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COVER PHOTO: Klemen Razinger



LOVE. PASSION. SKING.

A ski is a wonderful thing. To those who love the winter and snow, it is the best of friends. A friend you can always trust to support you and take you safely where you want to go. It is a source of boundless pleasure. It is the daydream when you first smell the snow in the autumn. It is the exciting expectation when a million snowflakes descend in the silence of the night. It is the knowledge that the light of morning will reveal a hillside covered with a gentle, virgin white slope. This is how it has always been. Nothing has really changed in this respect since the days when a ski was nothing more than a beautifully curved piece of wood.

In our case, this wonderful feeling has existed for nearly seven decades. It just goes on and on and on. During that time, we have actively helped shape the evolution of skiing. We have helped skis evolve into the high-tech products they are today, making skiing more enjoyable, easier, safer and above all, more fun. We are proud to say that we have often been ahead of our time, raising many an eyebrow with our pace of innovation, but we have always succeeded in successfully predicting the future and designing solutions that have transformed skiing. All for the better, of course! Our innovation, inventiveness and constant drive to improve our products and make them more efficient is literally in our blood. Skiing is our love, our passion, our first thought. We think about, analyze and dream of all those turns day and night. The end result of all this are our products. They are most eloquent in telling our story.

There are more than five hundred people in charge of building our brand, collaborating in piecing together this wonderful mosaic across nearly fifty countries. Of course, every ski enthusiast contributes a piece of their own by understanding our philosophy and mission, appreciating our know-how and enjoying our skis. We are all part of the green team, once captained by Ingemar Stenmark, the best skier of all time, and now under the leadership of Massimilliano Blardone, who will be carving his ideal line through the snow on a pair of Elan's green racers starting this year.

Our passion for snow and winter is also evident in the magazine you now hold in your hands. In the summer, when most people were dreaming about the ocean and swimming, we took great delight in writing our skiing stories. This allowed us to extend our winter for a short time. Even though it was only in our imagination, thinking about all those stories brought us immense joy. We relived so many great races and got to stand atop the podium once again. We descended the highest mountain in the world. We remembered the countless anecdotes from when we were creating the first carving skis. We revisited the moments when our hard work was rewarded with a trophy case full of awards. Above all, we realized time and again what an incredible amount of élan there is in Elan. It makes anything and everything possible, doable, clear, positive, pleasurable, and incredibly satisfying...

We are sure you will feel the same way reading these pages and will have but one thought when you finish the last page – when can we go skiing?





MOST INNOVATIVE **BRAND**

Given the number of awards the company has received in the last 8 years. Elan is undoubtedly on the right track. While the company is certainly flattered by all the attention it gets from award committees, it knows that its true judges are the loyal users of its products. Elan is (thus) committed to constantly developing innovative, functional and elegantly designed products for every product line.

The title of Most Innovative Brand, the highest award presented annually by the German organization Plus X Award, has been bestowed on Elan for two years in a row, in 2012 and 2013.

the basis of their outstanding achievements in the areas of quality, design, user experience, functionality, ergonomics and environmental consciousness. Receiving this award certainly constitutes a validation of Elan's vision of becoming number one in sporting goods innovation. Yet, as mentioned, it is the smiles on skiers' faces that bring the company the greatest satisfaction.

The award-winning brands are selected on

With 34 awards and counting, Elan is a real award collector.



PLUS X AWARD NIGHT 2013





































ELAN WIND POWER

Established in 2009, Elan Wind Power is the youngest division of the Elan Group. It is engaged in the production of high-quality and highly complex composite materials for the wind power industry. The division has successfully transferred, adapted and implemented the rich experience and knowledge gained in the marine industry over the past 50 years to the wind power industry.

The Elan Wind Power division is constantly building on its strengths and advantages by producing top-quality products, actively participating in development projects in this fast-growing industry, providing a proactive service, continuously improving the value of its products and ensuring globally competitive prices.

Sustainable development is one of the division's core values. The division's key guiding principles, such as environmental friendliness and protection, energy efficiency and clean, green energy, are observed throughout the value chain.

Whenever you drive past a wind farm, think of Elan, as it just might be that Elan produced the very product you see on the horizon, thereby helping to provide clean, renewable energy for everyone.



THE NEW IMPRESSION 35

Elan's nautical division introduced three new models to the Performance line last year. At the head of the fleet was Elan 400, a nominee for the European Yacht of the Year award. This year, the innovation continues in Elan's cruiser range – Impression.

The Impression 35 continues along the course plotted by Elan for the enormously successful deck saloon range, which is distinguished by spaciousness and safety, as even the smallest model in the range easily meets the highest of expectations.

The Impression 35 is designed for families discovering the delights of sailing. Families who need a yacht that is safe, reliable and easy to steer. Not only does the deck saloon design provide an exceptional amount of space, but it also ensures that the saloon gets plenty of natural sunlight.

The Impression 35 is the only deck saloon yacht in its class, giving it a great advantage over its competitors. The open cockpit enables easy access below deck from the swim platform and allows the crew to be in constant touch with the water conditions. The swim platform comes in two sizes. The larger platform completely closes off the cockpit during sailing, ensuring greater safety while traveling and comfort at anchor. The gently sloping stairs make it safer and easier to get below deck, where the Impression 35 hides a large L-shaped kitchen with an optional front-opening refrigerator.

The three-cabin layout accommodates as many as nine people, which is also a unique feature for a yacht of this length. This is made possible by the innovative folding chart table on the right side of the saloon, which can be folded away in a single step. The table is simply unfolded in the saloon to provide a double bed on the left side that is large enough to accommodate two or even three unexpected guests.















ELAN **INVENTA**

Elan Inventa nowadays provides equipment for all types of indoor and outdoor sports facilities. The division's basic guideline when equipping school sports facilities, large arenas and children's and multipurpose playgrounds is to provide certified, safe equipment. Elan Inventa's many products are designed to meet European regulations and standards. Their leading products are telescopic bleachers, basketball structures, dividing curtains and equipment for sports games.

In recent years, the company has participated in a number of projects involving major sporting events. In 2011, for the first time ever, the division equipped sports halls for an event at the highest level in South America. Elan Inventa's 16 top-quality, IHF-certified handball goals were presented to the global public at the World Women's Handball Championship in Brazil. Just over a year later, Inventa manufactured a series of specially designed handball goals for the World Men's Handball Championship in Spain.

Last year, Elan Inventa products were again put to the test at the World Women's Handball Championship in Serbia.

Elan Inventa is making an important contribution to the 2015 World Men's Handball Championship in Qatar as well. They provided all of the equipment for the Lekhwiya hall, including the indispensable telescopic bleachers, and provided the equipment for the main halls and warm-up areas at the Lusail and Al Sadd arenas. For the fourth time in five years, the world's top handball players will try to drive the ball into Elan's goals as many times as possible.

Let's not forget that Elan Inventa also supplied the equipment for all the halls that hosted Eurobasket 2013 games, another great achievement and a opportunity for the future.





















MILESTONES

200 yards) in Planica,

in Cerkno, Slovenia

its first patent within two years

Austria

jumping skis at the Olympics in Grenoble. France

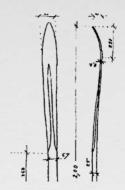
connection between athletes and the R&D Department

ELAN IS THE PRIDE OF SLOVENIA. IT IS TO SLOVENIANS WHAT VOLVO IS TO SWEDES, FERRARI TO ITALIANS AND MERCEDES BENZ TO GERMANS. IN THE ALMOST 70 YEARS OF ITS EXISTENCE, THE COMPANY HAS COME UP WITH A LONG LIST OF INNOVATIONS, INVENTIONS AND INSIGHTFUL TECHNOLOGICAL SOLUTIONS THAT HAVE MADE A PROFOUND CONTRIBUTION TO THE EVOLUTION OF SKIING.



That September day in 1945, only a few months after the sun of liberty rose in Slovenia yet again, when the Elan sports equipment manufacturing company was first established, was truly historic: "Who could think of sleep, or wealth? A September day in the wake of war. The world awaits me. And Elan." Such were the thoughts of Rudi Finžgar and his eight friends, a group of visionary pigneers

When he was only eighteen years old, learning the craft of carpentry at his father's workshop in Kropa, Rudi Finžgar began to dream of making skis. He borrowed three hundred dinars to buy ash wood and began to craft his first masterpieces. And he was good at it too. Being an excellent ski jumper, he knew exactly what made a good pair of skis. As early as in 1941, he flew 200 yards - the length of two football fields - in Planica, breaking the national record and accomplishing what at the time was considered an incredible feat. During the second world war, he manufactured skis for the Partisans. After the war, he became a veritable fountain of plans and ideas. Walking pensively through the fields around the humble Elan workshops, he is said to have once told the farmers. "There will be a mighty Elan factory standing here in the year 2000. you'll see." But the factory was built much earlier than he had predicted.



INTERNATIONAL FAME

In the 60s, Lars Bengtsson came knocking at Elan's door in Begunje. At first, as is the custom in Gorenjska, he was met with suspicion and distrust. However, his visit turned out to be a godsend. To begin with, the Swede purchased several hundred boats from Elan. With the help of his representation and analysis of the Scandinavian ski market. Elan established a so-called ski bank in Sweden where young, talented skiers could go to borrow skis. And so it happened that a pair of Elans found their way onto the feet of one Ingemar Stenmark, still a child at the time, who never took them off. On Elans, Stenmark won sixty-eight World Cup victories, two Olympic gold medals and three World Championship titles. He was offered everything from dollars, marks and schillings to francs to change brands, yet he remained faithful to his RCs.

Stenmark was a sort of cross between a Swede and a Slovenian. As many as fifty thousand skiing enthusiasts gathered in Kranjska Gora, Slovenia, for the Vitranc Cup to cheer for the local favorites, Bojan Križaj and Ingemar Stenmark. Slovenians were especially proud in 1980, when Križaj finally managed to beat Stenmark in Wengen, Switzerland.

For Slovenians, skiing was a religion, with slalom as the Sunday service and Elan skis as holy relics. And no one even thought of committing a sin. At the finish line, Elan always appeared on the screens. Especially at the Olympics in Sarajevo, where Jure Franko won the first ever medal for Yugoslavia (Slovenia). And in Vail in 1989, where Mateja Svet took first place and became World Champion. And at all of the top racing venues around the world.



1974 1975

1976

1978

Ingemar Stenmark wins two gold medals at the Winter Olympics in Lake Placid, NY

1980

Austria
aj wins his
Cun race in

Bruno Kernen wins A the World Cup downhill race in Kitzbühel.

1983

A total of 168 competitors use Elan skis in different disciplines in the 1984/85 season

1984

With the help of Mateja Svet, Elan skis climb the podium in alpine skiing for the hundredth time

1988

Ingemar Stenmark gets his first World Cup victory on the slalom course in Madonna di Campiglio, Italy Elan produces skis with polyethylene-coated topsheets The first Elan RC ski series is produced

Elan receives an international award for quality

Ingemar Stenmark wins two gold medals at the World Championship in Garmisch-Partenkirchen, Germany

Bojan Križaj wins his first World Cup race in Wengen, Switzerland

9



ALPINE GIANTS FROM A TINY COUNTRY

The Austrians, French, Italians, Germans and Swiss who so proudly claimed the Alps and had never heard of Triglav, Slovenia, were not only jealous of Stenmark, Križaj and Svet, but they also envied the ingenuity of Elan's engineers. They called Finžgar the "red devil from Titoland" because he invented the red leather ski jumping suit, which cut the air better than the knitted sweaters usually worn at the time. This spirit of innovation has remained at Elan ever since. The development institute in Begunje has earned a reputation as a trendsetter in skiing. It is the birthplace of countless inventions that have marked and transformed skiing forever. Elan's first real success was the ascetically minimalist Impuls model, born in 1969. That was also the year when the first fully plastic skis were made from fiberglass with a polyurethane core and phenolic sidewalls.

In Val Gardena, Elan's technicians proudly posed for photographs with their special skis, which were fitted with magnets in the base so that they did not have to be tied together using straps for carrying. In 1974, Uniline skis revolutionized skiing. Their geometry, featuring an extremely pronounced sidecut combined with a unique flex pattern, made them suitable for both the slalom and giant slalom. Believe it or not, Ingemar Stenmark skied one of his most memorable seasons on a single pair of skis. This technology was later also put to good use in designing recreational versions of the ski.

A seemingly insignificant innovation was also introduced that year that had a major impact on the way skis were designed - the first skis with a transparent base were developed, and they were of course screen-printed with Elan's logo. The year 1976 marked the beginning of the RC era. With the RCs. Elan issued a proud challenge to its rivals from the western countries. The skis were sold in every developed alpine village. They were not cheap, but they sold like hot cakes. Naturally, they were Stenmark's. As many as 53 competitors raced down the Olympic slopes of Jahorina and Bjelašnica on Elan skis. In 1988, Mateja Svet secured Elan's 100th victory in Kranjska Gora. The main advantage of her skis, which featured a Comprex core, was their low weight and the fact that their mass was concentrated under the ski

boot. The multipoint mass system ensured better handling, and improved vibration dampening and greater acceleration during turns. A special method for sharpening edges according to the width of the ski was also developed.



1989

1991

1992

1994

1996

1997

2000

2002

Mateja Svet becomes World Champion in Vail, CO

Ingemar Stenmark gets his 86th World Cup victory Franci Petek becomes World Champion in the large hill event in Val di Fiemme, Italy The first monoblock skis are introduced

The first carving skis are introduced

Primož Peterka wins the Four Hills Tournament Primož Peterka becomes the most successful Slovenian ski jumper Davo Karničar becomes the first man to ski down the highest mountain in the world, Mt. Everest The skis with the Fusion integrated binding system are introduced



CARVING PIONEERS

By the 80s, Elan's engineers had their sights firmly set on the future. First, they created VSS skis, which featured an adjustable sidecut. They featured a 5-millimeter gap in the center, at the front and at the rear of the bindings that could be extended to 10 millimeters or completely closed using a special clamp. It was a simple step from there to SCX skis, whose entirely unique geometry with a highly pronounced and exaggerated sidecut transformed skiing completely. Another revolutionary innovation was the MBX model, which marked the birth of monoblock technology.

In 2006, Elan introduced the groundbreaking WaveFlex™ Technology, fulfilling every ski manufacturer's greatest desire. They achieved the impossible and developed a ski that combines a soft flex and torsional stiffness. The skis were also a true marvel of design. They received the ISPO European Ski Award at the largest European sports equipment trade show. Then they won the 2007 Red Dot Design Award and the Design Award of the Federal Republic of Germany, which is presented by the German Ministry for Economics and Technology. The list of similar awards that

followed in subsequent years is simply too long to include in this article. Elan received a number of awards for the Amphibio series, which made Elan the first manufacturer to succeed in combining the camber and rocker profile in a single ski. As always, they began by considering what would best benefit the user and analyzing the advantages of each of the two profiles. Since a camber profile provides a slightly better grip, it makes sense to place it on the lower part of the ski, which is subjected to greater force. A rocker profile, on the other hand, provides greater maneuverability, which is particularly useful on the top part of the ski, which is subjected to lesser force. The Amphibio technology thus determines which is the left ski and which the right. The camber profile on the bottom ski ensures excellent grip, while the rocker profile on the top ski enables effortless control and easy turning. With the Amphibio technology, skiers benefit from the optimized properties of the top and bottom skis at every turn. It is like driving a Formula One car without having to worry about losing control.

Also worth mentioning is Elan's collaboration with the world-renowned Porsche Design Studio, which put its own visual stamp on Elan's revolutionary skis, emphasizing the technological, aesthetic and functional advantages of their innovative products.

THE COMPLETE PORTRAIT
OF ELAN IS NOT ONLY
THAT OF A SKIER BUT
ALSO A SAILOR, GYMNAST
AND ENVIRONMENTALIST.
THROUGHOUT THE YEARS,
THE BEGUNJE FACTORY HAS
BUILT COUNTLESS BOATS AND
ASSEMBLED VAST QUANTITIES
OF SPORTS EQUIPMENT AND
HAS NOW EVEN BEGUN TO
MANUFACTURE WIND TURBINES.
AND STILL THEY DRAW,
CALCULATE, STUDY, PONDER,
AND ALWAYS INNOVATE...



2005

Davo Karničar becomes the first man to ski down the highest mountains of all seven continents (7 Summits project)

Elan obtains ISO 14001 certification (international standard on environmental management systems)

2006

The WaveFlex[™] technology

*2*011

The revolutionary Amphibio® Profile technology is introduced

2010

The lightest women's ski in the world is produced – the Delight model

The U-Flex technology for children's skis is introduced

Elan is awarded the Most Innovative Brand title by Plus X Award for the second year in a row

2014

Peter Prevc wins the silver medal at the Winter Olympics in Sochi, Russia, in the normal hill event (K90) and bronze in the large hill event (K120), the bronze medal at the World Championships in Harrachov and 2nd place in the overall 2013/14 World Cup rankings







VINKO AVGUŠTIN, R & D Manager

ELAN'S R&D DEPARTMENT IS WHERE THE FUTURE OF SKIING IS SHAPED.

By trade, Vinko Avguštin is a mechanical engineer. At heart, he is a skier. Combine the two into a finely tuned whole and you get the man in charge of Elan's R&D department. Avguštin has been with Elan since 1989, meaning that he has observed and helped shape the evolution of skiing. Over the last quarter of a century, skiing has gone through a complete transformation. Thanks to him and his colleagues, Elan has introduced quite a few exceptional innovations to skiing throughout its history.

Enough stories and anecdotes have accumulated over the years to fill a book. "You know what they say - the simplest solutions are always the best. It can often be quite difficult to get to those solutions, however. This was the case with our latest hit, the Amphibio skis. There was not much support for the project at the outset. The Americans complained that Elan never wants to do things like everyone else. We always want to do things our way. We were quite confident about the design at first, but only two of us kept our faith until the very end. When we were just about as nervous as possible, we conducted one more test on the Hintertux Glacier in Austria. After a few turns, my gut told me we were on the right track after all. As it turned out, my instincts were correct. That was the day when we could begin to breathe more easily again," Avguštin smiled, savoring the anecdote.

Unlike skis, which have undergone a complete transformation in the last two decades, the process of their production has remained largely unchanged: "Certain technologies in use today don't differ much from those used in the past. Some older technologies were actually better," says Avguštin.

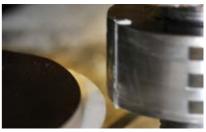
Ski production is still closely connected to the smell of wood: "Wood used to be the only material for skis. You took a piece of wood and made a ski. Things are a bit different today. Wood still plays an important part in skis made with a sandwich construction, as the core positioning the top and bottom supporting elements is made of wood. The core defines the position of all the elements of the ski, which of course affects its performance."

Different types of wood can be used to make skis. Each type has a certain characteristic that makes it suitable for a particular use. For instance, beech and ash are somewhat harder, which makes them better suited for race skis. Poplar is softer and is distinguished above all by its light weight. Certain more exotic types of wood that are very lightweight are highly suitable for touring and women's skis. "The weight of skis has become very important. Some years ago, we made the world's lightest touring ski. This year we launched the Delight women's ski model, which is the lightest ski on the market," the head of Elan's R&D department explained. There is also still a lot of manual work involved: "Sandwich construction skis are assembled entirely by hand and will never be automated.

Every component has to be picked up, thoroughly inspected and put in the right place. So each ski is actually handmade. There is no machine in the world that could assemble an entire ski. Every ski is thus said to have a character of its very own."

Elan has always been an innovator and trendsetter. The R&D department in Begunje is where the future of skiing is forged. The finely tuned team there is constantly coming up with ideas that combine the best thoughts of several intelligent individuals. Each idea is thus the work of everyone who participated in the process of creating the ski. "If you only gave credit to one person, you would be doing an injustice to five others. Ideas are born in different circumstances. We say that we ski in the summer and winter, day and night. We'll quite often work through the night. Don't ask me why, but the brain seems to produce miracles at night. Real developers don't know the meaning of working hours their mind is always at work."







RACE

The Elan Race series provides the first race skis with real left and right construction. Starting from the analysis of force distribution, the outcome has been the combination of Amphibio® & Power Spine. Profile and an asymmetric tip and tail that enable the best transmission of force from the legs to the snow, assuring unrivaled performance on the most demanding race courses and groomed slopes.

more on www.elanskis.com









VICTORIES AT THE MOST
PRESTIGIOUS SKIING COMPETITIONS
HAVE ALWAYS BEEN AN INTEGRAL
PART OF ELAN'S STORY. RACE
SKIS ARE THE BREAD AND BUTTER
OF ELAN'S RACE DEPARTMENT,
WHICH COMPRISES SOME OF
THE TOP EXPERTS IN THE FIELD.

Since competitive skiing is quite different from recreational skiing, race skis also differ significantly from the conventional skis sold in shops. Race skis have to conform to the rules of the International Ski Federation (FIS), which determine the length and sidecut as well as the height of the ski including the base plate under the ski boot for each discipline.

Competitors can have their skis customised to suit their specific needs using a variety of constructions. Skis can thus differ in longitudinal and lateral stiffness and stiffness distribution (also known among skiers as bending and torsional stiffness) as well as geometry within the limits set by FIS rules. The appropriate materials are then selected to achieve the desired effect based on the parameters defined. Skis can only perform optimally in combination with a perfectly matching base plate and ski boot.

Once the racer has tried out and chosen their ski, base plate and ski boot, the bindings can be adjusted by moving them forwards or backwards by a few millimeters and tuning the ramp angle.

After testing, the skis are manufactured and prepared for training and racing. Racers have different pairs of skis for training and racing, though the model and setup are identical. A racer will go through around 8 to 12 pairs of skis for each discipline in a season. During the season, the skis are analyzed and improved models are prepared and tested by an internal factory testing team. Racers can thus change ski models mid-season. One of the key aspects of ski development is communication between the racer, the technician and the development department. Top racers have their own technicians, who are always at their side at every training session and race, taking care of their skis. Technicians work 11-month seasons, which can be very demanding. They drive 50,000 miles every year and often have to stay up all night preparing skis and then get up early in the morning to be the first on the slope, at least 2.5 hours before the race. All of this makes them simply indispensable to their racers.

The technician is the one who is in constant contact with the skis, gathering the information required for further development. During the season, racers and their technicians provide data for the development department, which uses the data to produce new ski prototypes. Before testing, the skis are measured to check their mechanical characteristics. After all the necessary measurements are taken, the skis are tested on the snow. Tests are carried out to assess the suitability of different constructions, materials, sliding coatings, geometries and setups as well the finish of the ski. Developing race skis is a continuous process with a consistent focus on constant improvement.



ELAN HAS A RICH RACING TRADITION. IN THE PAST, ELAN SKIS HAVE BEEN WORN BY WINNERS SUCH AS INGEMAR STENMARK, BOJAN KRIŽAJ, MATEJA SVET, BORIS STREL, THOMAS FOGDÖ, ARMIN BITTNER, ANITA WACHTER AND MANY OTHER OUTSTANDING TALENTS. THAT STORY OF SUCCESS NOW CONTINUES WITH ITALY'S MASSIMILIANO BLARDONE IN THE LEAD ROLE.

The "Gigante" - the Italian giant slalom. There is a commanding ring to these words, like "Swedish slalom" or even "Brazilian football." It is the lineage of a national school that turns out athletes who are especially prominent within a certain sport or discipline. For a decade now, the main Italian figure in this fundamental alpine skiing discipline, as giant slalom coaches like to call it, has been Massimiliano Blardone, Max or Blardo for short, who is turning 35 this year. His last two seasons have not been the best, though he was only left out of two races in the World Cup giant slalom finals last year. But he believes he can rise back to the top. Supporting him on his way will be his ski manufacturer, trying to fulfill his every wish, and an experienced technician. Max will be taken care of by Elan's Dušan Kapš, who in the past has accompanied alpine stars such as Jure Košir and Martina Ertl.

Max made his way from below the mountains in his home region of Piedmont, where he first began to ski on the slopes of Monte Rosa, straight to the World Cup finals in the fall of 2000. He finished on the podium for the first time in 2004 and achieved his first victory a year later. He has since followed it up with six more victories and climbed the podium a total of twenty-four times, as well as three times for the season standings, all in the giant slalom. Max has represented Italy in three Olympics and six World Championships.

At least as far as his ski manufacturer is concerned, his home World Cup giant slalom is now in Kranjska Gora. This does not bother him in the least, as he is old friends with the slope below Vitranc. He has stood on the podium there four different times.

Max is a very open person who never minces words. He speaks honestly in front of the cameras and microphones as well as online on his channels and in social media. His approachability and openness to all forms of communication make him all the more popular.

Outside of skiing, you are likely to see the tag #VR46 in Max's social media posts. He loves motorsports and is a huge fan of Valentino Rossi. In addition to being part of the same generation, the two bright stars both cooperate with the Italian TV company Sky Italia. The company made a series about Blardone last year and also supports Rossi's team in the Moto3 category, the Sky Racing Team by VR46. Rossi has proved this year that he is far from being over the hill. His rebirth began in 2013, when he switched bike manufacturers and joined a new team. This just might do the trick for Max as well — we will have to wait and see this winter.

One of the highlights of Max's spring was attending the Italian motorcycle Grand Prix in Mugello, where he got to take a peek inside team Yamaha's garage. Only a few days before that, he also got to cheer his team on at one of the mountain stages of the Giro d'Italia. Cycling is an integral part of Max's physical preparation for the skiing season. He also enjoys a number of other sports and activities that help him hone his skills and improve his skiing technique, such as water skiing and slacklining.



MAX BLARDONE has won

seven World Cup races. He has finished first three times at the legendary Gran Risa course in Alta Badia. He has also won the classic giant slalom in Adelboden as well as races in Beaver Creek, Bad Kleinkirchheim and Crans-Montana.

MASSIMILIANO BLARDONE - IDENTITY CARD

Date of birth: 26 November 1979 Place of birth: Domodossola, Italy Home club: G.S. Fiamme Gialle National team: Italian

Height: 5'8"

Skis: Elan World Cup victories: 7

Podiums: 24

 ${\it Olympic appearances: 3}$

World Championship appearances: 7





THE ELAN AMPHIBIO IS THE CULMINATION OF THE DECADES-LONG INNOVATIVE ENDEAVORS OF THE SKI EXPERTS IN BEGUNJE TO CREATE THE SKI THAT DOES IT ALL. THE AMPHIBIO IS THE SNOW EQUIVALENT OF SPACE TECHNOLOGY.

Amphibio is Latin for amphibian. Very few members of the highly varied animal kingdom are able to live in water as well as on land. It has to feel amazing to have a body that allows you to both swim like a fish and slither like a snake. The world is your oyster, and you can handle anything it throws at you.

Since the very beginning, ski developers have been trying to bring this amphibious versatility to the snow. To make a ski that does not know the meaning of the word compromise. A ski that is not only good for the slalom, giant slalom or downhill but can easily do all three. They have dreamt of creating a ski that can do it all, that does not care whether it goes fast or slowly, that is equally at home in the short, fast turns of the slalom and the long, slow arcs of the giant slalom. They wanted to make a ski that is confident on hard surfaces and delicate on soft snow.

Elan's engineers have been occupied with achieving this versatility for decades. In a time when carving had not even been invented yet, they created the RC universal ski on which the great Ingemar Stenmark skied all his slalom and giant slalom races in one season.

With the introduction of super-sidecut skis, this versatility became even more of a challenge. The engineers in Begunje approached it like a puzzle. Two important pieces were the Fusion technology, the first integrated binding system, and the WaveFlex™ Technology, which enables more active flexing. Possibly the best attribute of Elan's developers is that they always look ahead, to the future. No successful invention has ever truly given them complete satisfaction but instead inspires new momentum and motivation to try and improve on their work. In a way, the Amphibio represents the

Design by PORSCHE DESIGN

fulfilment of a life-long dream. It is to snow what amphibians are to the animal kingdom. It is a ski that knows no limits, an all-rounder that is always up to any challenge.

THE BEST FOR THE BEST

One of the people actively involved in the development of the Amphibio ski range was former Austrian ski legend Christian Mayer, winner of two Olympic medals, one World Championship and seven World Cup races: "I tested the skis from the prototype stage to the final product. I'm convinced that Elan has once again taken a major step forward by developing a pair of skis that will suit everyone. With their superior handling and excellent grip, the skis instantly make you feel like a better skier. They are fast and versatile and have everything you would expect from a new generation of skis."

Amphibio skis are not only distinguished by their functionality but also by their shape and design, which are the work of the world-renowned Porsche Design Studio. The skis exude technological sophistication, modernity and excellence. Their many exceptional attributes have won them numerous awards and recognition throughout the world.





ROCKER AND CAMBER HAND IN HAND

Since the invention of carving, no technology has attracted as much attention from ski professionals as the rocker profile. So that all of this makes sense, let us outline the characteristics and advantages of the rocker and camber profiles.

Camber can be described as an arch that extends from the tip to the tail of the ski, similar to the arch of your foot. Unlike the rocker profile, camber has long been used for skis intended for groomed ski slopes, as it offers a key advantage on hard, icy slopes — the edge of the ski cuts well into the snow throughout the turn, maintaining contact along the entire edge and providing complete control. How it works: camber skis maintain constant contact with the snow along the entire edge while turning, ensuring excellent grip throughout the turn.

Rocker originated in watersports. The technology was first adapted for snowboards and later for freestyle skis to improve handling on freshly fallen powder snow. The rocker profile also works on groomed slopes, providing a significant advantage in that the raised tip and tail improve handling in turns, reducing the amount of energy expended by the skier to execute the key stage of the turn. How it works: the tip and tail of the ski are raised above the snow and the edge is not in contact with the snow along its entire length but only 80-85% of its length.

Camber and rocker each have their own advantages. However, with the modern skiing technique, you need the advantages of both profiles. Combined, they represent the ski equivalent of yin and yang. Elan has therefore developed the Amphibio® profile, the only technology in the market that allows no compromise when it comes to edge grip and turn execution.

The technology combines the advantages of rocker and camber whenever and wherever you need them. The outer ski provides excellent grip and the inner ski enables improved handling, which means that Amphibio skis give you more speed and greater confidence.

LEFT AND RIGHT

The rocker profile usually ensures easier turning, but the reduced edge contact means that it does not provide perfect grip on steep slopes and icy surfaces. The Amphibio technology has different profiles on the inner and outer edges of the ski, ensuring both excellent edge grip and easy handling. The full edge contact of the bottom ski ensures optimal grip, while the partial edge contact of the top ski enables easy turning.

The best thing about a compromise is that it allows you to get the best of both worlds. This is very much the case with the rocker and camber technologies. The ski industry offers various technical solutions, but most manufacturers do not want to take any chances and would rather sacrifice either flexibility or edge grip. Elan has taken a step forward, bringing genuine advantages for the skier without compromising either grip or handling. The morphology, size and shape of the structures in each ski is adapted to the corresponding side of the body. Everyone's left and right feet are different, asymmetrical. Your stability is affected by how you balance your weight on your feet. Elan's engineers hypothesized that there must be differences between the inner and outer side of the ski. An analysis of the transfer of forces during skiing has revealed that forces are indeed not distributed evenly along the inner and the outer part of the ski. The force lines are distributed longitudinally along the ski and from the inner part outwards. This means that the inner and outer parts of the ski have to be constructed differently. Elan's solution has greatly improved ski construction, precisely because the left and the right ski in a pair of Amphibio skis have a different structure.



»YOU FEEL LIKE A BETTER SKIER
IMMEDIATELY - THE SKIS ARE EASY
TO TURN WITH A LOT OF EDGE
GRIP. WE SET OUT TO COMBINE
BOTH THE ROCKER AND CAMBER
CONSTRUCTION, THAT WAS OUR
GOAL - AND WE SUCCEEDED.«



CHRISTIAN MAYER
OLYMPIC MEDALLIST





THE LJUBLJANA-BASED
DESIGN COMPANY
GIGODESIGN HAS BEEN IN
CHARGE OF THE SHAPE AND
APPEARANCE OF ELAN SKIS
FOR OVER A DECADE. ELAN
SKIS HAVE BEEN PRAISED
AND ADMIRED THE WORLD
OVER AS A RESULT OF
THAT RELATIONSHIP.





BLAŽ MEDJA

LUKA STEPAN

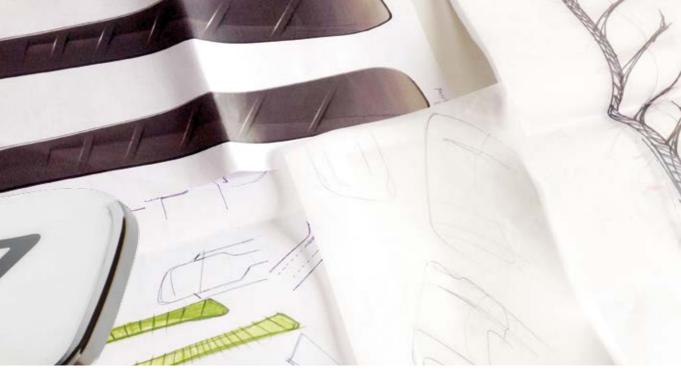


Begunje na Gorenjskem is where Elan's home is. From there, the wonderful view of the mountains has inspired countless inventions, innovations and victories for almost seventy years. For the last decade, Elan has also had a second home in a former industrial building by the railway in Ljubljana that has been transformed into a beautiful design studio. It is a place where the air crackles with creative energy, where tradition meets modern trends and where new approaches and ideas are born. The studio truly is something special, an expansive, high-ceilinged space so enormous that the people who work there can ride their bikes right up to their desks. Gigodesign was founded in 2000 by a group of renowned Slovenian graphic and industrial designers. A decade and a half later, they are one of the leading design companies in the region. They specialize in industrial design, visual communication, service design and communication strategies. Their client list includes many notable brands.

For more than a decade, the studio has also been in charge of the overall visual design of Elan skis. Elan is a special kind of client. It is one of the brands that represents a source of great national pride for Slovenians and for which it is under constant public scrutiny. Designing Elan skis is therefore no easy task. "Skis are quite special in terms of design. We don't often work with objects of such long and narrow dimensions. That's what makes skis so unique," explain Luka Stepan and Blaž Medja, the two principals behind the visual design of Elan skis. The former is in charge of the shape and the

latter for the graphic design. The process of creating a new ski always starts at Elan's R&D department. Then come the endless meetings, discussions and brainstorming sessions during which the developers and designers try to find optimal solutions to combine the desired technical and design aspects. "Our common goal is to create a ski that both works and looks great," says Blaž Medja.

Innovation and technology have always been Elan's key attributes. The designers' mission is to find a way to integrate everything into the final product: "Elan skis have something only few skis have - their own unique shape, as designers call it. What is most important is that this shape actually contributes to the functionality. Over the last decade, the market has seen a number of skis whose top surface featured a 3D design that had no real functional value. The WaveFlex and Power Spine technologies on the other hand actually improve the skis' performance as well as present an interesting challenge in the design stage. Many people say that traditional skis with a completely flat top surface look the best. Personally, I prefer skis that combine functionality and design to form a superior product. I see nothing wrong with 3D designs so long as they are functional and improve the skiing experience. Years ago. when we were designing the Speedwave ski, there were quite a few different options on the table, and the designers immediately grabbed up those waves and spread them across the entire length of the ski. Designers prefer to see a uniform rather than a fragmented design," Luka Stepan says.



The final look of a ski is only achieved when the shape and graphic design are combined into a perfect whole. Certain graphic elements can highlight the character of the ski - some are meant for racing, others are designed to be suitable for all purposes and still others are made to be user-friendly. You can tell all this just by looking at them. "Our work is certainly made easier by the fact that both the shape and the graphics are designed under the same roof. This enables us to see what's happening on the other side at any given moment. Most importantly, it allows us to easily adapt to one another. The point of a ski's graphic design is to highlight certain technical characteristics that of course are an integral part of the shape. In the end, we still have to jazz it up a bit according to the latest trends while making sure to include that personal touch that lets you stand out from the rest," says Medja.

Elan skis have received a number of international awards such as the Red Dot Award and the Most Innovative Brand title awarded by Plus X Award. The designers highlighted two particular awards from the long list that they are especially proud of. "The award I'm personally most proud of is the Design Award of the Federal Republic of Germany presented by the Ministry for Economics. You can't even apply for the award yourself but have to be nominated by someone. And even then you have to meet certain very strict criteria. Among other things, you have to have won a prestigious award such as the Red Dot Award." Stepan explains. Blaž Medja pointed to the US Good Design Award: "Mainly because Americans see sports products in a completely different way than Europeans. It means that our products suit the tastes of both Europeans and Americans."

Even more rewarding are the happy faces of skiers who use Elan's products. They are who ultimately prove that Elan skis are products of beauty and performance, ever ready to tackle any slope and always looking great doing it.



ELAN RACING GREEN



Green is widely known as a racing color. Remember all those iconic British cars? Their shade of green is called British racing green. Elan is known in the racing world for its green color as well. But Elan's green has nothing to do with British greens. It is really a completely different shade of green. British racing green is reminiscent of the island's landscape. In a way, Elan's green also comes from an island, but a different one, much farther away, much warmer and much more exotic.

Green became Elan's color by sheer coincidence. While on vacation on the Indonesian island of Bali, Elan's former marketing director bought a bright-green towel. He liked it so much that he suggested to the management board to design a line of race skis in the exact same color. They said yes. Green has been the trademark color of Elan's race skis ever since, and that legendary towel is still tucked away safely in Begunje. From what we have seen so far, green seems to be right at home on the snow.

HAND IN HANDS WITH THE PORSCIECT INSIGN STUDIO

AMPHIBIO SKIS WERE DESIGNED AT THE LEGENDARY PORSCHE DESIGN STUDIO.



The name Porsche is beyond legendary in the automotive world. It is a symbol of technical perfection, sportsmanship and all-round excellence. Porsche is also known for creating a different kind of aesthetic, one that emanates a technical purity, elegance and perfection. The man behind all this was the third Ferdinand of the famous Porsche automotive dynasty. He also went by his middle name, Alexander, and the nicknames F.A. and Butzi. In the early 60s, he was given the task of designing the successor to the 356 model. He picked up a pencil and produced the first drafts by 1959. The legendary car first saw the light of day at the 1963 Frankfurt Motor Show. F.A. performed his task exceedingly well. He always considered himself more of a designer than an engineer - after all, his degree was in industrial design. "Design must be functional and functionality has to be translated visually in to aesthetics, without gags that have to be explained first," he once said, summing up his philosophy of superior design, racing spirit and sportsmanship.

Thus the 911, which was much more than just a car, was born. In the decades since, it has become synonymous with the phrase, "German sports car." It has won countless races and received hundreds of titles.

It has made good friends with the asphalt at the most famous racetracks, from Le Mans to Daytona. Quite often, 911s took the first five places at famous races. This beast of a sports car was given additional vitality and horsepower by the greatest automotive engineers, but they always kept its true essence. Each subsequent model remained faithful to F.A.'s approach.

The same applies to the convertible and Targa body styles.

As mentioned, F.A. was first and foremost a designer. Therefore he sought out new challenges in the early 70s. In 1972, he founded the Porsche Design Studio and later moved its headquarters to Zell am See. He took the approach used to design Porsche's famous sports cars and applied itto other products. The very first product of his luxury brand was a revolution in the watch industry: The so called Chronograph I was the world's first all-black wristwatch. Then F.A. Porsche began working on exclusive pens, sunglasses and other products, always distinguishable by their trademark black and titanium colour, top-quality materials and sturdy build, limited availability and correspondingly high prices. In recent years, the studio has even designed footwear and cellphones. Also, besides their own luxury brand, the Porsche Design Studio works for world famous companies in industrial or product design. One such brand is Elan. Amazing things happen when two legends join hands. Things such as Elan's Amphibio skis.













Urška Hrovat, winner of five World Cup races and World Championship bronze medalist:

"ELAN WOMEN'S SKIS ARE THE RESULT OF YEARS OF LOOKING FOR THE OPTIMAL SOLUTIONS THAT WOULD ENABLE SKIERS TO ENJOY THE SNOW AS MUCH AS POSSIBLE. EVERY SKIER IS SURE TO FIND A PRODUCT THAT SUITS HER IN OUR COLLECTION."

WOMEN'S SKIS

First, they had to figure out what would make a ski better suited to women - and what bothered them most about hitting the slopes on skis made for men. They began brainstorming. They came to the conclusion that regular skis were too heavy and not nimble and maneuverable enough. Naturally, they also wanted a ski that was more feminine, that had a trendy, fashionable design, a ski that was a kind of skiing fashion accessory. Female athletes see their sports equipment somewhat differently than their male counterparts. If the male world is dominated by functionality, the female world revolves around design, shape, colors, and appearance. In a way, women treat sports equipment the same way as clothing, and while a product has to offer superior performance, it also has to look fresh and exciting. Women want performance that makes them feel unique.

This is exactly what the ladies from the W Studio were thinking. They drew their inspiration from fashion, art, culture and various trends in popular culture. As well as the fact that women's skis have to be adapted in terms of functionality and technical characteristics. Women have said that what they find most important apart from aesthetics is how easily they will be able to glide down the snowy slopes. They want skis that can handle any snow conditions.

The geometry of the ski is also adapted to the female anatomy. Women tend to lean backwards somewhat while skiing, so the center of gravity of women's skis is shifted slightly towards the tip. The weight of the skis is also very important. Certain women's models are almost unimaginably lightweight while still ensuring outstanding maneuverability.

LIGHTSKIING

The result of the Elan W Studio's efforts was the LightSkiing concept, which represents a whole new way of looking at skiing tailored to women from the basic concept to the final implementation. The women's collection was naturally designed in accordance with Elan's traditional philosophy of innovation without compromise. The focus group concluded that women's skis first and foremost have to be light so as to enable effortless skiing that brings nothing but joy and happiness. They managed to achieve this by creating responsive, nimble, dynamic and, above all, lightweight products.

They came up with a simple formula:

EASY SKIING + LIGHT WEIGHT

= LIGHTSKIING

And girls and women
alike simply love it.





DELIGHT OT

For LIGHTNESS while reaching perfection in skiing.

more on www.elanskis.com

DELIGHT QT









Melanja Šober, product manager at Elan

"THE DEVELOPMENT OF THE LIGHTSKIING CONCEPT MARKED A
MILESTONE IN WOMEN'S SKIING. WE DESIGNED A SKI THAT'S
LIGHTWEIGHT, ENSURES EXCEPTIONAL HANDLING AND ALSO
INCLUDES TECHNOLOGY DEVELOPED WITH THE FEMALE ANATOMY
IN MIND. NATURALLY, DESIGN IS AN INTEGRAL COMPONENT THAT
CONFORMS TO THE TECHNOLOGY BUT ALSO ALWAYS FOLLOWS
THE CURRENT TRENDS. I'M VERY HAPPY THAT WE'VE MANAGED
TO CREATE WHAT WAS CONSIDERED IMPOSSIBLE NOT THAT
LONG AGO — A LIGHTWEIGHT YET EXCEPTIONALLY
MANEUVERABLE SKI."

FROM THEORY TO PRACTICE

On paper, all these ideas seem simple and uncomplicated. But it took endless calculations, countless prototypes and, above all, vigorous testing for the idea to become reality. The visual design aspect of the women's collection was taken care of by Studio Sonda. Their designers prepare a number of drafts each season and then cooperate with the W Studio to adapt them to their ideas. The technical aspect is based on transferring the very finest of feelings to the final product. One of the people involved in both processes is Urška Hrovat. a former top Slovenian skier who won first in five World Cup races during her career and won a bronze medal at the 1996 World Championships in Sierra Nevada, Spain. Urška was born with skis on her feet. Skiing is second nature to her, like walking or running. She tried out thousands of pairs of skis throughout her long career, which is why her feedback was invaluable to development. "From the very beginning, we wanted to make a ski that was light while being as responsive, stable and dynamic as possible," the former champion explained. As a former top slalom skier, Urška says that she swears by the new Speed Magic.

DELIGHT

A few years ago, the women of Elan undertook quite a difficult task. At one of their Lady Focus Meetings, they set a handbag on the table that contained all the essentials required by the modern woman - lipstick, creams, a mobile phone, a brush, keys, wallet and so on. They then set themselves a challenge: they were going to create a pair of skis that was no heavier than the bag. It seemed unimaginable. But the impossible turned out to be possible after all. Last year, they introduced the Delight ski. The name itself hints at how delightfully light they are. A pair of Delight skis weigh a mere 7 pounds. The lightest women's ski in the world ensures an exceptional skiing experience.

Elan's women's collection comprises fourteen different ski models, ensuring that any skier will find a ski that suits her skill level, needs and style. We made it our goal to create a ski that is exceptionally light but also handles remarkably well. As we reduced the weight, we found that our skis have become lighter than the average handbag that we carry every day.

BY WOMEN – ELAN PROUDLY PRESENTS THE MOST HIGHLY PERFECTED RANGE OF WOMEN'S SKIS.

MADE FOR WOMEN

Which has made skiing even easier. The lighter weight of the ski means you use less energy and can enjoy that much more time on the slopes.



M studio





CHAMONIX MONT BLANC

Chamonix is a place that needs very little introduction. For hundreds of years it has been a destination of renown. I always laugh when I see a Chamonix poster hanging prominently on a wall in a restaurant or hotel in other ski resorts. (I don't see those resort's photos anywhere in Chamonix.) Whether it is the history of the Alpinist culture, the extravagant geography or the access to it, Chamonix is a pilgrimage. Of course, my path to Chamonix is a little unorthodox. In my late teens I was competing as a mogul specialist with my sights on the U.S. Ski Team. I was also beginning to concentrate on skiing on natural slopes, usually the steeper the better, and was developing as a ski mountaineer. At the same time, my real calling was to ski in a ski film in the footsteps of the hot doggers before me. I grew up staring at the skiers in the ski films at the ski shops or the pizza restaurants at my home town. It was my wish and destiny to have that chance. I enjoyed competition, but the restraints put on me in order to conform to "the rules" was something I wanted to be free from. The thoughts of skiing and combining the artistry of film was appealing - freedom to express, create and share the experience with others was what the ski film environment would allow. My chance came through friends and former competitors and my first film experience was just that, fun, creative and sharing. Our early audiences really identified with our "style" verses the typical travel log format of the traditional ski film.

A ROAD BUMP

Immediately following the filming of "Maltese Flamingo" I suffered a severe fracture of my right femur while skiing with some friends. The following months would be some of the most difficult in my life. After the accident skiing would be something that I would not be doing for awhile...or maybe ever again. Over time, the doctors assured me that my leg would heal but to what extent? I never really had any sort of career, school was not important to me and I had quit many years earlier. I got by working construction, delivering pizzas, or selling a little weed on the side. Which I can honestly say lead me to Chamonix. Still on crutches, changing a flat tire on the old Cadillac I was driving, a suspicious highway patroller found some of that weed in quantities above personal use, and a 9 year voyage began.

I WILL TELL YOU THE FIRST PART FIRST

I was jailed, charged, and released one month later. Court time, evaluations, counsel and legal procedures continued for the next year. along with the healing of my femur and my slow return back to skiing. I was living in two worlds at once. My skiing world was looking good. There was talk of skiing in the next vear's ski film if I could return to form, which I was doing, and also gaining confidence. The other world I was living in had nothing to do with my love and passion for skiing: it involved approximately 6 years in a state prison. Having to rely on public representation and not having formal employment, my situation in the eyes of the legal system was dark. Changing a generation of skiing through the eves of a camera lens and ultimately representing sponsors - and endorsing and designing their products - was a plan way to far out there. To them, I was a drop-out drug dealer. Not a skier with dreams.



WINTER STARTS

By the time winter started, my leg was great! I was off to film a segment for Greg Stump's Blizzard of AAHHH'S part of which would be filmed in France. I am Californian. I grew up skiing in a culture where the sport is a part of life. But I couldn't tell you where Chamonix was on a map. Not long after I was asked to join the French film shoot, Stump said, »Do you have a passport?«

»No, I'll get one!« I said. »When do I leave?
Next week! OK!!« I drove immediately to Los
Angeles and somehow get a passport, Thank
God it was pre computer days, there were no
current court records of my arrest on file yet.
I sold my car on the spot and hitch hiked to
LAX airport to board a plane to "somewhere
in Europe." The film shoot was to be 6 weeks
long (my trip would be longer). My next court
date was the same day I was to arrive in
Chamonix. Asking for an extension would
have been fruitless.

I boarded the plane embarking into the unknown with no plans of ever returning to the USA. Officially in the US I was classified as a fugitive, but I had a new passport that was good for 10 years and a ski date, I will see what happens maybe I will have to join the French Foreign Legion for a few years or?????

I didn't know or care at the time let's just let the skis do the thinking for awhile.....



Just shy of 2 years I was able to arrange my return to the USA, **Europe's' love for its skiers** and the success for the "Blizzard of Aahhh's" (awarded and recognized as one of the most influential ski films of all time) allowed me to return to the legal system with the prospect of a skiing career and a compelling story of my bad years I was given a chance, the details of which would require you to read alot more. I have never drank or drugged since that time, and 9 years after my original arrest I was released of all obligations from probation.... my skiing endeavors have influenced a generation, maybe even two.

My wife Kimberly and I made many trips back and forth to Chamonix before deciding that because of the early years I could never get it out of me, let's face it, IT is 'Chamonix", and quite frankly I know the place now, and it is why I make it my european ski base.





SKIING IN CHAMONIX

The short story is that Blizzard of AAHHH's became one of the most influential ski films ever made. And personally, some years later, the legal system in the U.S. gave me another chance, I never drugged or drank again. With my wife Kimberly, I also made many trips back and forth to Chamonix before deciding that I could never get it out of my system, and decided to make it my European ski base.

It is ever changing, natural, wild and raw place. Because of the access the Aiguille du Midi provides to high elevation, rising almost 4000m, one single run can have perfect powder on top to the heaviest muck or even dirt at the bottom. Because of the mixed conditions I like to use the Spectrum 105. I want a technical ski but I also want a ski that can ski a mix of snow conditions.

"Inaccessible Accessible" is Chamonix's motto, and when it's time to go beyond the lifts is when you get to see Chamonix from the ski alpinist side. In that terrain, the Himalaya is without question my ski of choice. Whether it's a ski on the North Face of the Mont Blanc, searching for that long after the storm powder stash on the north side of Aiguille Rouge or touring to Switzerland from the Grand Montet, the Himalaya are wide enough to "ski" and light enough to "travel," which means they're perfect.

I wish for everyone to have a Chamonix story (maybe not as colorful as mine) and to spend time on the granite benches in town and watch the who's who of the skiing and climbing stroll by beside the tourists window shopping on Rue de Paccard (the 5th Avenue of alpinism) on a snowy afternoon. Take a "ski around the pond" dive down the "Valle Blanche" or even hang it out there on the "Italian side" It's always an adventure! There are many places to choose from that will provide you with a wonderful skiing experience, but there is only one Chamonix and there is always an aspect, altitude or activity to experience. You just have to combine the three and let your skis do the thinking for you for awhile. That's what I do. Whatever aspect, altitude or activity on the slope you choose, you will be glad you brought vour Elans.







PERFORMANCE ENHANCED

Created on the drawing boards of the Humphreys Yacht Design studio and Elan's development team, the Elan S5 provides a unique sailing experience. It is built using state-of-the-art vacuum technology and ensures optimum weight and stability. The specific shape of the hull, the twin-rudder steering system and the cleverly designed sails guarantee excellent sailing performance under any conditions.



HULL INFUSION



TWIN RUDDERS



CHINED







AMPHIBIO 14 FUSION





ELAN HAS MANY FANS AROUND THE WORLD. AMONG THEM IS FELIX RICHTERICH, THE LEADING MAN OF THE SWISS HERBAL SWEET COMPANY RICOLA.

A good reputation tends to reach far and wide, and this has certainly been the case for Elan skis. They are popular across all continents. Europeans, Americans and even the Japanese love to take on snowy slopes on a pair of Elans. Elan enjoys an excellent reputation among ski connoisseurs. They love everything about the brand from Begunje – from the fact that the greatest skier of all time, Ingemar Stenmark, won countless races on skis made by the company to Elan's role as an innovator and trendsetter that has transformed skiing completely on many occasions in the past.

Elan even has a strong following among the Swiss, who are perhaps the most passionate skiers of all. One of Elan's Swiss fans is Felix Richterich, the man at the head of the Swiss herbal sweet manufacturer Ricola. Perhaps you know those famous commercials in which the Finns and even the Chinese claim to have invented the universally popular sweets. But the sweets were in fact invented by the Swiss. They were first created by Felix's grandfather, Emil Richterich, who started the famous story in the 1930s. The name Ricola is actually an abbreviation of the company's original name, Richterich & Co., Laufen.

Felix represents the third generation of Richterichs. When he is not busy helping to maintain the global reputation of his brand, which is one of the most recognizable Swiss brands, he is also an avid skier. He savs, "I fell in love with skiing as a child. I have skied since I was four years old, and not a single winter has passed since then that I have not spent at least a couple of weeks on the snow. I simply love nature, the sun, the snow, the fresh mountain air and, of course, the many pleasures of skiing. As I speed down the slope, I get that genuine feeling of childlike joy." Naturally, the Swiss have excellent conditions for living out their alpine passions: Zermatt, St Moritz, Davos, Verbier, Wengen, Crans-Montana...Those are just some of the names from the list of Switzerland's Alpine beauties. "I really enjoy the many charms of winter. I love the silence when the snow is falling. And the winter wonderland you see outside the next morning. I find it hard to imagine anything more enjoyable in life than skiing on fresh, untouched powder."

Felix Richterich likes to ski on a pair of Elans, the Amphibio being his ski of choice. "I got the skis as a gift from a Slovenian business partner with whom we have been doing business successfully for twenty years. Slovenia is a small Alpine country, not unlike Switzerland. I completely understand why Elan is a source of national pride for Slovenians. I love my skis, as they combine state-of-the-art technology with an outstanding design. I find this very important. Not only are my Elans excellent skis, but they also look great!"

DOWN THE MOUNTAIN ON HIS SKIS - IT IS JUST PART OF WHO HE IS

DAVO KARNIČAR IS A WORLD-CLASS EXTREME SKIER. THE FIRST MAN EVER TO SKI DOWN EVEREST AND THE FIRST TO SKI DOWN THE HIGHEST MOUNTAINS OF ALL SEVEN CONTINENTS. AND HE DID IT ALL ON A PAIR OF ELANS....

He first put on a pair of Elans four decades ago, spent his competitive years on them and then almost singlehandedly, persistently urging the management and the development department forward, began the story of Elan touring skis.

There are no champions in extreme mountain skiing. There is not even a universally accepted term for skiing down a slope you climbed up just an hour before. The boundaries between extreme, touring and backcountry skiing, and freeriding are not at all clear. But Davo Karničar's famous achievements have all been accomplished far from the lifts.

An experienced mountaineer, he descended down his first eight-thousander, Annapurna in Nepal, in 1995. He got the most attention in 2000, when he became the first man to successfully ski from the summit of Mount Everest. Which marked the beginning of another never-before-attempted feat: skiing down the highest peaks of all seven continents, the holy grail of ski mountaineering.

After Kilimanjaro, Mount Elbrus, Aconcagua, Mount Kosciuszko and Mount McKinley, Karničar completed his mission in 2006 on the slopes of the Vinson Massif in Antarctica. He has also skied the northeast slope of the Eiger and the east slope of the Matterhorn and Mont Blanc.





THE 2016 PROJECT

Davo descended down Mount Everest at 38 and ticked off the seven highest peaks at 44. He is turning 52 this year and still has at least one major goal left to achieve.

"After a long period following some successes, failures, accidents and mishaps as well as other projects such as the construction of a mountain lodge in Jezersko, I decided together with my family that I should devote myself more fully to the mountains for a couple of years. The summit of K2 is the ultimate goal of a three- to four-year project," Karničar said, revealing for the first time that he was thinking of doing something big again.

The 28,251 foot mountain at the border between Pakistan and China most commonly known as K2 tends to make mountaineers' skin crawl and their hair stand on end. It is the second highest mountain in the world and also the second most dangerous. For every four people who have reached the summit, one has died trying. It has also never been fully skied, though two unsuccessful attempts have been made, and is likely the ultimate challenge of modern extreme skiing.

Karničar is making gradual preparations for his distant goal. "I spent a great deal of time on our mountains last winter, as well as on Elbrus and the Cordillera Blanca in Peru," he said. "I am refreshing, rebuilding and improving my skills to remember all the little details, find my reserves and see what I have yet to learn."

He is planning another trip in the fall to one of the seven-thousanders in Nepal, then he is off to the Karakoram in 2015 to ski down one of the already conquered Gasherbrums. Why? "Because it's in K2's immediate vicinity and also because I want to see whether I'll remain as sincerely determined to try and tackle K2 in 2016."

By that time, Davo will be 54 years old. Though for him, it's less about age and more about ability. "I honestly believe K2 is skiable," he said.





DEVELOPING SKIS FOR DAVO AND THE MARKET – HEY, IS THAT THE SAME SKI?!

"The success on Everest boosted Elan's development of touring skis, and three years later we launched the first collection on the market," says Karničar. Before that, touring had been considered a sport for people who could not afford taking a ski lift, but the market showed otherwise. Today, touring is on the rise.

Davo has contributed to Elan by urging the company to produce touring skis, and has also played a vital role in their development. "My job is to put the skis to the test in harsher conditions than they'll actually be used in. For Everest, for example, they needed skis light enough to carry up the highest mountain in the world."

Since customers' needs and wishes are not necessarily the same as Davo's, Elan offers a wide selection of touring and backcountryfocused skis.

"We play around with the width and sidecut a lot. But despite the popularity of super-sidecuts and shapes that are good for freeriding and free-touring, touring skis really have to stay just the way they are, as they have to have enough torsional stiffness," Karničar explains.

Freeriding skis are intended for skiing on a soft surface, whereas tourers can encounter a section of hard snow even on a relatively easy tour and have to be able to keep things under control.

"Personally, I like to have skis with a width of 8 to 10 centimeters underfoot, with an almost nonexistent sidecut and excellent torsional stability. If we can make a light ski that fits that description, that's the ski for me," Davo explains. The width prevents his boot from hitting the snow, even if the bindings are attached directly onto the ski. At the same time, the ski is designed according to the latest trends. Even for a regular touring skier who wants to be able to walk on any snow. this type of ski is much more suitable than the standard ski used in touring races, which only measures 6 centimeters underfoot. With a ski like that, you would end up knee-deep in the snow, whereas the Himalaya model, for example, would keep you above the surface.

"If I went to the Himalayas right now, I'd take the Alaska, with a length of 160 or 165 centimeters," Davo says, making his choice from Elan's current selection of touring skis. "It's a basic touring ski that is also the most useful in Slovenia, where we get hard snow most of the time. It's also stiffer and slightly lighter than the Himalaya. When we were developing the Himalaya model, we imagined the user as someone who also enjoys freeriding, so we made the ski softer at the tip and tail. It's trendier and more suitable for skiing powder. We've also managed to make a ski that's somewhere between the Himalaya and the Alaska model, the so-called Lhotse."

What about a curved ski, featuring the rocker profile that is so popular at the moment?

"It wouldn't be of much use on a steep and hard terrain, since it would make it harder to take your weight off the ski in turns. It would also make sideslipping more difficult," says Davo, who definitely knows a thing or two about skiing technique.

So the Alaska is better for the most difficult terrain and the Himalaya for easier tours and soft snow?

"It depends on the length of the tour. For tours spanning several days and long routes through the Alps, definitely the Alaska. The Himalaya is better for short tours," Davo says.

Are there any other interesting facts about the development of ski touring equipment?

"There's been considerable development in binding technology," Davo says. "Bindings are much lighter nowadays. Because of the large width of the ski, they can also be mounted directly onto the ski. You have to learn to trust these extremely lightweight bindings. A lot of people still prefer bindings you have to step into firmly to hear them snap closed, such as Elan's robust AAAmbition touring binding. I really put it through its paces and it didn't seem to mind at all. I chose lighter bindings for my trip to the high slopes of South America, where the weight can really make a difference. It's important to find a compromise between quality and weight. Boots have seen a lot of progress as well. The goal is to make them comfortable to walk in while retaining the feel of a normal ski boot."

MANUFACTURERS HAVE A DUTY TO RAISE AWARENESS

Skiing on ski slopes is suitable for everyone, at least in terms of the physical fitness and knowledge of the dangers of snowy mountains required. What about ski touring?

Davo offers his opinion: "Standard knowledge of alpine skiing and experience with skiing on ski slopes using regular skis are an essential prerequisite. You have to have a certain level of skill before you attempt ski touring. But I see no problem with the increasing interest in touring at the moment."

Does ski touring constitute an added value to travelling on skis?

The way Davo sees it is, "We don't get much free time. When you take a day off, you ask yourself what would be most beneficial for your health, your body — what's the best thing you can do for yourself. With alpine skiing, you're only active for short periods at a time, and people often feel that's not what they worked for all week. They want to do more for themselves. Whether they decide to go touring also depends on the availability of information on dangerous winter conditions in the mountains. There is always a certain amount of fear. Manufacturers can contribute as well.

They have to offer the essential avalanche safety gear, i.e., a beacon, shovel and probe, at an affordable price to go along with their touring skis. People would ask themselves why they needed it, they'd attend courses and prepare for the conditions in the mountains. It's our duty to provide them with as much information as possible."

This is one of the fundamental missions of the mountain lodge in Jezersko, which Davo has spent the last couple of years building and which is soon to finally open its doors.

THE TOURING RANGE

For dedicated mountaineers and passionate nature-lovers, Elan's Touring Series has been recognized once again as the best by the international specialized press. Thanks to the innovative Bridge Technology, the extremely lightweight woodcore construction and fiberglass reinforcements, the Elan Touring Series is the ultimate gear for making demanding expeditions pleasurable and rewarding. The line has been augmented with the new Lhotse, a ski that serves the needs of freeride oriented touring skiers.

more on www.elanskis.com

LHOTSE

SIC MAGAZI EMPFEHLUM



FOLLOWING BLAISE ROSENTHAL'S CAREER CURVE FROM PROFESSIONAL SNOWBOARDER TO CREATIVE DIRECTOR OF ELAN'S SNOWBOARD AND FREESKI PROGRAMS.

Living in Santa Cruz, California and working for a company in Slovenia means that I chalk up my fair share of frequent flyer miles.

Traveling solo, it's common to spend some portion of these trans-Atlantic journeys engaged in small talk with who ever happens to be seated next to me. People travel for all kinds of reasons, and I've sat next to a wide array of characters. I've sat next to bankers, professors, tech specialists, and tourists. Next to some dudes I'm pretty sure might have been Armenian mobsters. And once, next to a woman who lives on my street that I'd never met before.

I've seen Joe Montana at SFO (didn't sit next to him, first class for him for sure), and Johnny Knoxville at Narita (I chatted with him but didn't sit next to him either, probably at least business class for him). Inevitably in these conversations the "what work do you do?" question comes up. When I explain why I'm traveling and what I do, working as the creative director for Elan's Snowboard and Freeski program, as well as making creative contributions in other aspects of the company,

almost unanimously the face of the passenger I'm talking to lights up with interest and they respond, "Wow, that sounds amazing! How did you get that gig?"

And I usually think to myself, "Yeah, that does sound amazing. How did I get this job?" Well to answer that question lets go back a bit here. Remember the 90s? In the USA we had Nirvana and Bill Clinton. We had economic prosperity, and a new invention called the Internet (I know it was not invented in the 90s, but that was the first time most of us ever used it). Life seemed pretty good back then.

But for me, life was better than good. It was freaking great! You see, I had achieved my life's dream. I had somehow become a successful professional snowboarder. I traveled all over to ride the best spots in the world, rode over 250 days a year, had the most cutting edge high performance shred gear available from my full roster of sponsors (And plenty of it. Let's just say my family got a lot of gloves and goggles in their Christmas stockings back then). And to be honest, I made a pretty damn good living doing something I absolutely loved. So here I am, a "professional athlete" in the prime of my career.

Only, I never really saw it like that. Personally I didn't think of snowboarding as a "sport," I thought of it as a lifestyle, and a means for self-expression. I never cared who went the fastest, spun the most rotations, or jumped

the highest. I cared about something else...
STYLE. To me, the aesthetic potential of
snowboarding, and my position as a pro rider,
made me feel more like an artist than an
athlete. And, as a sort of performance artist,
I was very conscious of every aspect of my
persona and what I was communicating to
fans through the way I rode, the things I did
and said, and the brands and gear I would
ride.

This made me hyper sensitive to the minutia of snowboard culture. My creativity and expressive nature demanded that I become vocal with my sponsors about the way I thought these things, especially the development of the products and marketing my sponsors produced, should be.

In the beginning, my input was limited to minor creative contributions. But as my career took off, my importance as an endorsing rider increased, and my profile in the industry grew. My sponsors realized that there was an international fan base waiting for products that represented the aesthetic values of snowboarding that I was interested in. And after a few good years of exposure in the videos and magazines, and a few product cycles, almost every piece of gear I used had my name on it somewhere, and the very few that did not usually underwent some sort of modifications anyway.

With my sponsors I developed pro-model products like boards, bindings, a whole



line of outerwear that were made to my specifications, and then there were products like boots and goggles that I would customize by hand. I even created a brand, called Millennium Three, that for a time produced some of the most sought after snowboards on the market. Those 90s, and even a few of the 00s were an amazing time for me, one that I will always be grateful to have experienced.

But now let's fast-forward a bit and ask another question...Is there life after pro riding? What do you do when your body tells you "no more crashing", and the younger riders are pushing the sport past your own abilities? In the end, all athletes, even those that consider themselves artists, get to a point where it's time to move on. When that happens, it isn't easy, but hopefully the individual's interests evolve and new opportunities reveal themselves. I'd be lying if I said that the transition from pro rider to "civilian" was easy or smooth. Losing what you love is painful, even if you've had enough.

I had worked and hoped for years to earn my position, and being ready for the next thing wasn't something that just happened to me, it was a process of personal evolution. But so go the seasons of our lives, and happily I can say that life goes on.

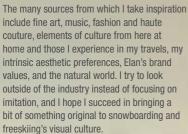
In fact, mine seems to get better and better. I may not sign as many autographs anymore (celebrity is over rated anyway), but my current lifestyle is pretty good. I have a family, which is great, and live in Santa Cruz, California, which is a town located on a wave rich stretch of the Pacific Ocean's beautiful northern Californian coastline. I'm near San Francisco, for when I need a bit of an urban scene, and near the mountains, for when I need a few days of shredding. I surf when the waves are good. I play a lot of tennis. I make art, and I have a painting practice that is very important to me. Though it seemed obvious to anyone who knew about my creative involvement during my pro riding career that I would move into a creative role in the industry somewhere, professionally, I had a bit of a bumpy start.

At first there were some short-term relationships with a few different brands. But fortunately, after some professional trial and error, I found Elan, a company full of people as obsessed with aesthetic details and as passionate about the performance of the products they produce as I am. And better yet, they gave me a job that I love as a creative director. As Elan's creative director for their snowboard and freeski programs, it's my responsibility to develop a vision for the aesthetic direction of these collections, and to direct the process of applying this vision to the products and brand communication (marketing, promo, etc.) materials.

To create my aesthetic strategies I draw from a variety of influences, elements of which I conceptually weave into a singular aesthetic approach that I feel will be just right for the brand.







The next step in the process is the application of these visual values to the collection and it's related marketing and promo materials. To achieve this I work closely with our super-talented kick-ass graphic designer Jaro Jelovac. We apply, tweak, and perfect the visual aspects of each project, incorporating feedback from both Elan's internal staff and their international sales force. The process can be tedious with plenty of trial and error. But the key seems to be to keep working with failures until you turn them into success, and our creative triumphs provide great satisfaction.

When I look back now on my years as a pro rider, and think about everything they gave me, I realize that the most important thing I received from them wasn't money or glory. It wasn't even the travel or the friends I made. The most important thing was that I was provided with snowboarding's creative potential, and a means of self-expression. It's interesting to me to think sometimes about how even now, long after my pro career, the winter sports industry continues to allow me to express myself through my work with Elan, and it continues to be an outlet for my creative impulses.







To fans of urban street-style snowboarding, Gus Engle is a bit of a cult hero. Never taking the easy or obvious path, Gus has pulled his career out from the depths of his imagination. He views obstacles and terrain through an alternative lens that allows him to take new lines and invent unusual maneuvers that have never been seen before. But what most people don't know, is that in addition to being one of the most creative snowboarders on the planet. Gus has also got the creative juice to take on other means of expression. The foremost of these extracurricular endeavors is making music, and for some time now Gus has been tinkering with instruments, writing, and recording his own tunes. To find out more, we put together a little Q&A and sent it over to him. Here's what the maestro had to say about his practice...

When did you first become interested in being a musician, and what was the first instrument you picked up?

It was my mom who turned me on to it, she had a Yamaha acoustic that she would play, and she would sing me songs when I as young. The first instrument was this chromatic harmonica me and my brother would play with that used to belong to my grandfather.

Is music just a hobby for you, or something more...?

It's become a complete and utter unhealthy obsession for me.

Are you a member of a band or a solo act, and what genre of music do you play?

I'm a solo bedroom musician for the most part. I try and imitate the Beatles but I usually end up with something that is more atmospheric and textural then melodic.

What instruments/sound making methods are you currently working with?

I mostly make music with a tiny synthesizer named OP-1, and a Telecaster guitar hooked up to a lot of guitar pedals. I want to get more into making field recording.

Who are your musical influences and where does your inspiration come from?

The Beatles are the big ones, Leonard Cohen, Bob Dylan, John Fahey, The National, Arcade Fire, Daniel Johnston, Dirty Beaches, Nick Cave, Timbre Timber. There are really a million inspirations just inside of music. We are living in a real musical Renaissance i think! There is so much beautiful music being made and everyone is so open to so many different kinds of music these days.

What is harder, putting together a snowboarding video part or putting together an album?

An album is harder for me and that's saying quite a lot.

Does success give you a similar artistic satisfaction whether it's with snowboarding or music, or is it different between the two?

It's similar. Both of them can tap right into the pleasure center of your brain. They both can be rather maddening as well.

What are you're long-term musicali intentions?

I intend to be universally loved and famous if I can be.

Where can we hear some of your music?

You cannot yet. But soon! Working on an EP.





THE TROPHY COLLECTOR

PETER PREVC IS A QUIET AND RESERVED YOUNG MAN. HE IS A TYPICAL EXAMPLE OF A PERSON WHO PREFERS ACTIONS OVER WORDS. AS HE PUSHES OFF FROM THE RAMP AT SPEEDS OF MORE THAN 60 MILES PER HOUR, HIS MUSCLES EXPLODE AND TAKE HIM OFF INTO THE DISTANCE. AT TWENTY-ONE YEARS OLD. HE ALREADY BOASTS QUITE A COLLECTION OF MEDALS. HE HAS TWO BRONZE AND A SILVER MEDAL FROM THE WORLD CHAMPIONSHIPS AS WELL AS THE BRONZE AND SILVER MEDALS HE WON AT THE OLYMPICS IN SOCHI. HE HAD AN EXCEPTIONALLY SUCCESSFUL SEASON IN 2014, WINNING THE SEASON'S SKI FLYING TITLE AND RANKING SECOND IN THE OVERALL WORLD CUP STANDINGS. PETER IS THE LATEST IN A LONG SERIES OF LEGENDARY SLOVENIAN SKI JUMPERS. HE MIGHT JUST GO ON TO BECOME THE GREATEST OF THEM ALL.

What is your definition of ski jumping?

A sport where you go down a hill, take off in the middle and try to jump as far as possible.

Can you describe what you feel in the air, flying like a bird?

Well, I think I can only say I feel the same way you do when you're doing your favorite thing.

What would you be if you weren't a ski jumper?

Probably a student.

Do you do any other sports besides ski iumping?

I ski, run, inline skate, play volleyball ...

Did you have any childhood heroes?No. I never had one.

What is your personal best ski jump?

And your best standing long jump? 287 cm.

Your favorite singer and song?

Currently Queen and their song Bohemian Rhapsody.

Your favorite actor and movie?

Leonardo di Caprio, The Great Gatsby.

Your favorite book and the last book you've read?

My favorite book, and also the last one I've read, is Rok Zaplotnik's Pot.

Your favorite place in the world?

Ratitovec, a mountain near my home.

What are some of your hobbies?

My hobbies are also quite sports-oriented. I like to play volleyball and basketball, go ski touring and hiking and so on.

Noriaki Kasai is 42 years old and still jumping and winning. What do you think you will be doing at 40?

Ski jumping, if I'm able to – and I hope I am.

What do you like best about your country? That it's small but diverse.

What do you find so special about Elan skis?

Not many people get to use them, which makes me really proud when I do well on them.

What is your life motto?

There's always room for improvement.





FLYING GIRL

THEY SAY SKI JUMPING IS A MAN'S SPORT. TELL THAT TO SARA TAKANASHI AND SHE'S LIKELY TO LAUGH AT YOU. THOUGH SHE MAY SEEM DELICATE AND FRAGILE AT FIRST GLANCE. SHE IS THE BEST FEMALE SKI JUMPER IN THE WORLD. A SERIAL WINNER, SHE'S WON A TOTAL OF TWENTY-FOUR WORLD CUP EVENTS. IN 2014. SHE FINISHED FIRST IN FIFTEEN OUT OF EIGHTEEN EVENTS. HER PERSONAL BEST IS 141 METERS (MORE THAN 460 FEET!). AT ONLY EIGHTEEN YEARS OLD, SHE IS ALREADY QUITE A CELEBRITY IN JAPAN. HER COLLECTION INCLUDES A GOLD MEDAL FROM THE WORLD CHAMPIONSHIPS, AND SHE IS SURE TO WIN THE TITLE OF OLYMPIC CHAMPION IN THE NEAR FUTURE.

What is your definition of ski jumping?

Ski jumping is something that has changed my life, as it's enabled me to meet a lot of people.

Can you describe what you feel in the air, flying like a bird?

Flying through the air is my favorite part of jumping. I simply love it.

What would you be if you weren't a ski jumper?

A kindergarten teacher.

Do you do any other sports besides ski jumping?

I'm not really a great fan of physical exercise and sports in general. I prefer to be in the audience.

Did vou have any childhood heroes?

I was influenced by a number of people. I greatly admire the figure skater Mao Asada, but if you mean ski jumping, I've always looked up to the older jumpers on the Japanese women's team.

What is your personal best ski jump?

And your best standing long jump? We never did those.

Your favorite singer and song?

Miwa from Japan. I love a lot of her songs. I couldn't decide on just one.

Your favorite actor and movie?

I like the works of Studio Ghibli.

Your favorite book and the last book vou've read?

I love novels. The last one I read was Eien no Zero by Naoki Hyakuta.

Your favorite place in the world? My home.

What are some of your hobbies? Sleeping and reading books.

Noriaki Kasai is 42 years old and still jumping and winning. What do you think you will be doing at 40?

I haven't really thought about it. I wonder.

What do you like best about your country?

What I like most about Japanese culture is how attentive, considerate and thoughtful we are towards one another.

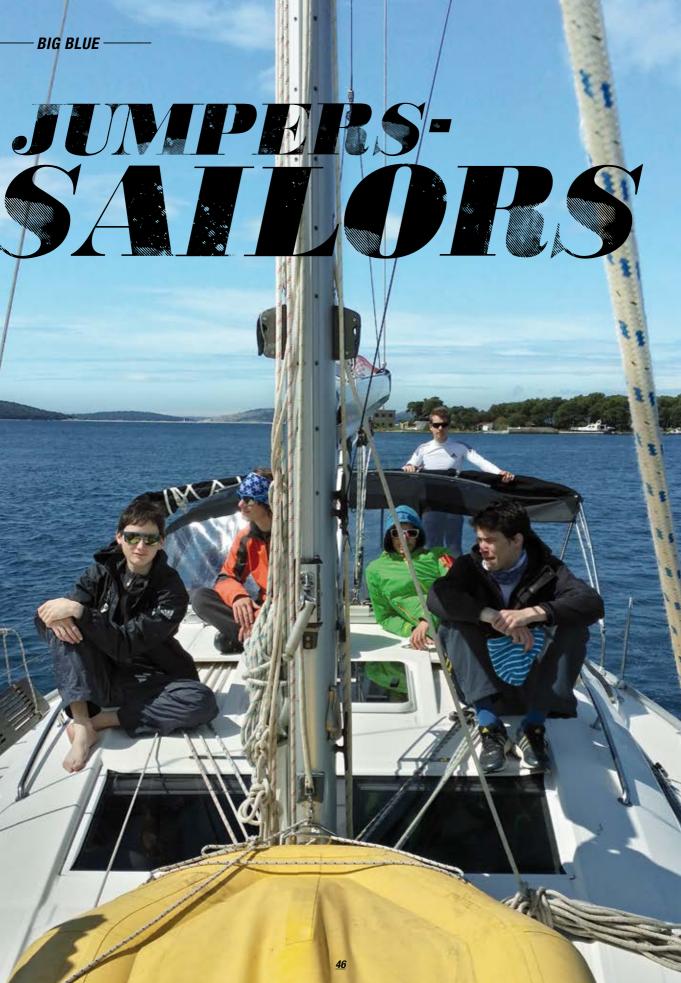
What do you find so special about Elan skis?

I love how the people involved in making the skis are always prepared to listen and adapt the skis to my needs. I'm very happy to be able to use the skis and compete on them, so I'm sincerely grateful to everyone involved in making them.

What is your life motto?

I think it's important to be thankful to those who support me and stand by my side and to never forget them.







CENE PREVC

MATIC BENEDIK

ERNEST PRIŠLIČ

ANŽE SEMENIČ

ROK JUSTIN

JAKA HVALA

ANŽE LANIŠEK

AFTER THE CONCLUSION OF THIS YEAR'S SEASON, THE YOUNG SLOVENIAN SKI JUMPERS WHO WON THE JUNIOR SKI JUMPING WORLD CHAMPIONSHIPS IN THE WINTER OF 2013 SPENT A WEEK CRUISING THE ADRIATIC ON ELAN'S MARVELOUS IMPRESSION 434.

At first glance, ski jumpers and sailors do not have much in common. They come from two different worlds. Ski jumpers are all about winter, while sailors care more for the summer. The former like to spend their time in the hills, while the latter prefer the sea. Jumpers wear helmets and tight-fitting suits, while sailors swear by shorts and sunglasses. But if you delve a bit deeper into their worlds, you will quickly find something they both have in common. The wind! Without it, there is no jump, distance, speed or lean. Without it, there is nothing. To jumpers and sailors alike. the wind represents their fuel, their blood. their essence. Yet the wind they both prize so highly is not the same kind of wind. Ski jumpers need wind from the front and below. Wind that floats them high above the ground like a cushion of air and helps them fly far into the distance. They cherish this wind, called an updraft, above all others. What they fear most is wind blowing at their backs, slamming them to the ground, ruining their landing and forcing them to ski down the knoll with their head bowed in shame. Sailors prefer to have the wind blowing from the side, filling the sail, tilting the boat, increasing the speed and making it easier to cut through the waves.

After a tough season of riding the updrafts

from October through March, Slovenia's junior ski jumpers got to enjoy the winds of sailing as well. In 2013, when they won the gold medal at the Junior World Championships in Liberec and Jaka Hvala became the new individual Junior World Champion, they got a very special reward to go with all the fame and glory. For doing so well at promoting its products, Elan promised them a week of fun and relaxation on one of their sailboats when the season came to an end. Because there was no time after the end of last vear's season, they moved it to the end of this winter. After finally putting their skis away in early spring, they got aboard Elan's beauty of a boat in Biograd na moru. The Elan Impression 434 is a wonderful yacht designed by nautical designer Rob Humphreys, some of whose boats have participated in the most prestigious sailing races in the world, such as America's Cup and the Volvo Ocean Race. His boats always represent an optimal mix of speed, comfort and safety. This is exactly the case with the 13.41-metre Impression 434.

The jumpers were thrilled with the experience. "Most of us had never been on a boat that size. It was an amazing experience. We make a great team as it is. We work like a well-tuned unit at training sessions and



competitions. This is all the more important on a sailboat. I'm sure our week together at sea has strengthened the ties between us even further. We also got along great with the skipper, Matej Jakša, who's about our age. We always did exactly as he told us without objection," Jaka Hvala said with a smile on his face. "It might have been even better if we'd gone sailing a month or so earlier, when the weather was somewhat warmer. But that didn't stop us from jumping in the water every day. It was cold but refreshing. We also enioved all the peaceful little corners of the Adriatic, which they say get pretty crowded during the high season." Rok Justin added. In addition to the two boys already mentioned. the crew also included Ernest Prislič. Anže Lanišek, Anže Semenič, Cene Prevc and Matic Benedik. Their week-long cruise got them as fair as Primošten, where they turned around and headed back north.

They are now already back in their jumping boots, doing conditioning work at the Stanko Mlakar Stadium in Kranj and polishing their jumping technique on Kranj's ski jumping hill. Perhaps their newly acquired knowledge of sailing winds will help them win even more medals next winter.











CIRCUS BY THE SEA





ELAN HAS DEVELOPED THE COMPREHENSIVE U-FLEX TECHNOLOGY, WHICH MAKES SKIING EASIER THAN EVER FOR THE YOUNGEST SKIERS BY MAKING THE SKI MORE FLEXIBLE.

It almost never snows in Portorož. Well it does, but very, very rarely. Even if a few snowflakes do drop, they never stay on the ground for long. There are other sports to be enjoyed on the coast among the palms, while skiing is mainly reserved for watching on the television. The people of the Primorska region have long since come to terms with this. But they got some snow last year after all. The staircase in Bernardin was transformed into a proper little ski slope. Several famous stars of the skiing world made an appearance there, such as World Cup winners Urška Hrovat, Bojan Križaj and Christian Mayer as well as Davo Karničar, the man who skied down Everest, and freestyle legend Glen Plake from the other side of the Atlantic.

It was Elan that made it snow in Portorož, so that we could present a revolutionary solution for junior skiers that truly deserved a revolutionary launch. Before the beginning of the 2013/14 ski season, we presented the U-Flex technology at the event we dubbed the "White Circus by the Sea."

In cooperation with the Ski Association of Slovenia, we made a ski slope measuring 1,300 square feet right by the sea. The children who joined the ski legends were thrilled. It was an unforgettable day out on the snow.

But presenting our new skis and boots was far from being the only reason for hosting the seaside ski event. We organized the event and the round-table discussion entitled "Let's Get the Kids Back Out on the Snow" in order to raise awareness and encourage children to be more active, to spend more time in nature and on the snow, as the modern lifestyle tends to keep children, as well as their parents, locked within four walls.

Of course, U-Flex technology by itself will not make them return to nature again, but it can most certainly help.



and youngest skiers are not just miniaturized adult skiers. Perhaps the most noticeable difference in their equipment is that their boots and bindings cover a greater length of the ski than with regular skis. The skis thus do not flex as well, and although the carving technique might not be the most important thing for young skiing enthusiasts, you can imagine, even if you are not able to put on a pair of tiny skis and try for yourself, how this can spoil their first skiing experience.

Elan's development team approached the challenge in their own way. They developed a ski that flexes much more readily than any other children's ski on the market. To make the package complete, they also came up with the first ski boot that flexes together with the ski. This comprehensive solution, which has completely transformed the way children first experience skiing, is called the U-Flex technology.

Of course, children will not care much about how revolutionary the technology that you put on their feet is. Nonetheless, the result is similar to how, years ago, adults stopped struggling with straight skis or skis with only a small sidecut. Easier skiing means children have more fun and are more eager to return to the snow, while their progress is easier and quicker.







FLEXING AT THE TOP – THE BOOT

Although ski flex is just as important, the more obvious revolution happened in the boot, which we developed in cooperation with Alpina. The U-Flex boots, named Ezyy and Bloom, adapt to the natural flexing of the foot, while the flexible front sole allows them to also flex together with the ski. The shoes are also warm and comfortable and allow toe movement.

Parents tend to get at least a minor headache when buying ski boots for their children, as they outgrow them very quickly. These two models solve that problem with the special Volume Control plate. Depending on how it is positioned in the boot, the plate makes the boot suitable for three foot sizes.

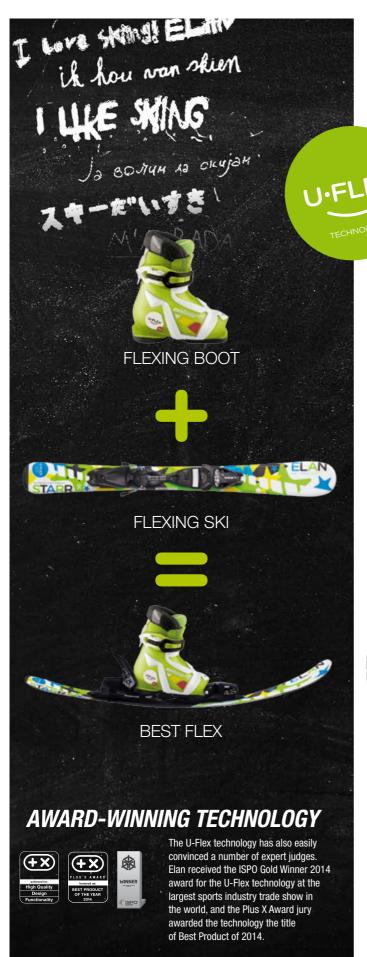




EZYY & BLOOM

Following the concept that an improved flexibility improves the ease of learning, the Elan R&D Department developed the U-Flex technology also for ski boots in order to offer to the market a complete package skis + boots that allow this objectve. The new boot flects following the morphology of the foot helping also the natural flexibility of the ski for simple learning.

more on www.elanskis.com





The U-Flex technology is integrated into a range of models for the youngest skiers, so that they can find exactly the right one for themselves. The skis flex up to 25% more than the most flexible children's skis ever before available on the market. They also boast a lightweight Synflex core, Full Power Cap construction and an Early Rise profile with a moderate rocker in the tip and tail, all of which makes them extremely easy to control.

Let's go over the different models. The RC Race is a mini race ski with a Dual Wood Core, WaveFlex™ Technology and a stylish race graphic design to boot. The Jett is also racing-inspired, and the Starr features the same technologies but has a more playful graphic design.

Then there are the equally easy-to-handle Sky, which every girl is sure to love, and the Maxx, which looks quite a bit like a freestyle ski.

All the skis feature the Quick Trick system, an easy solution for adjusting the bindings.



JUNIOR

The Elan Junior line will bring kids back to skiing. With the exclusive U-Flex technology, skis are 25% more flexible than the benchmark, providing more ease and freedom during the first approaches to the snow. The lightweight Synflex core and Full Power Cap construction with the Early Rise Rocker profile enable kids to make effortless smooth and easy turns for more fun on snow. These skis make skiing as easy as walking.

more on www.elanskis.com



PUSHING THE BOUNDARIES

Their wish to invent and innovate, in sports as well as other areas, has led a number of bold and fearless Slovenians pushing the boundaries. As they sat thinking late into the night, illuminated only by candlelight, these Slovenian scientists and researchers came to extraordinary discoveries. Mathematician Jurij Vega was the author of the first complete tables of logarithms and has a lunar crater named after him. The world of Herman Potočnik Noordung revolved around space travel. Their eagerness for knowledge knew no limits. Slovenian athletes, researchers, enthusiasts and others know no boundaries either, only goals and motivation. There is undoubtedly something special about Slovenia that is part of its very essence.

In Slovenia, you can share the sky with the birds – not only by taking a scenic crosscountry flight in a sailplane but also at the ski flying hill in Planica, where the top flyers in the world compete every year. Perhaps it was the wish to join the birds in the sky that led

engineers Stanko Bloudek and Ivan Rožman to the idea of constructing a ski jumping hill that would allow jumpers to fly over 100 meters (328 feet) in 1933. At the time, this was almost unimaginable. They found the perfect location in Planica, near the town of Kranjska Gora, which lies at the heart of the Upper Sava Valley.

Ski jumping first attracted attention in Slovenia after Jože Pogačar won the event in Bohinj in 1922 by jumping a record-breaking nine meters. The engineers recognized that the steep slopes under Ponce were a perfect place for ski jumping and soon began construction. Ever since then, Planica has been the place where jumpers could fly the greatest distances. In 1936, Austrian jumper Sepp Bradl broke the magical limit of one hundred meters by a whole meter. Planica soon became famous throughout the world. However, it took until 1954 for the first World Cup competition to be held there. In the meantime, Planica hosted qualifying events and Stanko Bloudek made several structural improvements to the jumping hill. The Bloudek Giant was in particular need of major repairs after the Second World War. Similar ski flying

hills were later built throughout Europe and further progress was made in the construction of ski jumping structures in Slovenia as well.

In the mid-40s, the brothers Gorišek built a new ski flying hill that enabled jumps of over 160 meters. The opening ceremony in 1969 was truly spectacular, and the world record was broken a total of five times. Construction is currently underway on the Planica Nordic Center. The project will include the renovation and re-equipment of the flying hills and the construction of a cross-country stadium and an auxiliary structure for the cross-country tracks. The Nordic Center, which will provide high-quality tourist and sports services, is also planned to include an artificial snow system, ski lifts, an athletics and football stadium, cycling and walking trails, a cultural heritage park and an information center with a café.





THE PLANICA SKI FLYING HILL RECORD WAS SET IN 2005 BY THE NORWEGIAN SKI JUMPER BJØRN EINAR ROMØREN, WHO LANDED AT 239 M.

I FEEL SLOVENIA

WE CAN DO IT

Our numerous scientific discoveries, sports achievements, strong will to live, commitment to sustainability and responsibility towards future generations, respect for nature and many other qualities show that Slovenians can and will do anything we set our minds to. Our passion is our virtue. It is what makes us so successful at sports. Not only in terms of scores but also sports development, sports equipment and organizing large sporting events. Sports are part of the Slovenian identity and an integral part of our green national brand. The desire to move forward is ingrained in every Slovenian.

Movement stimulates us. We are passionate about recreation. We set firm goals for ourselves and enjoy achieving them. We spend a great deal of our free time outside — on the ski slopes, in the hills, meadows and woods, on the rivers and their banks. Nature is part of us and our everyday life. It calms and motivates us. Outdoor activities are such an integral part of our lives that we simply cannot imagine a balanced existence without them. Slovenia is the 6th most physically active state in the European Union — 52 per

cent of the Slovenian population engages in sports on a weekly basis, as compared to the EU average of 40 per cent. Our rich geographic diversity and the numerous recreational events and large international sporting events that take place throughout the year give recreation and sports enthusiasts plenty of opportunities to be active. Though we are known as a nation of individualists. we know how to work as a team. We are probably one of the smallest nations that have made it to the largest world championships in all major team sports - football, hockey, basketball, handball, volleyball and so on. And we always push the boundaries. We ski slopes no one has skied before; we climb mountains no one has climbed before: we swim rivers no one has swum before; we cycle distances no one has cycled before. We do not just test the natural laws and limits but overcome them. That is the energy you feel in Slovenia.

brand, which represents it both at home and abroad. It is not unusual for countries to try to increase their visibility abroad in this way in order to improve their position and influence in the international arena. The "I feel Slovenia" slogan, which has served to represent Slovenia since 2007, was created with the aim of making Slovenia more competitive in different areas. The choice of the slogan is no coincidence. Slovenia cannot be captured in a simple image. You have to feel it, live it, through words, sounds, colors, sensations, sights and experiences. "I feel Slovenia" is an emotional brand, and this sets it apart from the brands of other countries.

"I feel Slovenia" is Slovenia's national

The Identity of Slovenia's Brand

The "I feel Slovenia" brand reflects:

- Our enthusiasm towards everything we enjoy.
- That Slovenia is different and you can feel it,
- That Slovenia inspires you to take up things that excite you.

DESIGN YOUR OWN SKIS

THE ELAN WORKSHOP
IS THE FIRST ONLINE
APPLICATION TO
ALLOW YOU TO DESIGN
YOUR OWN SKIS.

With young users in mind, Elan has created a ski collection customers can design themselves, thus allowing them to express their creative spirit. In collaboration with Slovenian schools, the application has already been used by many children, with tens of thousands of ski graphics already created. The Elan Workshop is aimed at children of all ages, including their parents. Elan recognises the importance of communicating with loyal customers; since the campaign has seen great success in Slovenia, the company has decided to expand it to other countries as well.

The collection is based entirely on the application available at www.elan-workshop. com, where young users and their parents can design a one-of-a-kind pair of skis that Elan will make just for them. Users can choose from lengths of 70 up to 150 cm, and skis up to 100 cm in length are then produced using new, award-winning U-Flex technology. Thanks to U-Flex, skis are softer, which makes turns easier and ensures that skiing lessons will be faster and more fun for children. Designing your own skis is easy using the many playful illustrations, backgrounds and graphic elements available. The finished product is shown in a 3D preview. By request, the skis will then be manufactured at Elan and can be delivered to your home within a few weeks. International delivery is available.





For more information, visit

www.elan-workshop.com

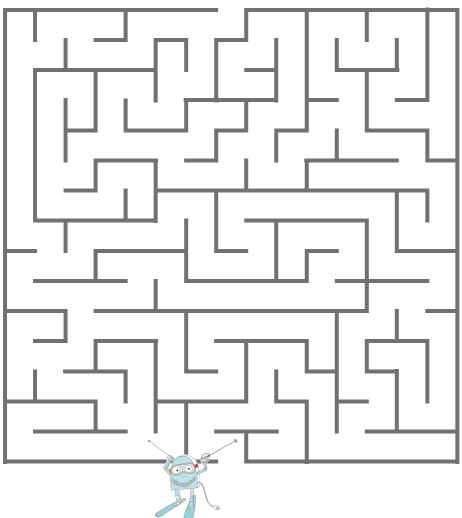




SKING AS EASY AS WALKING











ELAN'S EUROPEAN WINTER **TOUR**

A winter tour entitled the White Elements
Tour is set to take place across 12 European
countries between December 2014 and
March 2015. Visitors will be able to test Elan
skis free of charge at 2 indoor ski centers
and on 25 ski slopes. If they are lucky, they
just might meet one of Elan's ambassadors,
as Christian Mayer, Bojan Križaj, Urška
Hrovat and other legends will be making
an appearance at some of the events.
One thing is certain – we are going to
have a lot of fun out on the snow. Feel
the winter and take part in Elan's winter
tour at your nearest ski slope.



SKI RESORT	COUNTRY	DATE	REMARK
SOELDEN	AUSTRIA	NOV 15-16	glacier
ZOETERMEER	HOLLAND	NOV 22	indoor
GRÜSCH/DANUSA	SWISS	DEC 13-14	season opening
MARIBOR	SLOVENIA	DEC 14	season opening
CHRUWALDEN	SWISS	DEC 20	season opening
AVORIAZ	FRANCE	DEC 20-21	
KRANJSKA GORA	SLOVENIA	DEC 27	
MERIBEL	FRANCE	DEC 27-28	
SCHEFFAU	AUSTRIA	DEC 28-29	
MASELLA	SPAIN	JAN 3	night test
ENGELBERG	SWISS	JAN 17-18	with Iglu village
GSTAAD	SWISS	JAN 24-25	with Iglu village
BAQUEIRA BERET	SPAIN	JAN 24-25	
SLJEME	CROATIA	JAN 17	
PASSO TONALE	ITALY	JAN 16-18	
NASSFELD	AUSTRIA	JAN 31	
CRANS MONTANA	SWISS	FEB 1	
SIERRA NEVADA	SPAIN	FEB 14-15	
JASNA	SLOVAKIA	FEB 15	
FLACHAU	AUSTRIA	FEB 15	
KOUTY	CZECH REPUBLIC	FEB 13	
KOPAONIK	SERBIA	MARCH 7-8	
FORMIGAL	SPAIN	MARCH 7-8	
GRAN VALIRA	ANDORRA	MARCH 14-15	

Visit www.white-elements-tour.com to find your location and date for this year's unique winter experience.

THE FINNISH SNOWTOUR AND ITS GIANT TRUCK





Finland is a prospering Scandinavian country. Finns are known for coming up with innovative approaches that their final customers simply love. Kari Hujjaka, the director of the company, got the idea of touring the Finnish ski slopes with a special truck. This really was no ordinary truck – it was a giant beast with jacuzzi on top.

The main aim of the tour was to promote the brands marketed by the company and let potential buyers try the products out to help them decide on their purchase.

The Snowtour has been held every year since 2005. Because it helps increase brand visibility. Because people enjoy the music, the DJ, the Zumba dancing and the prize wheel, which has become a staple and a particularly great source of fun for the young ones, letting them win exciting prizes.

If you happen to be in Finland in the winter, remember to bring your basic skiing gear. The Snowtour will take care of the rest.



PROTECTING OUR NATURAL PLAYGROUND

Nature is a wise and powerful lady. It only embraces those who understand and respect her and, most importantly, play by her rules. There is no room for carelessness and ignorance in her playground.

Every avid skier is naturally aware of this. Nature is not something to be taken for granted. We must take care of it and preserve it for posterity.

As a responsible company, we take pride in our efforts to protect the social and natural environment. Elan's constant endeavours to ensure a responsible attitude towards the environment are reflected in all the company's activities that affect the environment. We are proud to be able to say that we come from Slovenia, one of the greenest countries in Europe.

Elan's responsible attitude towards environmental management is attested by its ISO 14001 certification. The environmental certificate also demonstrates our efforts to optimise the use of energy resources and materials in our production process. This is one of the key activities that ensure continued development and maintaining the reputation of the Elan brand.





A LETTER FROM COCCE C



How can I satisfy my inner child, who yearns to take a detour from the regular trail to ski on virgin snow, while my wife prefers to lounge on the sun terrace, preferably with a friend; our 5-year-old daughter wants me to ski with her on gentler slopes all day, while our older son, at the peak of puberty, wants to do tricks in the park and see a cool gig so that he can "hang" and "chill out" with his friends – what does that even mean?

Well, any suggestions?

I decided to take my friend's advice and go to Vogel. "You're a family? Great, that means you get a 15% discount on a daily ticket," they told us when we got there. I could hardly believe it. I didn't even have to ask. This just might work out, I thought with optimistic anticipation. It only took us 5 minutes to get 300 feet higher to an altitude of 5,000 feet. As we climbed above the fog covering the valley, the view took our breath away. It was extraordinary! The mighty Triglav, the hills almost close enough to touch. My son was already screaming about how cool the park looked, my daughter had spotted the carousel and was dragging me towards it and my wife's eyes lit up as she saw the beautiful sun terrace.

At the information board, we agreed that we would first all take a run or two down the Orlova Glava family trail to warm up. We'd work out the rest of the plan while we rode the modern four-seater chairlift. That was easy, I thought to myself as we got on the chairlift. But the peace only lasted for about 10 seconds, right until my son saw the Red Bull tent below the snow park. I realized this would take some additional planning. This is what we did. We took two runs together, then signed our son up for the Red Bull Home Run and left him to enjoy the park. We went for a run down the idyllic Zadnji Vogel trail and then went to cheer on our son. He did well and earned himself a couple of extra euros to spend with the new friends he'd made in the race. The wife had had enough and was beginning to glance towards the sun terrace, while our daughter was nowhere near done yet, and I still wanted to try my hand at freeriding on and along the Šija trail. Another compromise. My wife went to relax on the terrace for a bit, our daughter took a ski lesson for an hour and I went straight to Šija to see if my skis really were proper all-mountain skis. I pulled our son out of the park, and we all met on the terrace of the Merjasec mountain hut for a late lunch. We had delicious wild boar goulash, Bohinj cake, crepes ...

To finish off, my son and I descended into the valley down the 7.5-kilometre Žagarjev graben trail all the way to the car, where my blissful wife and daughter were already waiting. It really is a perfect mountain. A mountain for everyone. Vogel. As in a fairy tale.

A satisfied family man





SARE YOU

SOMETHING FOR EVERYONE



GROOMED

for skiers of all skill levels. From beginners who are still learning the basic techniques and ski slowly to experienced skiers who ski dynamically on steeper slopes at all speeds.







for skiers of all levels who enjoy both groomed and ungroomed slopes.



PICK THE RIGHT TYPE OF SKI ACCORDING TO YOUR SKILL LEVEL, FAVORITE TYPE OF TERRAIN AND SKIING STYLE. WHETHER YOU PREFER GROOMED SKI SLOPES, DEEP VIRGIN SNOW OR SNOW PARKS, WE HAVE GOT THE RIGHT SKI FOR YOU.





10,40 4/1 ä

PROFILE Amphibio

Powerspine, RST Sidewall, Laminated Woodcore. Dual Ti

GEOMETRY 114/70/99

170(16.8) 176(17.8) 182(19.8), 186(21)



Amphibio

Powerspine, RST Sidewall, Laminated Woodcore

GEOMETRY 114/70/99

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170(16.8) 176(17.8)



PROFILE Amphibio

TECHNOLOGY Powerspine, RST Sidewall Laminated Woodcore, Dual Ti,

120/69/103 122/69/104 123/69/107 124/69/107

155(11.7), 160(12), 165(12.4), 170(13)



FUSION

PROFILE Amphibio

TECHNOLOGY Powerspine, RST Sidewall, Laminated Woodcore, Mono Ti

120/69/103; 122/69/104: 123/69/107 124/69/107

155(11.7), 160(12), 165(12.4), 170(13)

BIG MOUNTAIN



PROFILE Amphibio

ALUblade, SST sidewall, Laminated Woodcore

GEOMETRY 145/115/130

185(20.4), 193(23.4)



PROFILE Amphibio

ALUblade, SST sidewall, Laminated Woodcore

142/105/120

173(16.5) 180(18.1) 187(20.3)



Amphibio

ALUblade, SST sidewall, Laminated Woodcore

GEOMETRY 136/95/111

173(15.8) 180(17.5) 187(19.1)



Amphibio

TECHNOLOGY SST sidewall, Laminated Woodcore Fibreglass

GEOMETRY 136/95/111

173(16.5) 180(18.1)



PETITE

SPECTRUM 95

PROFILE Amphibio

SST sidewall, Laminated Woodcore. Fibreglass

GEOMETRY 136/95/111

187(19.1)



SPECTRUM 85

Amphibio

ECHNOLOGY PST sidewall, Power Woodcore. Fibreglass

127/85/110



ALL MOUNTAIN

PROFILE Parabolic Rocker

TECHNOLOGY WaveFlex™, PST sidewall, Dual Woodcore, Mono Ti

GEOMETRY 125/76/104

9.00

152(12.0), 160(13.5), 168(15.1), 176(16.7)

FRFFSKI



SLING SHOT TBT

PROFILE TBT

TECHNOLOGY Monoblock Laminated Woodcore, Fibreglass

GEOMETRY 115/85/112



PROFILE Jib Rocker

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worney Full Power Cap, Dual Woodcore. Fibreglass

GEOMETRY 114/82/109 115/83/110 116/84/111 117/85/112

145(12.3), 155(13.8), 165(16,1), 175(18,4)

PINBALL PRO

đ,

PROFILE Early Rise Rocker

TECHNOLOGY Full Power Cap, Synflex Fibreglass

GEOMETRY 106/80/102, 108/80.5/103, 110/81/105, 112/81.5/107, 114/82/109

125(9.6), 135(10.9) 145(12.3)

LENGTH RADIUS 105(6.8), 115(8.2),

PROFILE Early Rise Rocker

TECHNOLOGY
Full Power Cap,
Synflex,
Fibreglass

GEOMETRY 106/80/102, 108/80.5/103, 110/81/105, 112/81.5/107, 114/82/109

LENGTH RA 105(6.8), 115(8.2), 125(9.6), 135(10.9) 145(12.3)

TOURING

HIMALAYA

Mountain Rocker

Bridge technology, Dual Radius, Monoblock, Laminated Woodcore Fibreglass

GEOMETRY 125/95/112; 126/96/113; 127/97/114; 128/98/115

weigнт 1450g ± 40g

SNOW OT

LHOTSE

Mountain Rocker

Bridge technology, PST Sidewall, Laminated Woodcore

126/86/112; 126/87/112; 126/88/112

170(16.0), 177(18.0), 184(21)

wеіднт 1450g ± 20g

ALASKA PRO

PROFILE Mountain Rocker

Bridge technology, Dual Radius, Monoblock, Laminated Woodcore, Fibreglass

GEOMETRY 109/77/98; 109/78/98 109/79/99**; 110/80/100***

LENGTH RADIUS 156(22/19), 163(23.6/19.5), 170(24.5/20.1), 177(26.2/21.8)

WEIGHT 1140g ± 40g

W STUDIO ALL MOUNTAIN



ILUMINA OT

PROFILE Early Rise Rocker

TECHNOLOGY WaveLight, HSS Sidewall, Woodcore, Fibreglass

124/75/104

140(9.6), 146(10.6), 152(11.6) 158(12.7)

DELIGHT OT

Early Rise Rocker

WaveLight, Trulite Woodcore,

126/76/103

LENGTH RADIUS 140(9.5). 146(10.5) 152(11.5) 158(12.6) 166(14.2)



MAGIC OT

Early Rise

WaveFlex™, Monoblock, Dualite Woodcore

119/72/100

140(10.0). 146(11.0), 152(12.1), 158(13.2)

ZEST OT

PROFII F Parabolic Rocker

WaveFlex™, Full Power Cap, Dualite Woodcore,

125/76/103

140(10.2), 146(11.3) 152(12.3) 158(13.9)

PROFII F Early Rise Rocker

> TECHNOLOGY Express, Full Power Cap, Fibreglass

GEOMETRY 115/70/100

140(9.7), 146(10.7),

W STUDIO TWILIGHT

TWILIGHT 76 OT/FLAT

Early Rise Rocker TECHNOLOGY WaveLight, Woodcore,

126/76/103

LENGTH RADIUS 140(9.5), 146(10.5) 152(11.5) 158(12.6)

TWILIGHT 84 OT/FLAT

Early Rise Rocker

TECHNOLOGY WaveLight, Trulite Woodcore,

GEOMETRY 128/84/108

150(11.3), 159(13.0), 168(15.3)





Rocker

Fibreglass



ı

152(12.2) 158(13.7)



Amphibio

WaveFlex* SST sidewall, Force Woodcore,

28/82/109

LENGTH RADIUS 160(14.0), 168(15.7), 176(17.4) 182(18.4)









Amphibio

WaveFlex™, RST sidewall, Force Woodcore, Dual Ti

GEOMETRY 125/74/104

152 (11.3), 160 (12.7), 168 (14.1) 176 (15.7)

VIP



Amphibio

WaveFlex™, SST sidewall, Force Woodcore, XTi

136/88/116

170 (15.5), 178 (17.2), 186 (19.0)



(



Amphibio

WaveFlex™, RST sidewall, Force Woodcore, Mono Ti

125/74/104

LENGTH RADIUS 152 (11.3), 160 (12.7), 168 (14.1), 176 (15.7



WaveFlex™, RST sidewall, Woodcore.

160 (13.3), 168 (14.9).

MERANG







Amphibio



PROFILE Parabolic Rocker

TECHNOLOGY WaveFlex™ PST sidewall, Dual Woodcore, Fibreglass

GEOMETRY 125/76/104

LENGTH RADIUS 152(12.0). 160(13.5), 168(15.1), 176(16.7)

MORPHEO 6 GREEN OT

PROFILE Parabolic Rocker

WaveFlex WaveFlex**, Full Power Cap, Dual Woodcore, Fibreglass

GEOMETRY 125/76/103

LENGTH RADIUS 152(12.3). 160(13.9) 168(15.8) 176(17.2)

MORPHEO 6 RED QT

PROFILE Parabolic Rocke

TECHNOLOGY WaveFlex™ Full Power Cap, Dual Woodcore, Fibreglass

GEOMETRY 125/76/103

LENGTH RADIUS 152(12.3). 160(13.9) 168(15.8) 176(17.2)

MORPHEO 4 GREEN PLATE

PROFILE Early Rise Rocker

OLOGY Express, Full Power Cap, Comprex Woodcore, Fibreglass

114/70/100

LENGTH RADIUS 144(10.7), 152(12.2), 160(13.7) 168(15.3

MORPHEO 4 RED PLATE

PROFILE Early Rise Rocker

IOLOGY Express, Full Power Cap, Comprex Woodcore, Fibreglass

114/70/100

LENGTH RADIUS 144(10.7), 152(12.2), 160(13.7)



TECHNOLOGY Symmetrical Twin Tip, SST Sidewall, Laminated

Woodcore, Fibreglass 138/119/138 140/120/140

LENGTH RADIUS 180(21/19). 190(23/21)



PUZZLE TBT

TECHNOLOGY SST sidewall, Laminated Woodcore. Fibreglass

119/85/111; 120/86/112; 121/87/113 122/88/114

166(14.9), 171(16.1). 176(17.3) 181(18.5)

W STUDIO ALL MOUNTAIN

KARAKORUM

Mountain Rocker

Monoblock Laminated Woodcore Fibreglass

GEOMETRY 118/78/106: 120/80/108

154(13.2), 162(14.9), 170(16.7)* 178(18.5)*

1340g ± 40g



Woodcore 89/66/80

Laminated

161(27.6)

730g ± 20g



SPEED MAGIC FUSION

Amphibio

TECHNOLOGY Powerspine, RST Sidewall Laminated Woodcore

GEOMETRY 119/69/102; 120/69/103; 122/69/104; 123/69/107

150(11), 155(11.7), 160(12), 165(12.4)





WaveFlex™, SST sidewall, Trulite Woodcore, Mono Ti GEOMETRY 134/86/114; 136/88/116

SKI

FUSION

PROFILE Amphibio

RST sidewall Trulite Woodcore, Mono Ti

GEOMETRY 125/74/104

LENGTH RADIUS 152(11.3), 158(12.7), 166(14.1)

TOP

FUSION

PROFILE

Amphibio RST sidewall. Dualite Woodcore, Lithium

GEOMETRY 127/78/107

LENGTH RADIUS 152(11.9), 158(13.3), 166(14.9)

d D

TOP

JUNIOR SERIES



Early Rise Rocker

TECHNOLOGY WaveLight, Woodcore,

129/90/114 LENGTH RADIUS 155(12.5), 164(14.3), 173(16.7)



RC RACE OT

Conventional WaveFlex Full Power Cap

Dual Woodcore

Fibreglass 114/70/98 114/70.5/99. 115/71/100, 116/71,5/101 117/72/102.

LENGTH RADIUS 110(6.2), 120(7.5), 130(8.9), 140(10.3) 150(11.9)



Early Rise Rocker

TECHNOLOGY U-Flex technology, Full Power Cap, Synflex, Fibreglass

101/69/90. 105/67/93*; 109/67/95**

70(2.5), 80(3.5), 90(64.8), 100(6.2), 110(7.0)*, 120(8.6)*, 130(9.4)**, 140(11.2)** 150(13.1)*

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STARR OT

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PROFILE Early Rise Rocker

U-Flex technology, Full Power Cap, Synflex, Fibreglass

WETRY 101/69/90 105/67/93*; 109/67/95**

70(2.5), 80(3.5), 90(64.8), 100(6.2), 110(7.0)*, 120(8.6)*, 130(9.4)**, 140(11.2)**, 150(13.1)**

SKY OT

Early Rise Rocker

U-Flex technology, Full Power Cap, Fibreglass

101/69/90 105/67/93* 109/67/95**

70(2.5), 80(3.5), 90(64.8), 100(6.2), 110(7.0)*, 120(8.6)*, 130(9.4)**, 140(11.2)** 150(13.1)*



MAXX OT

Early Rise Rocker

U-Flex technology, Full Power Cap,

Fibreglass GEOMETRY 101/69/90 105/67/93*; 109/67/95**

70(2.5), 80(3.5), 90(64.8), 100(6.2), 110(7.0)*, 120(8.6)*, 130(9.4)**, 140(11.2)** 150(13.1)**







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FREESTYLE



INVERSE

AVAILABLE SIZES: 151,155,159

FFATURING: DG Top Omega Sidecut

ALL MOUNTAIN



EL GRANDE

AVAILABLE SIZES: 159,163,167, 171

FEATURING: Omega Sidecut



ELEMENT

AVAILABLE SIZES: 147,151,155

FEATURING: Chromo tech



AERO

AVAILABLE SIZES: 155,159,163, 167,171

FEATURING: HyperCamber



CIPHER

AVAILABLE SIZES: 152,155,157,159

FEATURING: TruTwin HyperCamber



RAM

AVAILABLE SIZES: 149,153,157,161

FEATURING: All Terrain Rocker



PRODIGY

AVAILABLE SIZES: 148,152,156

FEATURING: Jib Rocker



ERAGON

AVAILABLE SIZES: 144,148,152, 156,160

FEATURING: HyperCamber



POPROCKER

AVAILABLE SIZES: 152,156,159

FFATURING: TruTwin



AURORA

AVAILABLE SIZES: 138,143,148,153

FEATURING: All Terrain Rocker



ALTROCKER

AVAILABLE SIZES: 146,152,156,160

FEATURING: TruTwin All Terrain Rocker



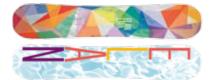
YOUTH



PRODIGY MINI

AVAILABLE SIZES: 95,105,115, 125,135,145

FEATURING: HotRocker



LIRA

AVAILABLE SIZES: 140,146,152

FEATURING: Chromo tech



LEELOO

AVAILABLE SIZES: 138,142,146, 150,154

FEATURING: Jib Rocker



Pleasantly exhausted, sitting at one of the smaller squares of the Peruvian city of Huaraz, I am reliving the descent that simply defined me a day before. There is no other way to put it: I ski, therefore I am!

The northwest ridge of Tocllaraju, a nearly 20,000 foot peak in the Cordillera Blanca, provided me with almost 4,000 feet of excellent snow conditions. The snow was hard, but not too hard. There were cracks, but the snow did not break. An incline of 60 degrees, but the skis helped me fly down the slope. Fear followed by even greater relief and joy at the bottom. Bearable heights but unbearable solitude.

I thought along similar lines three decades ago. Ski mountaineering requires complete independence. There is no one watching over you on the other end of the rope when you are skiing. You have to be able to rely on your skill completely. Even more importantly, you have to be completely certain you made the right choice when you decided to ski a certain mountain.

I am convinced that the most important aspect of safety in touring or extreme skiing lies in determining your goals. Naturally, it is important to be self-critical, but set yourself too easy a goal and it will leave you unsatisfied.

So, a combination of circumstances and ambition has led me to once again learn how to cope with the solitude, get in the right rhythm and make the correct decisions.

I love to ski and spend time in the mountains. It is where I feel most at home. Everything else is just an approximation of its honesty, loyalty, perfection, severity, kindness, mercifulness and tenderness.

When you are climbing up or skiing down a mountain, there is simply no room for needless compromises, beating around the bush, stalling, scheming, lobbying or visualising. There is no virtuality – only us and the relentless reality!

My father being a ski instructor and my mother an avid skier, I could already ski when I was three years old, meaning that I have been skiing for fifty years now. I started my skiing journey by simply playing around relaxedly on my skis, which I still enjoy today. Later, I spiced things up with competitive alpine skiing. I passed courses to become an instructor and coach. Then I decided to combine mountaineering and skiing. And this last bit is my favorite thing to do apart from skiing with my children.

Skiing techniques ... There have been so many. The safest turning technique, regardless of whether you are a beginner or an extremist on an icy eight-thousander, is the snowplow turn. It never fails me, even when I measure an incline of 65 degrees in good snow conditions. It is a turn that is sure to keep you alive, because it is not a matter of chance but of constant, disciplined control of your skis.

What with my recent injuries and the homework I have had to take care of, I am particularly looking forward to skiing the gentler middle and lower slopes on Tocllaraju with my wife, Petra.

Petra, the only person who knows my fears, expectations and uncertainties as well as my desires, motivation and goals for the future. One of my current goals is to train every day so that I can take on the second highest mountain in the world, K2. Inshallah – if God is willing. And if God is not willing ... We can still ski and, most importantly, have a good time. I wish the same to you!

Davo Karničar Huaraz (Peru): 6 June 2014





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