

ELAN MAGAZINE

75TH
ELAN

SPECIAL EDITION



ELAN CELEBRATES 75 YEARS OF

Always Good Times®



75 YEARS OF GOOD TIMES

75 years is a long time. Over the three-quarters of a century the world has seen historic landmarks, life and society have changed almost beyond recognition. It is a similar story with skis. They have changed profoundly. We must only look at the legendary partisan skis, hand curved by Rudi Finžgar, and compare them to a new set of Amphibio skis to see the immense progress skis have seen in our time. Elan has always been a driving force behind these changes. That is why the company has earned the reputation of the ultimate innovator that continues to change skiing. It is almost impossible to count all the inventions and innovations that were born in Begunje. Elan's products were always ahead of their time, giving those in the know a glimpse into the future.

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Perhaps the most typical moment that embodies Elan's philosophy happened in 1994 when Elan presented a ski that was much shorter and wider than anything we skied on at the time. Many were skeptical about the concept. But the Elan SCX represents the beginning of modern skiing, what we now know as carving. From that moment on skiing has become easier, more fun and more efficient. It is a fundamental invention of the modern ski industry. That is why we can say that every modern ski carries a bit of the Elan spirit. We have also seen many stories in our time. We can only imagine what the halls and walls of the Elan factory could tell us. They would tell legendary stories of engineering, invention, creation and production of new skis. They would proudly remind us of Elan's racing heritage, the successes of Ingemar Stenmark, Bojan Križaj, Mateja Svet, Filip Flisar, Kelsey Serwa ... They would show us postcards sent in from the most remote corners of the world by Davo Karničar, Matthias Mayr, and Glen Plake... Elan skis have conquered Everest, Antarctica, Siberia and the vast expanses of northern Canada... And they would tell us of the joy, happiness, red cheeks and fresh winter air enjoyed by thousands of skiers around the world. Yes, we are proud of creating Always Good Times for the past 75 years.

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75 Special Edition

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H A N D C R A F T E D I N T H E A L P S



ELAN'S FACTORY IN BEGUNJE NA GORENJSKEM HAS BEEN MAKING SKIS FOR OVER SEVENTY YEARS. THEY ARE MADE WITH PASSION AND LOVE, WITH GENTLE HANDS AND A SHARP MIND.

Begunje na Gorenjskem, Slovenia. This is our home. A place where you can see the highest mountains in all Slovenia in all their glory on a clear day. Triglav is so close one could almost reach out and touch it. The ski areas we use as our testbed are so close we can smell the snow. And when we open our windows, the place fills up with clean Alpine air. Perhaps that is why Begunje is home to so many skiing enthusiasts. The pull of the snow covered slopes all around us was so strong that we just had to start making our own skis. Skis were always considered a special thing in these parts. They are an inspiration, joy, satisfaction ... We make them with our hands, hearts and souls ... They are made with love and passion ...

Elan's products were always born from a close cooperation between the R&D department and master craftsmen who bring novel ideas to life. The process is not always straightforward as certain advanced design concepts pose major challenges and may even seem impossible at first. But the masters working in Begunje are like no others. Just about every designer, engineer and craftsman is an accomplished skier in their own right, so they know exactly what to do and which materials to select for a ski to act a certain way.

That is why Elan skis proudly bear the tiny inscription: "Handmade in Slovenia". These three words hide their very essence. Careful hands-on work has been the cornerstone of the success of Begunje's products since the beginning. In spite of the advent of modern technology and production techniques used to help craftsmen, the main steps in the manufacturing process

are still done by hand. This is the only way to achieve the highest standards. Elan has also always produced all the main elements of the skis in-house using the best available materials.

For a true skiing enthusiast seeing the halls of Elan's factory is almost a religious experience. Walking through the hallways in manufacturing halls, you immediately feel a spirit of greatness infused in the structure itself. In a way, it is like a museum, but it is also a window into the future. Elan's engineers always managed to keep a few years ahead of time, so these halls are a true birthplace of the future of skiing. It must be a special feeling, being able to look back from the future to the present and smile roguishly. This is how Begunje's engineers always operated.

And then to just think how many pairs of skis passed through the machines and were caressed by the hands of the workers through the years. All these skis laid end to end would circle the equator several times over. But the Elans did not circle the globe just metaphorically, they did it for real. They achieved global fame and took the name of Slovenia to all the continents of the globe.



P E O P L E



WOOD

WOOD IS THE EMBODIMENT OF NATURE, A MATERIAL THAT LIVES, BREATHES, MOVES, SMELLS GOOD... IT HAS SOME VERY SPECIAL CHARACTERISTICS THAT NO MODERN MAN MADE MATERIAL CAN RIVAL. AND IT HAS BEEN THE FUNDAMENTAL INGREDIENT OF ELAN SKIS FOR 75 YEARS.



Just consider this as an example of the almost miraculous properties of wood. If a spruce were to never stop growing, it would only break due to its own weight at the height of 75 kilometers. How is that for amazing mechanical properties at given weight. Just about any other material would give up sooner, including steel. Its complex simplicity is a source of culture and art. It hides within it the sonorous tone of a violin, the knowledge of a book and many other things. Wood is with us every step of the way from the cradle to the grave. We use wood to make furniture, build houses, create tools and accessories, ornaments and heat. And skis, of course. This noble natural material is at the heart of skis. But a ski is a tough animal. It goes to work when it is still dark outside. It works up a sweat in the coldest weather. Its stamina has no limits. A ski can be bent, flexed and tortured in just about every way and it will

never complain. Nothing can get in the way of carving tight arcs, smearing turns, straightlining chutes and floating in powder. And it goes on all winter, November to May. None of it would be possible without wood. So it is only logical for us to use it proudly in our Elan skis. In fact, wood has remained the fundamental ingredient of our skis ever since Rudi Finžgar made his very first pair. Wood is the most important construction element of a ski. Its exceptional damping characteristics make it just about irreplaceable. In the nineteen forties Rudi Finžgar made skis from ash because the wood has a good flex pattern and takes bending very well. It also has long and thick fibers and very few knots. When ski constructions began to utilise fiberglass in the sixties, ash was replaced in most cases by more readily accessible beech wood. Certain skis also use combinations of different types of wood, allowing engineers to combine the best characteristics of each wood.



The wood core of a ski is everything. It is a mark of quality and trust in the product. But modern trends and construction techniques have created a certain paradox. At first sight modern skis certainly do not look like they are made of wood. But they most certainly are. And there is another element that wood brings. It is linked closely to working by hand because certain operations simply cannot be performed using a machine. That is why the master craftsmen and women at Elan are a treasure trove of knowledge and experience. Most of all they all know very well why the Begunje factory goes through over 600 cubic meters of wood each year. Planks go into the factory as a raw material and have their shape changed lovingly into something much more appropriate for carving down snowy slopes.



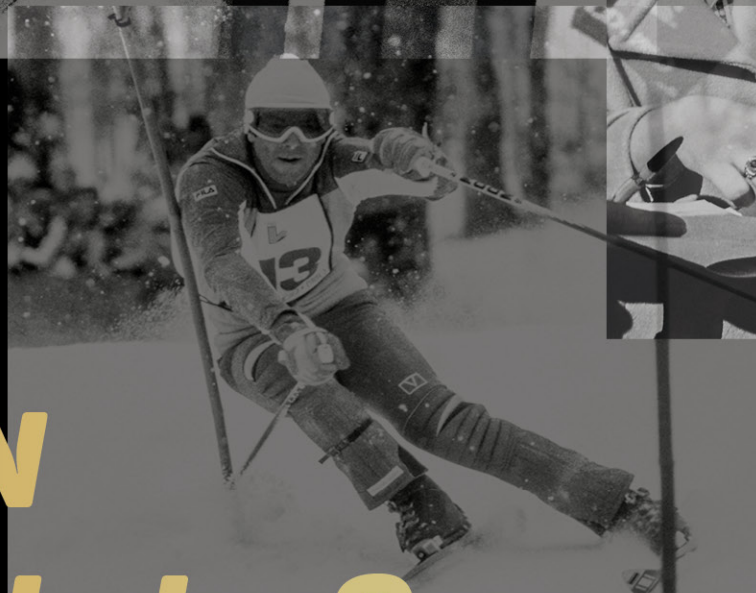
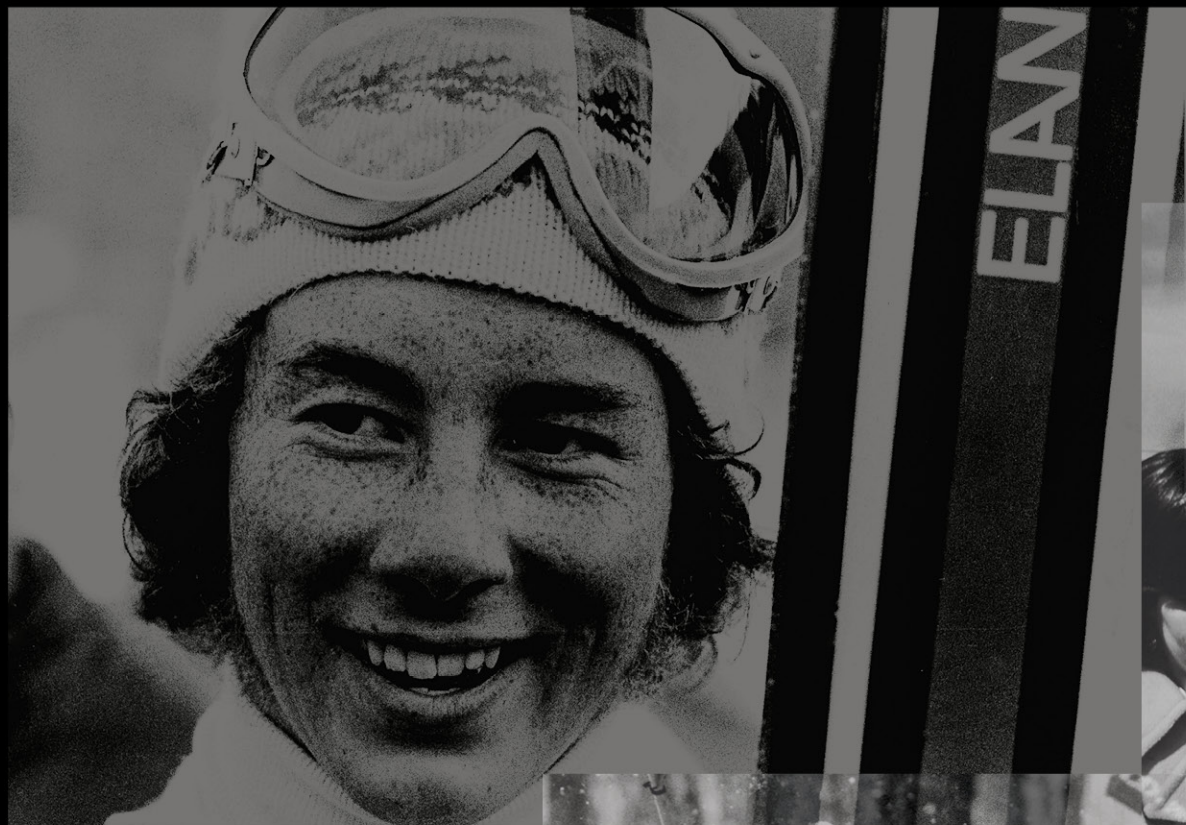
PARTISANS



RUDI FINŽGAR
WAS A SPECIAL MAN
WHO HAD EVERYTHING
A WINNING SKI
MAKER NEEDS.

He learned everything there is to know about wood in his father's carpentry shop in his younger years. His experience as an avid skier and ski jumper gave him a crystal-clear idea of how a good ski should behave. This combination of knowledge and experience helped Finžgar launch a profession and later a brand.

During the Second World War Rudi Finžgar was drafted into the German army, but managed to escape his unit and join the partisan fighters. In Cerklje, the centre of the free territory created after the Italian army capitulated, he established a workshop on the ground floor of the Porezen boarding house and made skis for the partisan fighters. Around 1944, the Slovenian guerilla fighters saw that they could only match German ski units on a good set of skis. The fledgling resistance force put their trust and hopes into Finžgar's knowledge, experience, and craftsmanship. Under his leadership the workshop made 170 cm long and 9 cm wide skis called "Partisans". These skis were the genesis of all Elan skis to come.



ELAN IMPULS

DECEMBER 17, 1974 WAS
AN IMPORTANT DATE FOR ELAN.

On that day, a not yet eighteen-year old Swede by the name of Ingemar Stenmark beat the world's elite on the legendary slalom course of Canalone Miramonti in Madonna di Campiglio. It was the first World Cup win for both Stenmark and Elan.

He zipped through the red and blue gates on Elan Impuls skis, which were considered a miracle of technology at the time. They used 100% plastic construction made according to an original Elan procedure, developed using the most advanced technologies of the time. Elan's engineers always tried to add useful details and features in their skis. The Impuls used magnets in the middle of the base so that skis did not need to be bound together for carrying. The minimalist and aesthetic ski looked gorgeous in its red, blue, and white livery. The first pairs were produced using the so-called wet procedure, but were later made from hardened fiberglass laminates. Their successors, the Uniline, brought about another small revolution. Their extreme sidecut for the time and meticulously designed flex pattern allowed the use of the same skis for slalom and giant slalom races.





RC05

IN 1976 ELAN INTRODUCED
THE RC SERIES SKI THAT WAS
BASED ON THE UNILINE MODEL.



The later series of RC04, RC05 and RC08 became the skis that ruled the eighties. At the time Bojan Križaj was one of the best slalom skiers in the world and one of the select few to beat Ingemar Stenmark. Križaj was known for his impeccable technique that came to the forefront on the icy, rock-hard, steep slopes of Wengen, Kranjska Gora and Madonna di Campiglio. He and the RC05 went together like bread and butter. The “zero fives” were possibly the most popular, desired and praised Elan ski of all time. With the RC series, Elan’s engineers stamped their authority on the ski industry with the new topographic ski design and made the Uniline system a global powerhouse. The technological advances of the skis were perfectly matched by the sublime graphic design. Designer Janez Ravnik equipped the skis with the legendary logo of two intertwined E’s that are still recognized today.

***I N N O T H E R S
V A C T I O N S***



CARVING PIONEERS

THE ADVENT OF THE ELAN SCX SKI OPENED THE DOOR TO A COMPLETELY NEW WAY OF SKIING, THE TECHNIQUE NOW KNOWN AS CARVING. THESE SKIS ARE PERHAPS THE MOST REVOLUTIONARY INVENTION IN THE HISTORY OF SKIING. EVERYBODY WHO ENJOYS CARVING ARC AFTER PERFECT ARC INTO THE SNOW IS IN A WAY SKIING ON ELAN SKIS.

Elan is known in the ski world as the ultimate innovator. The list of innovations and technological solutions that changed the course of skiing is very long. But the single most revolutionary invention since the beginning of skiing has to be the Elan SCX. Back in the early nineties we still skied on over two meter long planks. We chose skis based on their length and stiffness. Slalom skis were the stiffest, followed by slightly softer GS skis and all the other softer recreational skis following behind. Skiing technique corresponded to the equipment and turning was done by skidding skis around.



But even in a time when skiing was all about sliding sideways in order to turn, Elan's engineers were thinking way outside the box. They were thinking on how to invent skis that would make turning easier and perhaps, in ideal conditions, even allow the skier to ski on the very edges of skis. They wanted to make skiing feel more like riding on rails. An early attempt at making a ski with a pronounced sidecut was the VSS ski. The skis could be adjusted for width and thus allowed for changes to the sidecut. In the early nineties the idea of a pair of skis that would truly hold the line as if they were on rails finally begun to take shape.

The engineers were afraid that they would be faced with many technological limitations in trying to actually build their new age skis. But the problems never materialised. Perhaps the greatest challenge was finding a wide enough base. Fortunately Elan was also in the business of making ski jumping skis so the company had some wider bases readily available. Then they put them on snow. The first test reports were very interesting. The developers readily established that the skis did indeed work, and work very well, but that there was simply no realistic way they could be sold to the public with any degree of success. Well, turns out they were not totally right about that. The SCX ski turned skiing on its head practically overnight. Thanks to the new design people started to enjoy skiing even more and in even greater numbers as skiing suddenly became easier, less demanding and much easier to learn. Elan's example was soon followed by every other manufacturer. That is why we can say that every modern ski carries a bit of the Elan spirit.





I BEX TACTIX



DAVO KARNIČAR
WAS ONE OF THE
BEST SKIERS IN
THE HISTORY OF SKI
MOUNTAINEERING.



He was a pioneer in many respects, but earned his eternal glory as the first man to ski down the highest mountain in the world – Mount Everest. In his adventures he always needed skis that joined together two characteristics - low weight and flotation in the most demanding conditions. His ski descent of Everest was done on a pair of aptly named Everest skis. Later he lent a hand in the development of collapsible skis, one of Elan's most revolutionary innovations. The Ibx Tactix brings ski mountaineers and ski tourers greater safety in ascents and parts of descents that cannot be done on skis. The impressive part is, the folding function of the skis does not compromise their downhill or uphill performance. "Folding skis work very well in spite of their slightly increased weight. The base plate under the boot is a particularly well thought out addition. It stiffens up the ski and allows it to be more active. It makes me feel much safer on these skis," said Karničar who put the folding skis through their paces on several six thousand meter peaks.



- GLEN PLAKE -

elan

RIPSTICK 106



GLEN PLAKE IS LIKE A CHAMELEON ON SKIS. OVER HIS DISTINGUISHED CAREER HE HAS TRIED HIS HAND AT JUST ABOUT EVERY TYPE OF SKIING THERE IS; ALPINE RACING, FREESTYLE, MOGULS, FREERIDE, AND MOUNTAINEERING.



For Glen, skiing is the highest possible form of pleasure and joy, so he always skis with a smile on his face. Over the past few years, he has focused his time and attention to skiing powder and turned into a seeker of deep snow all around the world - in Chamonix, Canada, Nepal... Throughout his travels, his favorite ski has been the Ripstick 106. Their width provides enough float for the deepest champagne powder days, while the pronounced sidecut provides relentless on piste performance. "When I first grabbed a pair I was a bit skeptical. The skis were so light, perhaps even too light. When I dropped them on the snow they made a weird sound. But when I stepped in the bindings and did a few turns all my initial reservations melted away. The skis are amazing, powerful, responsive ... I was totally blown away," said Glen Plake about his first meeting with the Ripstick skis that have since become his best friends and trusted equipment.



GSX

SKI CROSS RACING IS A COMBINATION OF SKIING AND GLADIATOR BATTLE. FOUR SKIERS START ON A COURSE AT THE SAME TIME AND THE WINNER IS WHOEVER CROSSES THE FINISH LINE FIRST.



The Elan GSX has been the primary weapon for these modern-day warriors for many years. First, Filip Flisar won the World Cup crystal globe on the GSX and last year Kelsey Serwa and Brady Leman won Olympic medals on the green monsters. The Elan GSX is the ultimate racing machine that shows no fear or mercy. It races to the finish line with unrelenting focus like an arrow to a bullseye.

These skis inspire confidence with their endless grip, dynamic flex and relentless acceleration from turn to turn. All this confidence comes from Arrow technology - an arrow shaped layer of titanium combined with a carbon fiber base plate. The titanium arrow is placed just above the wood core. Its function is to simultaneously and uniformly distribute energy throughout the entire length of the edge, allowing for excellent grip on the hardest of surfaces. The intricate shape of the titanium reinforcement provides pinpoint accuracy that shines at very high speeds, giving the skis abundant control and unmatched ability to link turns. The carbon base plate in turn acts as an energy booster resulting in technologies that work hand in hand to support the skier's input. The Elan GSX is the ultimate choice for demanding skiers that demand perfection in their equipment.



RIPSTICK 116

MATTHIAS MAYR IS
A CROSS BETWEEN
A PHILOSOPHER
AND A SKIER. THE
ORDINARY IS SIMPLY
NOT INTERESTING
AND EXCITING
ENOUGH FOR HIM.

H He seeks out extremes at the limits of human capability. When he travels across the endless white expanse of Antarctica he needs skis that function as the best possible means of travel while also bringing joy. They have to be 100 percent reliable in all circumstances and never make a wrong move. Matthias usually takes his Ripstick 116 thanks to their perfect combination of float, low weight and exceptional ride. The skis were described best by Elan development engineer and designer Marko Kozjek: "There are several factors that make the Ripstick perform as well as it does. First and foremost is the sidecut. The skis are designed so that the tip retains its role of leading into turns without any unwanted chatter or diving. At the same time the skis have enough of a sidecut to allow fast and controlled skiing on groomed surfaces. The elevated Amphibio profile tip provides lift and flotation in deep snow as well as grip on more demanding and hard surfaces. In terms of construction, the ski is lightweight due to its poplar core reinforced with carbon tubes for plenty of flexibility and pop."



N E W A G E



75TH SPECIAL EDITION

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SLX 75TH EDITION



WINGMAN 75TH EDITION



Always Good Times®

ALL UNITED STATES IN
SIMPLE THREE WORDS:
ALWAYS BEAUTIFUL
TIMES. WE HAVE ALWAYS
UNDERSTOOD THEM.

H We celebrate good times with Elan. We eat odo magical moments we experience with our family, friends and acquaintances while skiing. This philosophy is embodied in a simple three words: Always Good Times. This is exactly what drives us to always invent new technologies and products that are actually the basis of these enjoyable experiences.

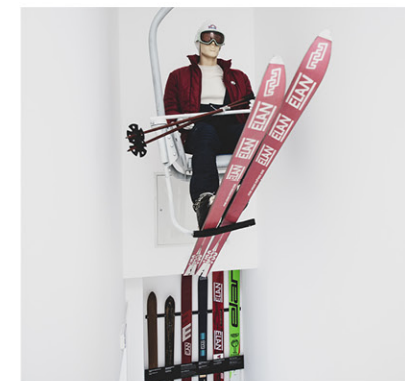


In fact, we have been doing this from the beginning, that is, for three quarters of a century. This is how our founder Rudi Finzgar worked, not only making skis for himself but also for his friends and later for the partisans. In the 1970s and 1980s, Ingemar Stenmark and Bojan Križaj reigned on the slalom stage. They were competitors, but also friends who knew how to keep their bond, even in the years when they put racing skis in a corner. The members of the Slovenian team at that time were also a kind of ski fraternity, which acted according to the Musketeer Finding All for One, One for All. By doing so, they proved that team spirit can rule in individual sport.

Davo Karnicar himself skied from Everest himself, but at the foot of him was waiting for a team without which this feat would probably not have succeeded. The same is true of Matthias Mayer, who discovers the most hidden corners of our planet with his skis. But he never does it solo, but always joins forces with like-minded people who are attracted to similar extremes. Members of Elan's cross-country ski team are an international community. On the course they mercilessly overtake and overtake, but in the

evening they roll a beer or two together. Kelsey Serwa and Brittany Phelan, best friends who coined the gold and silver medals at the same match, won a special story at the Pyongyang Olympics. Skiing is at its core much more than a solitary bow-cutting. They may be even more perfect, but more beautiful are those who run in parallel with the traces of a son, daughter, wife, girlfriend, boyfriend, friend, rival ... And then, with red faces, they all go to the cottage together, in the chairlift however, despite the cold temperatures, they are warm at heart with fun jokes and smiles. Elan skis are the co-creators of these moments. That's why they are, in essence, much more than great skis, because they always think of the simple three words that say it all - Always Good Times.





ELAN MUSEUM

ELAN IS THE FIRST
SKI MANUFACTURER
TO OPEN ITS
OWN MUSEUM.



Begunje has always been the home of smart skiing. Rudi Finžgar's pioneering and innovative spirit infused Elan with a spirit of invention for all time. The development institute from Begunje earned the acclaim of a trendsetter in skiing. The list of the company's innovations that changed and improved skiing is very long, as is the list of racing wins and awards received by Elan products over the decades. A history and tradition this rich must never be forgotten. So we have given it a tangible form; a voice and image. The Elan factory in Begunje, Slovenia, has opened the Elan Museum. A treasure trove of skiing stories, heroes and history.

