



GLOBAL BRAND BROCHURE 2026

HOIST THE SAILS. LEAD THE WORLD.

ERIONER & OVERSEE Dual-Brand Strategic Matrix: Integrating Premium Offline Engineering with Cutting-Edge Digital Ecosystems for Marine Power Solutions.

OUR ECOSYSTEM

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HOIST THE SAILS AND LEAD THE WORLD

TOP REAL

"Our mission is to lead with foresight, navigating dynamic global markets with agility and resilience, and setting new benchmarks for operational excellence and sustainable growth that inspire confidence across all stakeholders."

Top Real Business Ltd. was established in Kowloon, Hong Kong in 2011. The company specializes in the R&D, manufacturing, and sales of outboard motor parts and complete engines. With a professional technical team and an excellent marketing team, the company continuously launches innovative and practical products.

One group, two forces. Recognizing the differences between online and offline ecosystems, the company operates two independent brands—ERIONER (offline) and OVERSEE (online)—to precisely target different customer segments.

Committed to becoming a global leading brand in marine engines and accessories, the company upholds the philosophy of "Innovation Powers the Future," focusing on developing high-quality, durable, and reliable products to provide optimal power solutions for customers worldwide.



MILESTONES



2011/ Top Real Business Ltd. was founded in Kowloon, Hong Kong, primarily engaged in the distribution of outboard motor parts and accessories.

2011/ In Malaysia, we assembled a team with dreams and vision and founded the brand — ERIONER.

2012/ We established a complete machine R&D team and launched our first outboard motor under our own brand.

2013/ With keen insight into e-commerce trends, we established the OVERSEE brand, thereby launching a dual-brand strategy.

2026/ Today, we strive to become a benchmark enterprise in the global outboard motor industry by combining in-depth offline experience with efficient online service.



ERIONER

The Mainstay of Offline

Where every touchpoint becomes a memorable journey, forging deeper connections and delivering real-world value that endures beyond the moment.



We believe the true quality of an outboard motor is best appreciated through firsthand experience—inspecting the craftsmanship, testing the responsiveness, and feeling the reliability yourself. That is why ERIONER remains committed to offline spaces worldwide, with professional showrooms, on-water demo zones, and face-to-face service that build the strongest bridge between our brand and customers, turning every visit into a moment of confidence.





The ERIONER Offline Ecosystem Experience, Service, Trust.

In our global showrooms, you can see, touch, and learn about every engine from our specialists. Our on-water demo zones in diverse environments let you test performance yourself – feeling torque, steering, and stability that no brochure can convey.

After purchase, we provide personalized handover, maintenance guidance, genuine parts replacement, and rapid emergency support across continents, plus multilingual manuals and a dedicated hotline in your time zone. We also host owner workshops, tournaments, and open days to turn customers into friends and gather real-world feedback.

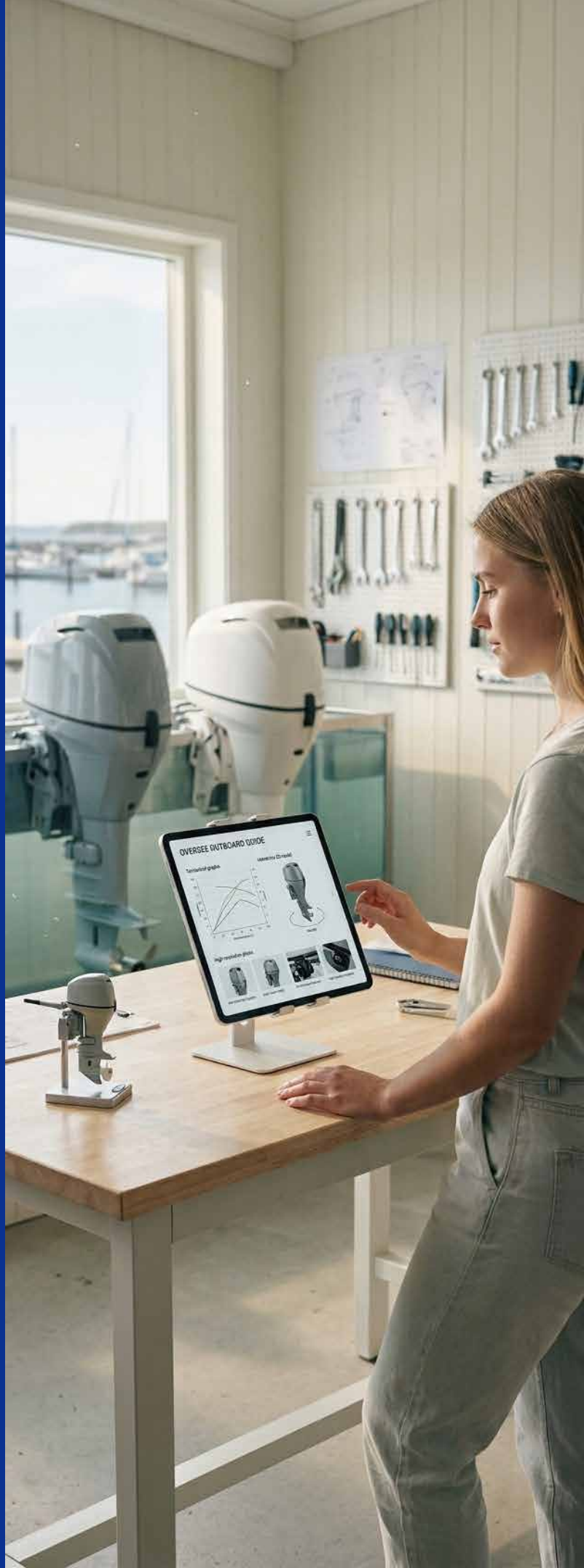
ERIONER offers more than products – We create a comprehensive offline ecosystem that ensures every customer, wherever they are, feels confident and supported. From the first spark of curiosity to every voyage, we stand by you, making sure your journey is powered by trust and a brand that never leaves your side.

OVERSEE

The Lookout of Online

We understand that in today's digital age—where information is abundant and attention spans are short—users need more than just endless choices; they need clear direction and trustworthy guidance. That is why OVERSEE, with its keen online insight, serves as the “lookout” for users around the world exploring the world of outboard motors—spotting trends early, cutting through the noise, and delivering value with surgical precision, turning every click into a well-informed decision.

Here, product information is no longer a cold pile of data. Instead, it is carefully curated, visually enriched with 3D rotational views, high-resolution galleries, and interactive comparison charts that let you examine specifications side-by-side in real time. Every technical parameter is explained in plain language, supported by video demonstrations and real-world performance graphs, so you can grasp the essence without being an engineer.



Our smart recommendation engine learns from your usage scenarios—whether you are a coastal angler, a lake-side family, or a commercial operator—and suggests the most suitable models, accessories, and maintenance plans tailored to your unique needs. The purchasing process has been streamlined from complexity into a few intuitive steps, with transparent pricing, stock availability, and estimated delivery times displayed upfront. One-click ordering, secure payment gateways, and real-time order tracking keep you in control from cart to coastline—with cross-border logistics and regional warehousing ensuring timely delivery to major markets worldwide.



The Outboard Motor

The Powerhouse

At the heart of every exceptional journey on the water lies a reliable powerhouse. Our outboard motors are engineered to deliver unwavering performance, combining cutting-edge technology with rugged durability. From smooth cruising to challenging waters, every stroke of power is precisely calibrated to give you the confidence to go further.

MODEL	DESCRIPTION					
Outboard Motor						
Power (HP)	2.5	4	6	15	20	60
Motor type	1 Cylinder	1 Cylinder	1 Cylinder	2 Cylinder	2 Cylinder	3 Cylinder
Displacement(cm ³)	77	139	139	362	362	849
Bore × Stroke (mm)	54.0X31.5	62.0X46.0	62.0X46.0	63.0X58.1	63.0X58.1	72.0X69.5
Gear Ratio	2.08 (27/13)	2.08 (27/13)	2.08 (27/13)	2.08 (27/13)	2.08 (27/13)	2.33 (28/12)
Max.rpm Range	4500~5500	5000	5500	5500	5500	5500
Idling rpm	1000±50	1450-1550	1450-1550	1100	1100	1100±50
Max. Prop Shaft Output	1.84(2.5)@5000	2.9(3.9)@5000	4.4(6.0)@5500	11.03(15)@5000	14.7(20)@5000	44.1(60)@5000

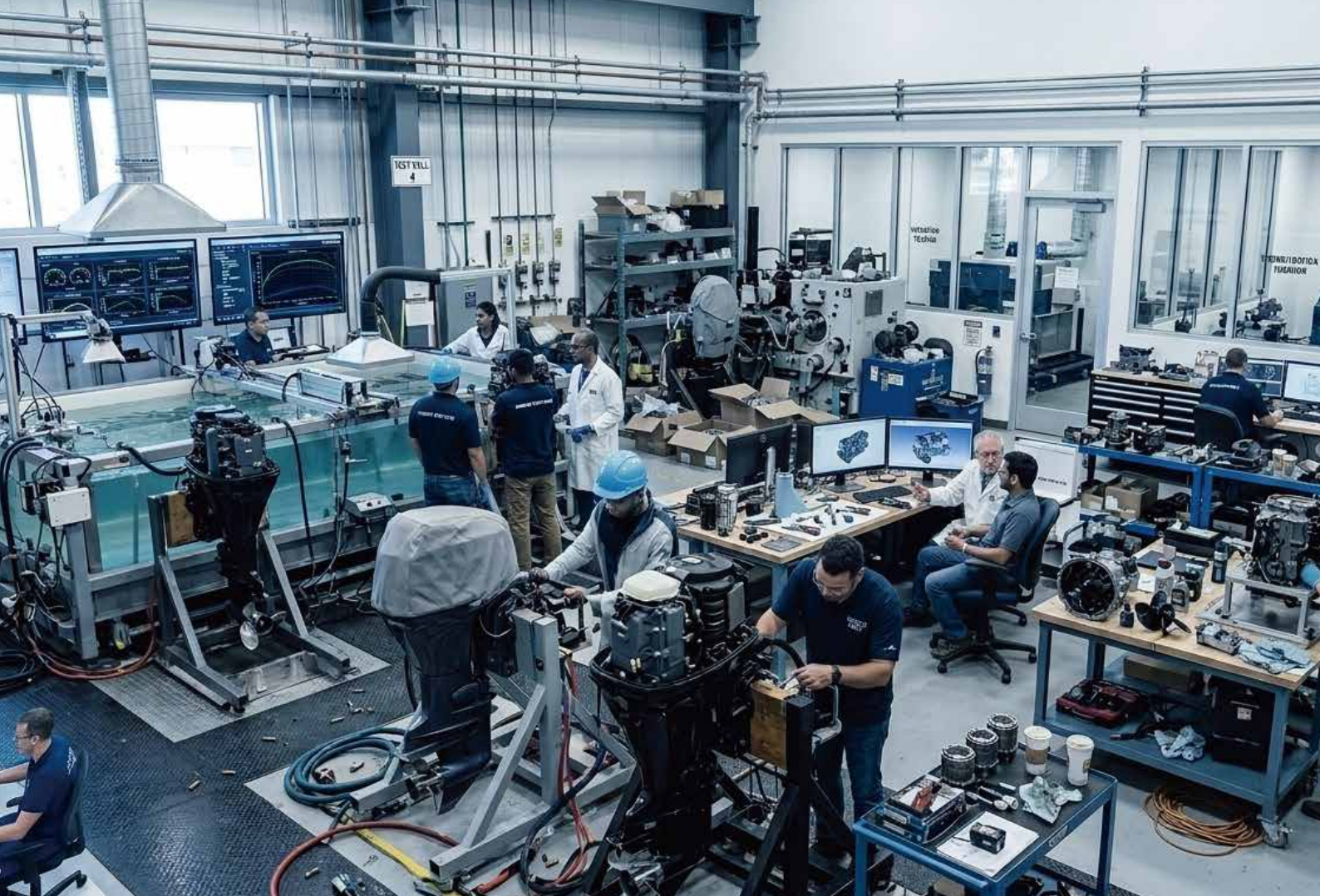
MODEL	DESCRIPTION					
Outboard Motor						
Power (HP)	15/18	25	30	40	60	70
Motor type	2 Cylinder	2 Cylinder	2 Cylinder	2 Cylinder	3 Cylinder	3 Cylinder
Displacement(cm ³)	246	496	496	703	849	849
Bore × Stroke (mm)	56.0X50.0	72.0X61.0	72.0X61.0	80.0X70.0	72.0X69.5	72.0X69.5
Gear Ratio	2.08 (27/13)	2.08 (27/13)	2.08 (27/13)	2.0 (26/13)	2.33 (28/12)	2.33 (28/12)
Max.rpm Range	5500	5500	5500	29.4 (40HP)@5000	44.1kW(60HP)@5000	51.45 (70HP) @5000
Idling rpm	750±50	1100	1100	1000±50	1000±50	1000±50
Max. Prop Shaft Output	11(15)@5000	22(30)@5000	22(30)@5000	29.4(40)@5000	44.1(60)@5000	51.5(70)@5000



Accessories Empire Precision & Full Range

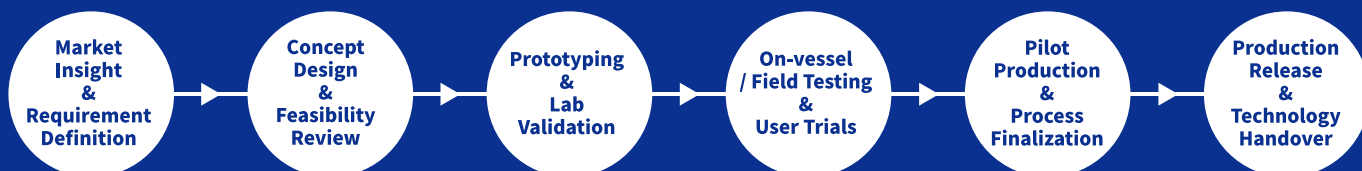
Behind every great outboard motor lies a network of precision components working in perfect harmony. Our parts empire is built on two pillars: uncompromising precision and comprehensive coverage. Every component is manufactured to exacting tolerances, while our vast inventory spans thousands of SKUs – ensuring that whether you need a routine replacement or a rare spare, we have it ready when you need it.





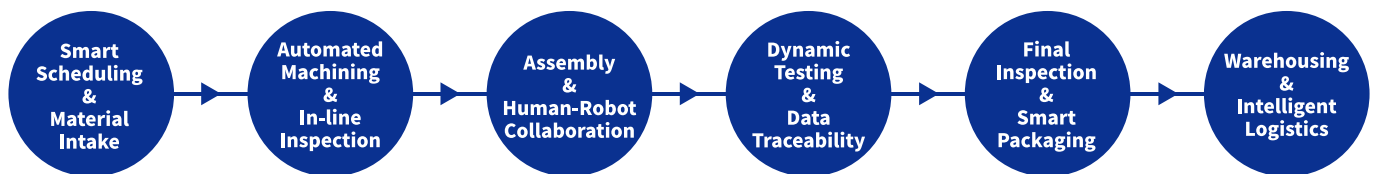
Product development and testing

Driven by innovation, our dedicated in-house R&D team goes beyond ideation to deliver proven technologies. We start with in-depth market research, closely listening to vessel operators' real needs. Based on these insights, we develop and rigorously test each product through iterative prototyping and comprehensive validation—covering functionality, durability, and safety. The outcome is a reliable, purpose-built solution that enhances operational efficiency and minimizes downtime for shipowners. Every step, from concept to certification, is guided by our single commitment: to serve our customers better through quality and performance.



Intelligent production workshop

Our state-of-the-art production facilities ensure precision and efficiency at every stage, with uncompromising quality control from prototype to mass production. Driven by intelligent automation, our workshop integrates real-time data monitoring, adaptive process adjustments, and end-to-end traceability. Smart sensors and MES systems continuously capture production parameters, enabling instant anomaly detection and proactive corrective actions. This digitalized ecosystem not only maximizes throughput and minimizes waste, but also guarantees that every unit leaving the line meets the exact same rigorous standards as the initial prototype—delivering consistent excellence at scale.



SMART WAREHOUSE

More than speed — it's about precision, efficiency, and reliability.

Say goodbye to traditional warehousing bottlenecks and labor dependency. Our intelligent algorithms and automation work in unison to ensure lightning-fast order response, near-perfect accuracy, significant savings in space and labor, and a robust, secure, sustainable system.

1. Rapid Response, Transformative Throughput

AGV/AMR-based “goods-to-person” picking eliminates walking and multiplies order capacity up to 10×.

2. Pinpoint Accuracy, Near-Zero Errors

AI vision and RFID provide multi-point verification across all stages, delivering 99.9%+ accuracy and slashing returns and rework.

3. Space Efficiency, Cost Reduction

AS/RS and slot-optimization algorithms boost space use by 30-60%, while smart scheduling cuts energy waste and unit storage costs.

4. Full-Chain Visibility, Data-Driven Decisions

WMS and IoT sensors offer real-time inventory/order/equipment visibility; dashboard analytics replace intuition with data-driven decisions.

5. Safety and Compliance, Risk Control

Automation reduces manual work in hazardous settings; batch/serial tracking ensures full traceability for marine parts and critical components





1. Smart Inbound Receiving

AI vision checks labels/quantity and prioritizes receiving to prevent congestion.

2. Intelligent Putaway

AI selects optimal storage slots; AGVs execute route-optimized placement.

3. Dynamic Inventory Management

WMS monitors stock; AI forecasts replenishment, alerts slow-movers, and repositions high-turnover items.

4. Precise and Efficient Picking

WES consolidates orders and plans zero-waste routes for pickers/AMRs via goods-to-person or collaboration.

5. Automated Outbound Verification

Vision verifies order-item match; AI optimizes packaging to reduce waste safely.

6. Seamless Dynamic Cycle Counting

RFID enables real-time counting during operations, automatically flagging discrepancies and ensuring perpetual accuracy.

Professional process — smart, end-to-end, and closed-loop.

Every stage, from receiving to shipping, is orchestrated and adjusted in real time by AI. Our closed loop of “sense-decide-act” automatically identifies, pinpoints, and streamlines the flow of goods, ensuring seamless, error-free synchronization between inventory and orders.

MARKET PROSPECTS

The global outboard motor market is expanding steadily, fueled by rising recreational boating demand, stricter emission standards, and rapid growth in emerging economies. North America leads in volume; Asia-Pacific and Latin America offer the fastest growth. Key drivers—outdoor leisure boom, electrification, and increasing boat ownership—are reshaping the industry landscape.

1

DUAL-CHANNEL EXPERIENCE – ELIMINATING INFORMATION BLIND SPOTS

Transparent online data and smart comparisons enable precise filtering, while physical showroom touchpoints and on-water test drives allow firsthand validation—decisions are no longer based on pictures and specs alone, but on genuine perception.

2

TRUST LOOP – REDUCING DECISION RISK

From initial online selection to offline trial, and then to remote support and after-sales tracking, every step is documented and responsive, systematically addressing the concerns inherent in major purchases.

3

GLOBAL COVERAGE – SEAMLESS SERVICE

With showrooms and demo zones across continents, and an online platform supporting multiple languages and time zones, customers everywhere enjoy localized experiences backed by global infrastructure.

4

INTEGRATED SCENARIOS – FULL LIFECYCLE COVERAGE

Pre-purchase comparison, on-site test drives, post-sale maintenance, and community engagement are all connected through integrated online-offline data and service coordination, ensuring a consistent and coherent brand experience from first contact to long-term ownership.

ONLINE-OFFLINE INTEGRATION: A STRATEGIC EDGE

For a product like an outboard motor—where trust is earned through feel, sound, and performance—the digital-physical fusion is not a luxury but a necessity. ERIONER and OVERSEE together create a seamless ecosystem that addresses every customer hesitation:

ERIONER · Brick-and-Mortar

- Global Showrooms
- On-Water Test Drives
- In-Person Expert Services

OVERSEE · Digital Commerce

- Transparent Data
- Smart Comparisons
- Remote Support





OUR OPPORTUNITY

By deepening offline immersion and expanding online intelligence, ERIONER and OVERSEE will not only capture market share but also define what premium outboard ownership means in the 21st century. Our opportunity is not merely to sell more products—it is to become the most trusted companion for water enthusiasts worldwide, powering every adventure with confidence, clarity, and care.

TWO BRANDS, ONE GLOBAL WIN

ERIONER is rooted in offline experiences – global showrooms, on-water test drives, and face-to-face service. OVERSEE focuses on online empowerment – professional content, transparent information, and smart recommendations. Together, they form a complete "online insight + offline experience" ecosystem. We invite global partners to join us in exploring this blue ocean.

APPLICATION PROCESS

1. Submit Application
2. Evaluation & Assessment
3. Signing & Authorization
4. Launch Support

CONTACT US

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PARTNERSHIP MODELS

Model	Description
Regional Exclusive Distributor	Exclusive sales rights + territory protection
Authorized Service Provider	After-sales maintenance + factory technical training
Online Channel Partner	OVERSEE platform sales + traffic support
Strategic Alliance Partner	OEM/ODM customisation + joint R&D

FRANCHISE SUPPORT

- **Product Support:**

Full outboard range + strict QC + continuous new models

- **Marketing Support:**

Brand authorisation + advertising/exhibition + marketing materials

- **Training Support:**

Full-scope product/sales/after-sales training + certification

- **After-Sales Support:**

Genuine parts + remote diagnostics + regional network coordination

FRANCHISE REQUIREMENTS

Legal entity with valid business qualifications

Stable office and display premises

Adequate financial strength

Business scope covering marine propulsion or related fields

Dedicated brand promotion team

Local customer base and marketing capability

Alignment with brand philosophy



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