

skateline®

For Skaters By Skaters

Our Vision

- To promote inline skating internationally as a safe, healthy and enjoyable fitness sport.

Our Mission

- To develop and train young talents to become Malaysian champions in all inline skating disciplines.
- To create a closer and warmer community through skating!

Our Story

Skateline traces its beginnings to June 1998 when founder Mr Felix Yeo attained an ICP Level 1 Certification from the International Inline Skating Association (IISA). He started teaching skating on a freelance basis in Singapore, and in April 1999, Skateline was incorporated as a sole proprietorship.

The first inline pro shop was opened in October that year to serve the needs of the growing skate community in the Island Republic. Today, there are six Skateline pro shops in Singapore, making it the first and largest integrated skate company in the region.

Skateline ventured into Malaysia in July 2005, with its first outlet in Taman Tun Dr Ismail, Kuala Lumpur. In May 2007, it opened its second Malaysian outlet in Queensbay Mall, Penang, as part of the happening new Roller Sports World, the largest inline and roller hockey rink in Malaysia. In June, its third outlet opened in Sungei Wang Plaza, Kuala Lumpur.



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Since 1998, Skateline has set out to promote inline skating as a safe, fun and healthy lifestyle activity for all. As skate-enthusiasts ourselves, our philosophy encompasses meeting the needs of skaters both professionally and competently.

The components that make up Skateline are its skate school, skate retail and skate community.



Skateline Skate School

Even after nine years, the skate school remains the core of Skateline's operations.

Skateline set the standards for inline skating instruction by adhering strictly to an international standard of instruction and, at the same time, promoting the use of full protective gear. It continues to be the only skate school in Asia to meet the stringent requirements of the **Inline Certification Program International**.

All our instructors are internationally certified with the IISA's Inline Certification Program (ICP). It is the only skate school in the world that boasts of three ICP examiners and more than 30 ICP-certified Instructors.

The school provides a structured program with four levels to take the beginner through to advance skating skills. Skateline's original inline-skate education program, the ICP-based Learn-To-Skate program, developed over four years since 1999, maps out the complete list of specific skills, which you will master as you advance through the program. There are also opportunities to start in exciting disciplines such as speed skating, marathon skating, inline hockey and slalom skating.





Skateline Skate Retail

Skateline offers the widest range of Skateline-approved inline skates. We not only stock the top-selling brands for recreational and fitness skates but also top brands for speed, hockey and freestyle. We carry the widest range of helmets and protective gear for skating. Accessories for skates and skate fashion are areas of focus.

Skateline Skate Community

Apart from our retail and school activities, we also organize skating activities — skate trips to exotic locations, night skates, marathon skates, skate clinics etc — to provide an outlet for fun, get-togethers and relaxation.

The Skateline community consists of our students, customers and friends who sign up to be on our e-mailing list. They comprise mainly of young professionals and families.



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For more information on Skateline Malaysia,
check out www.skateline.com.my