



SERPENT - THE RACING EXPERIENCE



1/8 SCALE RACING - SERPENT THE MARK OF EXCELLENCE





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Serpent is a specialised multi-national company designing, developing, testing, manufacturing, warehousing, marketing, selling and racing radio controlled cars !

1980 is used as official starting year for Serpent, even though the first cars were designed since 1977. The reason for that is that the company making Serpent cars was officially registered as BERTON in 1980. Between 1977 and 1979 the cars were developed and made in a small company called FWF engineering. One of the partners, came up with the name SERPENT as brandname.

The first Serpent, 1/8 scale 2wd gaspowered car was named Superpro. From then till now Serpent designed, made and sold over 10 different platforms of 1/8 cars, each platform lasting a number of years with small updates. So clearly 1/8 scale onroad are the roots of Serpent, its where it all began with. It's a long established class which has it up and downs, but still survives for so long. It's seen as the top-class in rc car onroad racing due to its brutal power, sheer speed and acceleration. Nowadays Serpent is active in 20 different classes of r car racing and still growing.

Serpent is well known for its innovative power, as well as quality, support and communication. The majority of Serpent development, marketing and sales staff are rc car racers.

The extensive racing experience helps to design the right cars and innovation gives them the extra edge and Serpent touch. The designers use state of the art 3D software, as Serpent was the very 1st company in rc cars design to apply that technology. Serpent also adopted the internet in its very early stages already to communicate and promote its products.

Serpent cars are made in a modern facility in China, that concentrates on topquality rc cars production only. This expert facility makes almost all parts needed inhouse, with modern machinery, to ensure a perfect fit of all single and mating parts. A highly efficient packing, assembly and logistics department ensures fast and complete shipping. The focus on rc cars only make sure Serpent can make changes and updates fast and frequent, as is needed in todays rc car racing environment.

Over 40 distributors worldwide take care of the supply and support of Serpent cars. As company Serpent backs them up with fast supply of kits and parts from a large warehouse, as well as with key marketing support in the form of websites, blogs, forums, tech-sheets and social media.

Racing is in our vines and the long list of World, European, Asean and American titles showcase that. The majority of the racing ofcourse takes place on local, regional and national level, and thats where our real focus is !

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1985 World Champion 1/8th - Japan, Rody Roem the Netherlands



977 2013 World Champion, WC 1/8 onroad, Japan: T. Sahashi, Japan



Quattro-4wd



Company history

Late 1970-ties a group of rc racers were using their 1/8 scale onroad radio controlled cars on a parkinglot near Heemstede in the Netherlands, Europe. Some of these racers got together to develop the cars they were racing by themselves. This work was done partially at home and partially inside a small engineering company called FWF in the city of Haarlem.

Around 1977 they decided to create their own cars and the name Serpent was 1st used.

End of 1979 Pieter Bervoets, with one of these racers , agreed wit the other racers inside FWF to continue the production of rc cars in

a seperate company as a new venture.

For this Bervoets asked racer/developer Ron Ton to join him as partner.

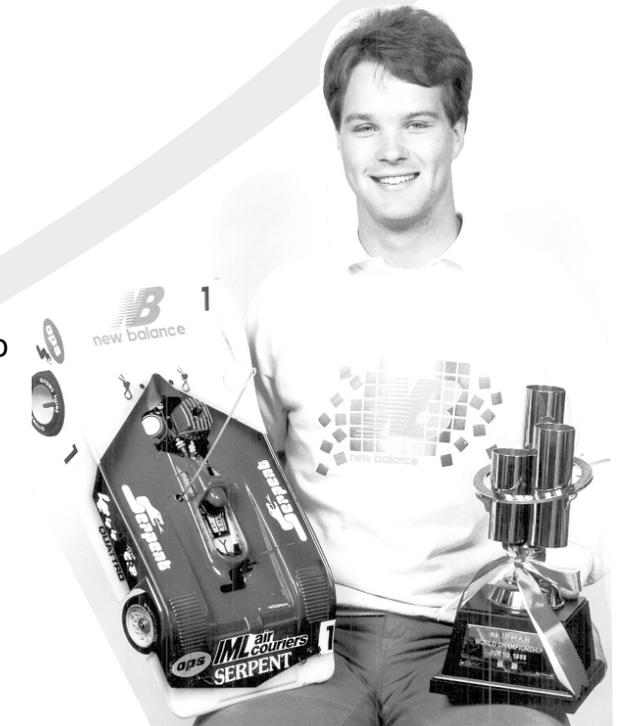
Both Ron Ton and Pieter Bervoets were well respected high end racers. This company under the name BERTON was founded in 1980 in Heemstede. Pieter Bervoets was in charge of running the company, sales and in development, and Ron Ton focussed on development and production. Both Ron Ton and Pieter Bervoets raced all across Europe to attend bigger races and European Championships.

The 1st employee in the company was local racer Milko Tenthof, who started working in the production and packing department. Gradually the company grew with more staff, more machines and a larger number of different cars, also offroad 1/8. Sales grew very fast and to many countries around the world.

Rody Roem, a 1985 IFMAR 1/8 World Champion, joined Serpent in 1984 as production and development staff. Michael Salven, one of the current owners of Serpent, started to officially race for Serpent as Team-driver in 1987.

In 1990, with a staff of 20 people, the factory moved to a new location in Cruquius, only 4km away from the 1st location, and the company was officially called Serpent. More than 3 times the size of the old location, there was space to grow even more to meet the growing demand. At that time Serpent made the majority of the parts still inhouse. Machining, toolmaking, injection moulding. In that same year also current co-owner Ronald Baar started working at Serpent as marketeer.

Michael Salven started officially working for Serpent in 1991 as designer/racer. In the first years Michael worked together with Ron Ton in car development. In 1992 Serpent decided to start using the state of the art 3D design software pro-Engineer, with which the Vector 1/8 scale car was designed from scratch. Michael and his college Edwin won the prestigious Pro-E design Award Competition based on the new car.



Rody Roem, 1985 IFMAR 1/8 World Champion



In 1995 current RedRC owner Eoghain O-Briain joined Serpent for all graphic design and webdesign. In 2005 Michael and Ronald did a management buy-out and took over the company from owner Pieter Bervoets.

At that time Serpent employed around 30 people. The longterm plan was to extend the productline into all classes of rc car racing gradually. As the competition was growing and the market got tougher this was the right strategy.

The company invested heavily in new models and found outside suppliers to be able to meet demand and the necessary pricelevel in the market.

In 2007 Billy Easton, 1/10 buggy 2wd world champion, joined Serpent as offroad designer, based in the USA, to create the offroad line of cars for Serpent. 2008 was a hard year for Serpent, when the important American market for Serpent collapsed, and the production facility in the Netherlands needed to close down. A new partner mr Shiu joined the new Serpent company as co-owner and production was restarted

in China, with sales and development still in the Netherlands and a logistics and sales office in HongKong .

In 2011 a new partnership was founded with Michael and Ronald being joined by Xu and Lau to create the current Serpent Ltd. in Hongkong, with production and warehousing in China, logistics and office in HongKong and design, sales and marketing being done from various locations across the world with Michael Salven as main onroad and Billy Easton as main offroad designer.

Nowadays the Serpent productline offers over 30 different rc cars and the list will grow bigger. With 9 World Titles and numerous European, Asean, American titles, as well as National and regional wins, Serpent is one of the longest established, most innovative and most successfull rc car companies in the World.

In such brief summary of the history, not all people can be listed with names, but really many staff and friends have been very important in the past to make Serpent what it is today.

We like to thank them a lot for all the efforts done and for sure we will never forget!

We are looking forward to the future and grow the number of Serpent fans worldwide even more!

Team Serpent



Year:	Car name Class
1979	Super Pro 1/8 GP onroad
1981	Super Pro MK2 1/8 GP onroad
1983	Quattro 2wd 1/8 GP onroad
1985	Quattro 4wd 1/8 GP onroad
1986	Cobra 1/8 GP buggy
1987	Cobra Jeep 1/8 GP Jeep
1988	Spirit 1/8 GP buggy
1989	Sprint 1/8 GP onroad
1990	Tenforce 1/10 EP onroad
1991	Impact 1/10 GP onroad wide
1993	Impulse 1/10 GP onroad
1993	Excel 1/8 GP onroad
1994	Tenforce 1/10 EP onroad
1994	Impact M2 1/10 GP onroad wide
1995	Impulse Pro 1/10 GP onroad
1995	Vector 1/8 GP onroad
1997	Veteq 1/8 GP onroad
1998	VectorNT 1/8 GP onroad
1999	710 1/10 GP onroad
2000	Veteq 01 1/8 GP onroad
2001	950 1/8 GP onroad
2002	950R 1/8 GP onroad
2003	720 1/10 GP onroad
2004	S400 1/10 EP onroad
2004	F180 1/8 GP onroad F1
2006	960 1/8 GP onroad
2007	S240 1/24 EP onroad
2008	S120 1/12 EP onroad
2008	S100 1/10 EP onroad
2008	S500 (proto) 1/10- EP buggy 4wd
2008	733 1/10 GP onroad
2009	966 1/8 GP onroad
2009	Cobra buggy 1/8 GP buggy
2010	966-EVO 1/8 GP onroad

Year:	Car name Class
2010	Cobra Truggy 1/8 GP truggy
2011	966-TE 1/8 GP onroad
2011	411 1/10 EP onroad
2011	Cobra E-buggy 1/8 EP buggy
2012	S120 LT 1/12 EP onroad
2012	411 RTR 1/10 EP onroad
2012	411 FF 1/10 EP onroad
2012	Cobra GT 1/8 GP GT
2012	Cobra GT-e 1/8 EP GT
2013	Viper 977 1/8 GP onroad
2013	Cobra buggy RTR 1/8 GP buggy
2013	Cobra E-buggy RTR 1/8 EP buggy
2013	Cobra GT RTR 1/8 GP GT
2013	Cobra GT-e RTR 1/8 EP GT
2013	F110 1/10 EP onroad F1
2014	S120-LTR 1/12 EP onroad
2014	747 1/10 GP onroad
2014	747-e 1/10 EP onroad
2014	Viper 977-WC 1/8 GP onroad
2014	Eryx 411 2.0 1/10 EP onroad
2014	Eryx 411 3.0 1/10 EP onroad
2014	Natrix 748 1/10 GP onroad
2014	Natrix 748-e 1/10 EP onroad
2014	Cobra E-Truggy 1/8 EP truggy
2014	Spyder SRX2 RM 1/10 EP buggy 2wd
2014	Spyder SRX2 SCT 1/10 EP SCT 2wd
2014	Spyder SRX2 RM RTR 1/10 EP buggy 2wd
2014	Spyder SRX2 SCT RTR 1/10 EP SCT 2wd
2014	F110-SF2 1/10 EP onroad F1
2015	Viper 977-EVO 1/8 GP onroad
2015	Natrix 748-TQ 1/10 GP onroad
2015	Spyder SRX2 MM 1/10 EP buggy 2wd
2015	Spyder SRX2 MM 1/10 EP buggy 2wd RTR
2015	Spyder SRX4 1/10 EP buggy 4wd

9 x World Titles / 37 x European Titles

- 2015** Vice-European Champion, 1/10 4wd Buggy: Joern Neumann
European Champion 1/12 stock: Hupo Honig
Vice World Champion 1/8 GT: Hupo Honig
- 2014** Vice World Champion 200mm GP, Thailand: Yuya Sahashi, Japan
European Vice-Champion, 1/8 GP onroad: Spain, Mark Green
European Champion, 1/8 gas onroad Italy: Abisset (F)
- 2013** World Champion, WC 1/8 onroad, Japan: T. Sahahsi, Japan
Vice-Champion, EC-B 1/8 Spain: Nacho Lopez
ENS Champion, 1/8, Germany: Mark Green
European Vice-Champion, 1/10 200mm: Dominic Greiner, D
European Champion 1/10-A Austria: Mazzeo
Snowbirds Champion 1/12 modified, USA: Marc Fischer
- 2012** World Champion GT8: Morganti, USA
- 2011** European Champion 1/8 40+ : Giesa
European Vice-Champion 1/8: van Gastel
USA National Champion 1/8th: Morganti
USA National Champion 1/8 Master: DeSoto Sr.
- 2010** FEMCA Champion 1/8 gas onroad: Suruth
European Champion 1/8 40+ : Levy
Japanese National Champion 1/8th: Tanaka
USA National Champion 1/8th: Tosolini
USA National Champion 1/8 Master: Davis
European-B Champion 1/8 GP: Tedeschi, Italy
- 2009** Euro Vice-Champion Indoor 1/12 Stock
EC 40+ Masters 1/8 GP onroad - Spain
- 2008** European Champion 1/10th 235mm - Holland
- 2007** European Champion 1/10th B - Belgium
European Champion 1/10th 235mm - Germany
Japanese National Champion 1/8th - Japan
Vice-Junior European Champion B 1/8 - Slovenia
- 2006** European Champion 1/8th - Sweden
European Champion 1/8th B - France
European Champion 1/10th 235mm- France
US National Champion 1/10th 200mm
- 2005** European Champion 1/8th B - Germany
European Champion 1/10th 235mm - England
Japanese National Champion 1/10th 200mm
- 2004** European Champion 1/10th 200mm - Austria
European Champion 1/8th B - Italy
European Champion 1/10th 235mm - Switz
- 2003** European Champion 1/8th - Norway
European Champion 1/10th 200mm - Portugal
European Champion 1/10th 235mm - Portugal
US National Champion 1/8th
- 2002** World Champion 1/10th 235mm - USA
European Champion 1/10th 235mm - Sweden
US National Champion 1/10th 200mm
US National Champion 1/10th 235mm
- 2001** European Champion 1/10th 235mm - Holland
US National Champion 1/8th
US National Champion 1/10th 235mm

9 x World Titles / 37 x European Titles

2000 European Champion 1/8th - Portugal; Michael Salven
European Champion 1/8th B - France
World Champion 1/10th 235mm - Austria: Michael Salven

1999 US National Champion 1/8th: Ralph Burch
Japanese National Champion 1/8th: Ashara
US National Champion 1/10th 235mm: Ralph Burch

1998 European Champion 1/8th - Germany
World Champion 1/10th 235mm (TC) - Holland
World Champion 1/10th 235mm (GC) - Holland

1997 World Champion 1/8th - Mexico; Lamberto Collari
Japanese National Champion 1/8th

1996 European Champion 1/8th - France: Lamberto Collari
European Champion 1/10th 235mm - Portugal

1995 World Champion 1/8th – Thailand; Lamberto Collari
European Champion 1/10th 235mm – Holland; Ben Kellsall

1994 European Champion 1/8th - Italy: Michael Salven
European Champion 1/10th 235mm - England

1992 European Champion 1/8th TC - Holland

1989 European Champion 1/8th - Spain; Juergen Bahr

1987 European Champion 1/8th - Denmark; Grob

1986 European Champion 1/8th - France; Rody Roem

1985 World Champion 1/8th - Japan, Rody Roem
European Champion 1/8th - Holland; Jacob Buhler

1982 European Champion 1/8th - Germany; Mielke
1981 European Champion 1/8th - Austria; Pieter Bervoets

1980 European Champion 1/8th – Sweden,
Ron Ton and Pieter Bervoets

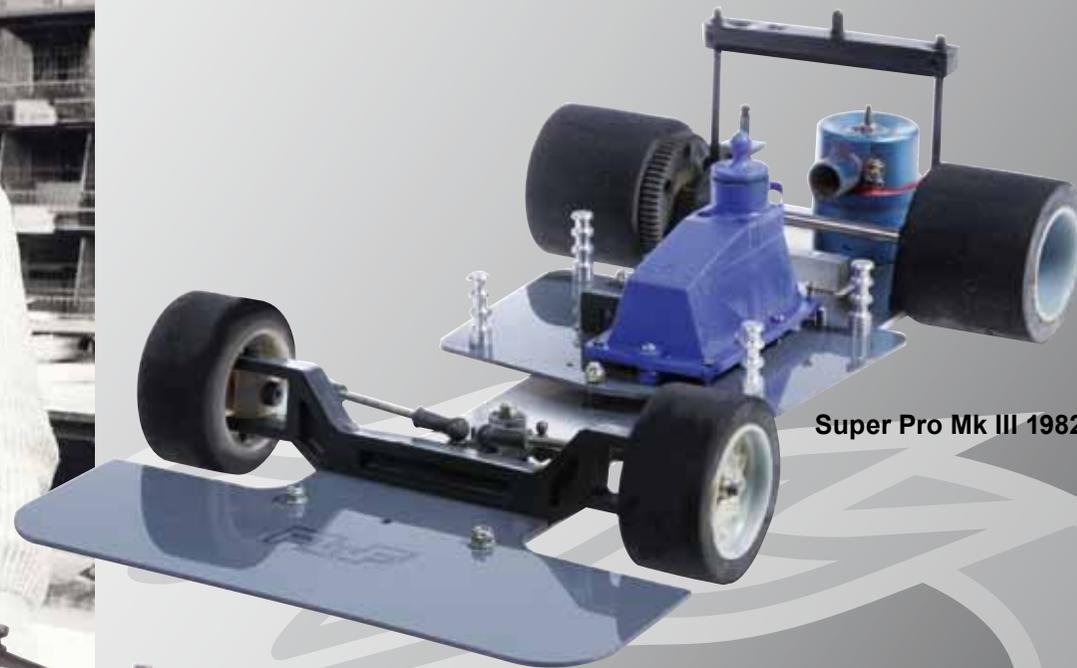
1979 European Champion 1/8th - Germany; Pieter Bervoets



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Ron Ton (left) and Pieter Bervoets



Super Pro Mk III 1982

Serpent Viper 977-EVO 2015



Serpent cars, overview

1979 Super Pro 1/8 GP onroad



1981 Super Pro MK3 1/8 GP onroad

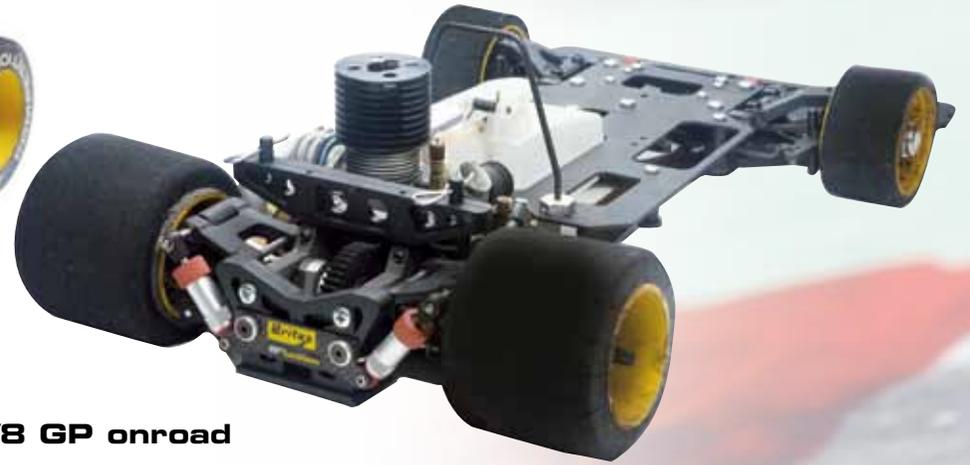


1983 Quattro 2wd 1/8 GP onroad

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1985 Quattro 4wd 1/8 GP onroad



1989 Sprint PRS 1/8 GP onroad





1989 Sprint PRS 1/8 GP onroad

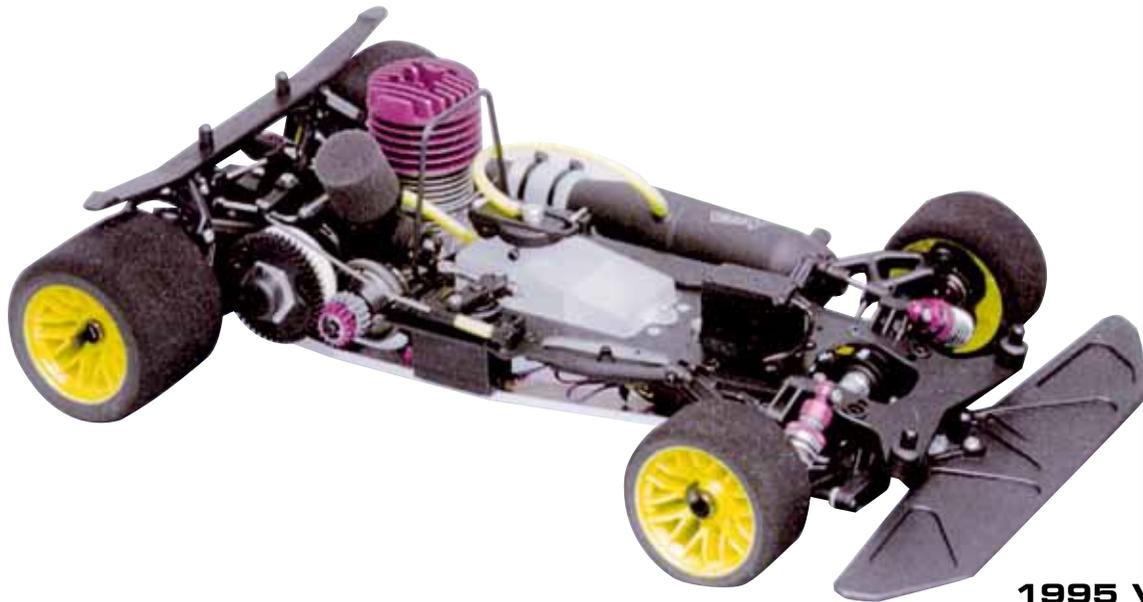


1993 Excel 9000-4wd

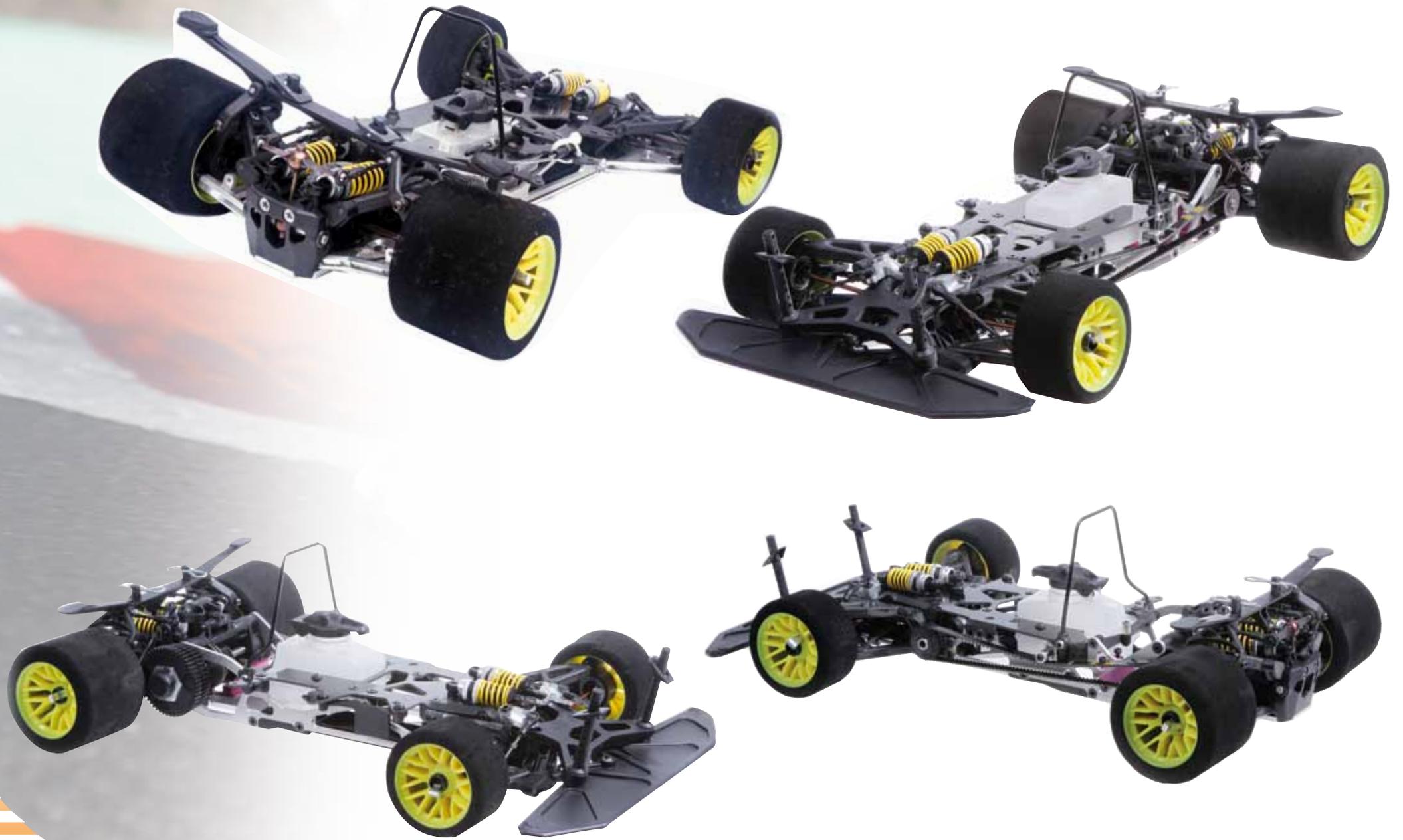
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1993 Excel 1/8 GP onroad



1995 VECTOR



1997 Vetec



1998 Vector NT



2000 Veteq V2



2001 950



2002 950R



2006 960

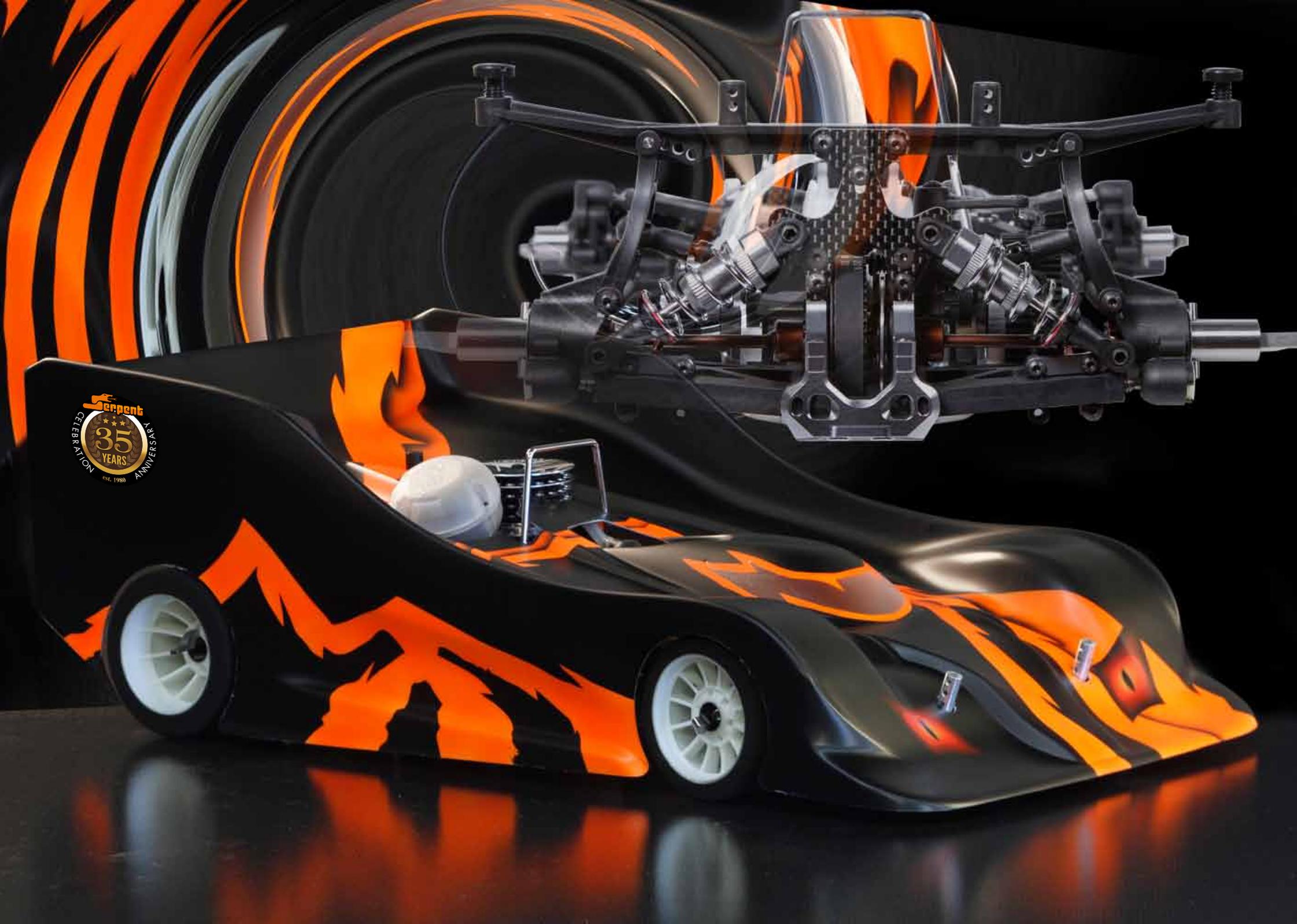
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2009 966



966 TE 2011



Serpent
35
YEARS
ANNIVERSARY
CELEBRATION
est. 1980

The Anniversary edition is based on the successful Viper 977 World Championship winning car in the EVO configuration. Designed by Michael Salven.

As special edition it comes with dark grey anodised aluminium parts and dark grey aluminium chassis with 35th anniversary logo engraved and Limited Edition car-number.

Main specs of the car

- Chassisplate in aerospace 5mm aluminium
- Engine mounts in aluminium for the 3.5cc engine
- Radioplate carbon fibre 2.5mm with flex system
- 4wd drive with Kevlar (3) reinforced belts
- 2-speed XLI-8 automatic gearbox
- Centax-2 race clutch
- One-way front axle
- Solid rear axle
- Carbon fibre shocktowers
- Hydraulic race shocks RCCX
- Selected and coded race springs
- Independent suspension
- 125cc quick-fill fuel tank
- Front bumper with aero inserts
- Ball-raced anti-roll bars front and rear
- Front and rear adjustable bodymount system.

Serpent tool-set with 35th Anniversary logo engraved is available as optional.



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Serpent Viper 977-EVO 35th Anniversary Edition

The set includes following tools:

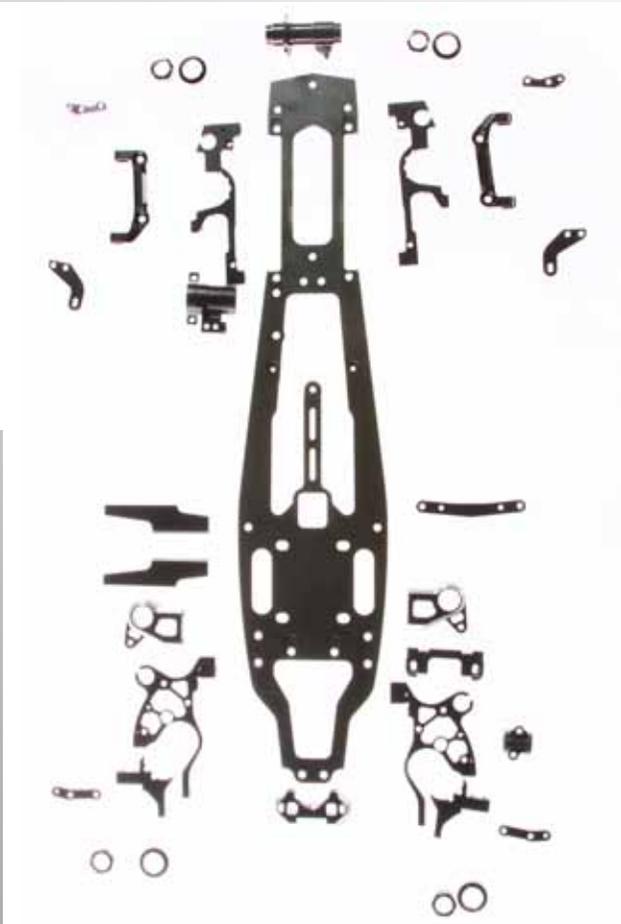
- The car-kit and Serpent 35th anniversary race-cap are packed in a stylish padded Serpent lap-top size bag with embroidered Serpent 35 logo. An assembled car without body will fit.

On top of that we supply a special made alu-carbon machined and laser engraved USB stick, which holds a Serpent 35th Anniversary booklet, showcasing the Serpent history, the models made to date, a list of all major results and an image gallery with lots of images of earlier cars and races. Also on the same stick you may find the PDF type assembly manuals and partslist and some more usefull information.



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Serpent Viper 977-EVO 35th Anniversary Edition



Optional: Tool set
35th anniversary edition





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Serpent Media

Serpent website: www.serpent.com

Team Serpent blog: www.teamserpent.com

Serpent Youtube Channel: [youtube/serpentmrc](https://youtube.com/serpentmrc)

Serpent Facebook page: www.facebook.com/SerpentMRC/

Serpent facebook user-groups: promo.serpent.com

Serpent G+ page: plus.google.com/+SerpentModelcars/

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