



CBC 2014-2020  
SOUTH-EAST FINLAND - RUSSIA

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# Automotive innovation camp

Race4Scale

2021



South-Eastern Finland  
University of Applied Sciences





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## Business case “From the first Russian cars and motor vehicles to the present day (to the 125th anniversary of the first Russian production car)”

### Union “Autoprom North-West”

Expert board:

Sviridova Maya, Director of Union “Autoprom North-West”

Komarova Ekaterina, Executive Director of Union “Autoprom North-West”

Malyavko Anastasia, Head of Educational Programs Department

Age group: schoolchildren, students of secondary professional education, universities



**АВТОПРОМ  
СЕВЕРО-ЗАПАД**  
ПРОМЫШЛЕННЫЙ КЛАСТЕР



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# General information about the business case

Exactly 125 years ago, 14 July 1896, the first serial Russian car was presented at the All-Russian Industrial Art Exhibition in Nizhny Novgorod.

The first car of domestic production with an internal combustion engine was ready and passed a series of tests in May 1896. In July, at an exhibition in Nizhny Novgorod, he made a demonstration trip. It was a car of Frese and Yakovlev.



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## General information about the business case

On the wave of the rapid industrial lift, which was observed in the Russian Empire from the second half of the XIX century, the appearance of the domestic automotive industry looks quite organic. Pioneers of this industry in our country were the retired lieutenant of the Imperial Fleet Evgeny Yakovlev and Mountain Engineer Peter Frez, which constructed the car represented in July 1896 to the general public. They gave the start of the serial production of cars in Russia.

The St. Petersburg Freset Factory has become a pioneer in the mass production of passenger and trucks. Only from 1901 to 1904 more than 100 cars were collected here, including equipped with electric drive. There were also tests of trolley buses and trains with electrical station.



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## Statement of the problem

A task:

- to prepare scientific and technical materials, archival references, abstracts for placement in the virtual museum of auto- and mototechnics “Auto-Evolution”, formed by the Children's Engineering Center "Autoprom North-West"
- structuring the goals and results of the business case presentation with the preparation of a short presentation and project defense in Russian or English



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## Recommendations for solving the problem

1. Acquaintance with the history of the creation of equipment in the chosen direction (cars, trucks, motor vehicles, special equipment, passenger transport)
2. Collection and processing of information from open sources and interviews with market experts
3. Development of a presentation report for project defense in Russian or English
4. Preparing to defend a project



# Materials for solving the problem

## Materials for solving the problem

- Will be sent to teams through the business case holder



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## **Business case solution format**

- 4-5 PowerPoint presentation slides.
- The total time for the presentation of the case should not exceed 10 minutes.