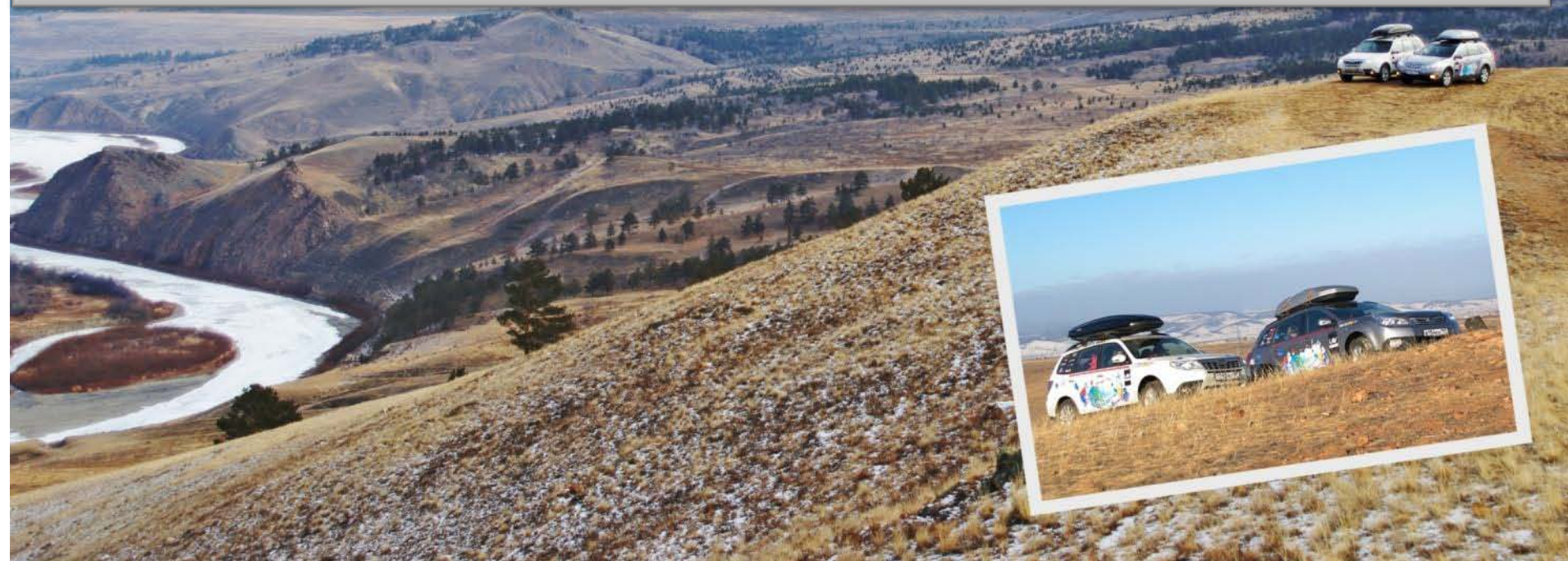
Can you drive through Russia on a real Gran Turismo? Can you drive on a real sports car as quick as the wind along the Trans-Siberian Railway just like down the Cote d'-Azur? Now we can assure you that you can. LAV Productions team has traveled 12 thousand kilometers of various Russian roads from gravel-roads to a federal highway driving a Jaguar XK-R and a Land Rover Discovery 4. We started in Moscow and ended up in Yuzhno-Sakhalinsk. The Jaguar was equipped with super low-profile tires Michelin PilotSupersport and they both passed the test more than worthy. As for the Land Rover this journey was just a nice and peaceful stroll...





## Expedition from DedMoroz to Chyskhaan

In December 2011 two Subaru vehicles Forester and Outback drove fifteen thousand kilometers to take the LAV Productions team from Moscow to the home of DedMoroz in VelikyUstyug (the Vologda Region) and then to Oimyakon in Yakutia to the ice cave of Chyskhaan "Lord of the Cold". As it was in our previous expeditions the cars didn't undergo any special preparations nevertheless neither the long distances nor the low temperatures of  $-58^{\circ}\text{C}$  stopped the people and the vehicles from leaving their intended course. As expected, this New Year fairy tale had a happy ending. We not only reached Oimyakon but returned to Yakutsk to witness the top level meeting of DedMoroz and his yakut colleague Chyskhaan.





## Speed record Mazda MX-5

A successful attempt to establish a national speed record of 2-litre engine vehicles without a supercharger in the distance of 1000 meters took place on the 29<sup>th</sup> of March 2012.

The attempt was carried out on the ice of Lake Baikal on an ordinary vehicle Mazda MX-5 with non-studdable tires Michelin X-Ice-3 speed rating H (210 km/h).

Andrey Leontiev a six-time champion was driving Mazda MX-5.



# Annual Award Eco-Rally “The most cost efficient vehicle”



- On the 9<sup>th</sup> and 10<sup>th</sup> of October 2012 LAV Productions company with the support of Shell and Continental enterprises for the first time in our country organized an attempt to identify the most cost efficient vehicle in Russia. The first attempt was a success. The winner of 2012 was Citroen C1.



- Rules of the eco-rally: The vehicle to consume the least amount of fuel gets to be called “the most cost efficient vehicle” and will be listed in The Guinness Book of Records and the driver, who wastes the least fuel to perform all the necessary rides gets the Russian Champion title



## 12 records in 24 hours



Setting distance and stamina records has always been a worthy trial for people and vehicles. That is how the motorsport began in the 19<sup>th</sup> century. Setting those records was how Russia contributed to the international motorsports for a long time. Unfortunately, during the post-Soviet era such a previously popular sport in Russia was now exercised only by enthusiasts. One of those enthusiasts, Sergei Larin, a popular soviet and Russian driver and multiple-record holder became an ideological inspirer and organizer of this project.

Following our principles – only standard issued vehicles we continue to focus our attention on vehicles without special preparations. SEAT Ibiza ST 1, 4 (1398 cm<sup>3</sup>) vehicles correspond to group 2 class 7 FIA (Fédération Internationale de l'Automobile) and RAF (Russian Automobile Federation). Given distances: 10 km, 10 ml, 100 km, 100 ml, 500 km, 500 ml, 1000 km, and 1000 ml. Given time: 1 hour, 6 hours, 12 hours, and 24 hours.

The race started at 15:00 on the 25th of May and during a day they drove around the 14 km long Dmitrovky Range stopping only to refuel and change drivers.

Eventually we set new records in all the events.





## Moscow – Igarka



Jaguar, Land Rover, Russia and LAV Productions once again proved that there is no such thing as impossible and even the farthest corners of our country can be reached if you have a reliable car, a rational mind and a solid team. Jaguar XF and Land Rover Freelander reached Igarka and returned to Moscow crossing the Arctic Circle twice!

Igarka... If you look at the map you will see a previously prosperous town and now a disbanding village where an internationally unique permafrost research station is located. It is entirely isolated from the world. It is truly so. There are no roads or train tracks, only a departmental winter road that passes the Vankor Oil Field. Yamal as if warned us to turn back home but despite that we reached our goal.



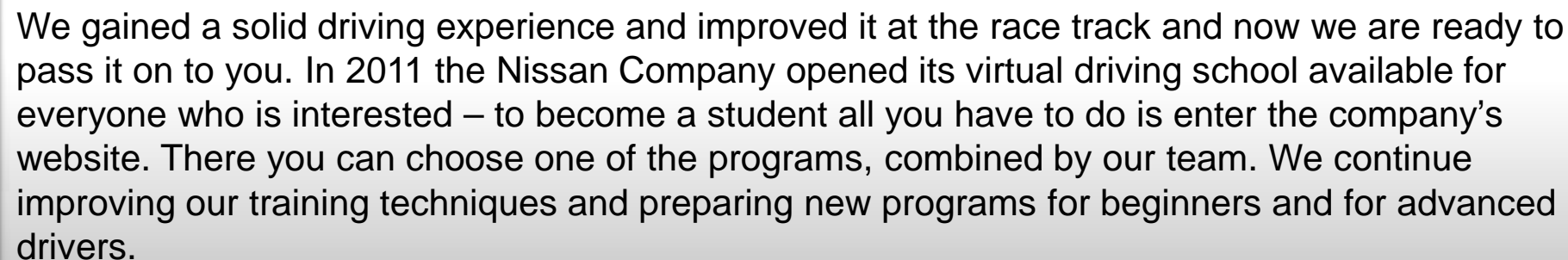


# The European Power Boat Sport Endurance Pneumatics Championship

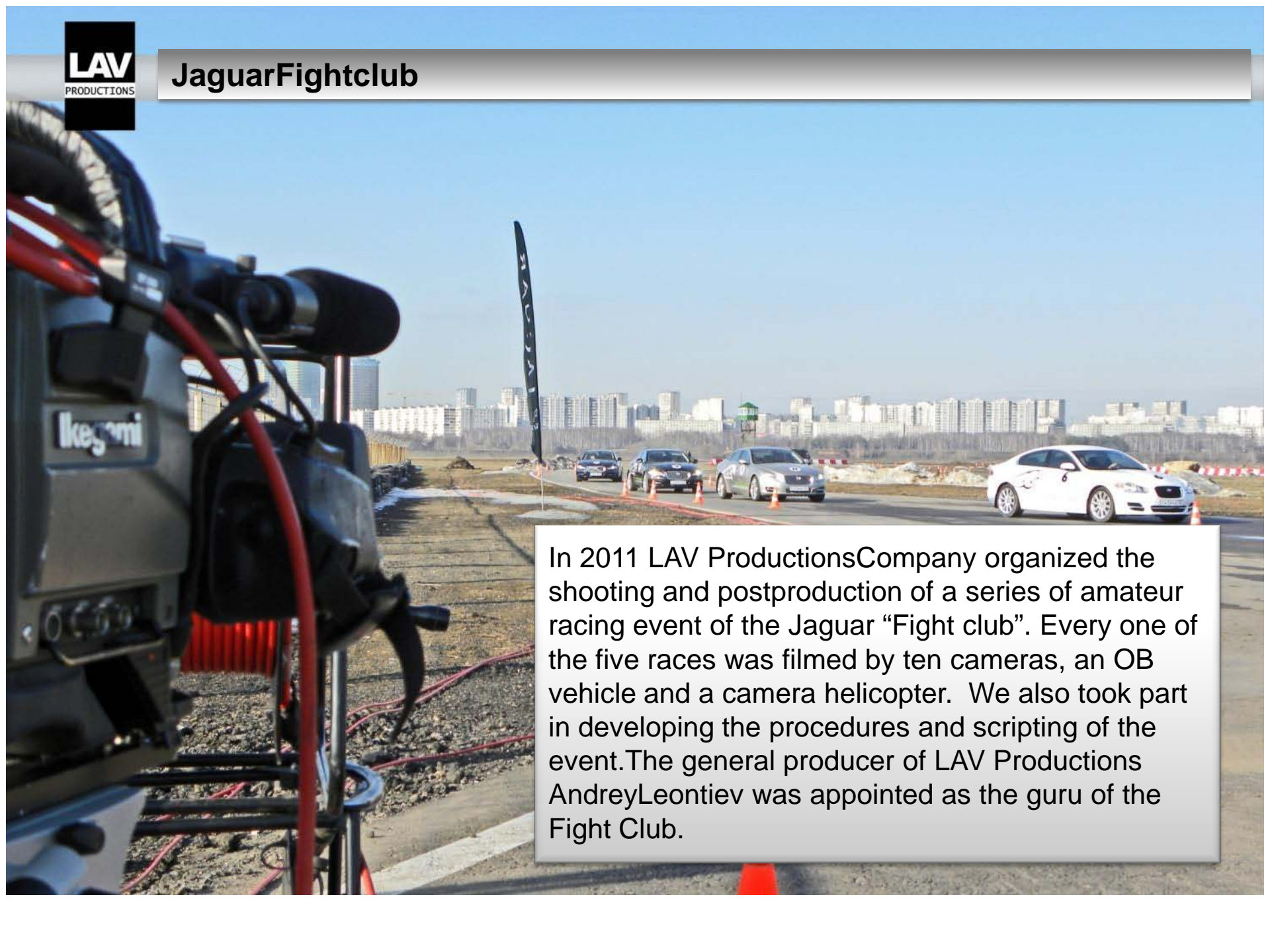


Power boats were racing at the speed of nearly 160 kilometers per hour on the smooth surface of the preserved Lake Siverskoe – the jewel of the Russian North national Park. Never before has the Vologda Region held a technical sports event of such scale that is why an intense interest from the regional administrations, including the governor Vyacheslav Pozgalev was not surprising. The combination of modern technologies and the five hundred year old walls of the Kirill-Belozersk Monastery, where the European Championship race took place, left neither the pilots nor the spectators indifferent. And the fact that the race was held in a protected environmental zone once again proved that modern civilized motor technologies can and must be environmentally friendly. The representatives of U.I.M. (Union Internationale Motonautique) highly appreciated the organization level and suggested that this aquatorium could be considered for other international events including the “Formula” races.









In 2011 LAV Productions Company organized the shooting and postproduction of a series of amateur racing event of the Jaguar “Fight club”. Every one of the five races was filmed by ten cameras, an OB vehicle and a camera helicopter. We also took part in developing the procedures and scripting of the event. The general producer of LAV Productions Andrey Leontiev was appointed as the guru of the Fight Club.

## Andrey Leontiev

Andrey Leontiev is a journalist, an anchorman, a producer and an organizer of the LAV production team.

He started his work in the television industry in 1992 when he took part in the first television program dedicated to automobiles: AutoShow (the television broadcasting company ViD, Vlad Listev's project, The First Channel).

He participated in the creation and development of such projects as Autoobozrenie /Auto Viewing/ (1994, RTR), Gonki na Vizhivanie /Death March/ (1993, The First Channel, 2x2 ), V Mire Motorov /Engines' World/ (1998, The First Channel), Auto Top (2002, NTV), Formula-1 on Ren-TV (2006, Ren-TV).

Being an author of the television channel Auto Plus (2006) Leontev organized its launch and was the head thereof up to 2011.

Leontev is also a race boat pilot.

He took part in a cross-country race, circuit races and death marches.

He is a pilot of a military KAMAZ and a member of the KAMAZ team, a master and a participant of cross-country rallies Silkroad, Dakar Series, a winner of the Championship of Russia at cross-country rallies of T4 category (camions), a 6-times champion of Russia, a winner of the World and European Championships and a world champion in water motor sport in the Endurance class.







# Thank you for your attention!



**Andrey Leontiev** +7-495-796-86-78  
+7-495-509-41-52

[l a b s@mail.ru](mailto:lab_s@mail.ru)  
[leontiev@lavpro.ru](mailto:leontiev@lavpro.ru)