

ELAN MAGAZINE

NO.5

WINTER 2018/19

Always Good Times



WOOD GOOD
SLOVENIAN WOOD

OPEN DOOR
THE OTHER SIDE OF GLEN PLAKE

W STUDIO - 15 YEARS
MELANJA ŠOBER, INTERVIEW

ELEMENT
SKI FOR ALL

IN THE BLACK
BLACK EDITION SKIS

MR. EVEREST
DAVO KARNIČAR

ANTARCTICA
NO MAN'S LAND

COLUMN BY
INGEMAR STENMARK

Always Good Times



BLACK
EDITION
2018/19

FILIP FLISAR
Ski Cross Slovenia Team

AMPHIBIO
BLACK EDITION



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COVER PHOTO
Klemen Razinger



ALWAYS GOOD TIMES STATE OF MIND

Skiing is more than a sport, it's a lifestyle and a mindset, and nobody understands that better than Elan. Skiing is different for everyone – from teaching your kids, to exploring uncharted territories, to simply spending time with friends and family in the mountains. As skiers, the sport is our lifeblood and a representation of who we are. At Elan, we build skis, the tools that generate excitement, progression and freedom to help us enjoy everything alpine, and we've been doing it for more than 70 years in the pristine beauty of the Slovenian Alps. It's all about creating great moments and memorable experiences, and it's a sport that puts you in a unique state of mind, and on a quest for good times. This is why we build skis.

In this seasons Elan Magazine, our 5th edition, discover good times from around the globe, and who better to kick it off than Glen Plake. While he could relay countless stories about his legendary skiing exploits and adventures, he tells us about his second favorite passion outside of skiing - being a complete *gearhead*. From tinkering with cars and boats from a young age, to rally car racing, and now starring in the reality TV show "Truck Night in America", Plake takes us on a fascinating flashback that has shaped who he is today (pg. 18).

The good times keep rolling as we follow Elan Athlete Bine Žalohar to the northern Islands of Japan where he experienced a winters worth of adventure, bottomless pow and true Japanese culture (pg. 12). Then celebrate the Elan W Studio's 15 year anniversary with an in depth look into our design process (pg. 22), and take a trip with Matthias Mayr to one of the most remote places on earth, Antarctica (pg. 52). And finally, get the exclusive behind the scenes story of the Elan Ski Cross Team and their unrivaled success at the Olympics last February.

All told, the stories henceforth are a reflection of our brand, the personalities that shape us, and the results of what we do. From remote exotic locations to the local ski hill, beginners to Olympians - it is with great pride that we fulfill our mission of building great skis for every type of skier in their own individual pursuit of the *Always Good Times* state of mind - there is no better place!

 The Elan Team

NEWS



Elan opens a new subsidiary in the USA

Elan has held a presence in the North American market for a number of years and the products are appreciated and very popular. In order to strengthen its position in the market, the company established a new independent subsidiary, Elan USA Corporation, headquartered in Lebanon, New Hampshire. "The founding of Elan USA Corporation is proof of Elan's commitment to the American market. It will allow us to provide our end customers and business partners with the best possible service," says Director Gary Fleming. "Elan USA Corporation is a logical step on the way to further improve our services. We are very happy with how our products are being accepted in the American market, but we are set to improve on the success and ultimately grow sales", adds Leon Korošec, member of the Management Board of Elan d.o.o. Elan USA Corporation will also take over representation of the Alpina brand in the North American market.



Elan joins forces with Pipistrel

For a time in its rich and varied history Elan also made ultralight glider aircrafts. It has recently received an invitation from Pipistrel that is currently involved in developing a vertical takeoff and landing aircraft for the company Uber that could participate in urban traffic. "It is an honor to be able to collaborate with a company that will bring in its 50 years of experience working in advanced composite materials to the Uber eVTOL project. Elan's ability to develop ultralight and superstrong composite materials will contribute to longer flight times and increased payloads and thus improve the entire experience for all involved parties," commented Ivo Boscarol, founder and director of Pipistrel.



China loves Elan skis

Asia is becoming an ever more important skiing market. Following the successful Pyeongchang Games in South Korea, the Winter Games are set to take place in Asia for the second time in 2022. The venue is Beijing, China, whose one and a half billion inhabitants make it the largest market in the world. In recent years the Chinese skiing market has seen massive growth. Development of many new ski centres caused a rapid growth in the numbers of skiers. For Elan China is strategically a very important market where we currently hold a 40 percent market share. We are committed to further strengthen our position in this market by the 2022 Games in China's capital.



Always Good Times Tour

Elan skis are at home on all slopes. They are recognised by skiers old and young and bring joy on snow to men and women. Those who know Elan are always eager to see what new developments the next year's range is bringing. For the past few years we have embarked on the Always Good Times Tour to take the new products and innovations to the mountains and allow skiers to gain some first hand experience with our products. The Always Good Times Tour is the place to try out the skis and feel what they are about. The dates and locations of the Always Good Times Tour 2018/19 will be published at www.elanskis.com.

PRIZED YEAR

2018 was a good year for Elan products. Elan skis won almost 50 important awards around the world.

2018 was a good year, an excellent year in fact. The winter was extremely generous with snow, resulting in a great many ski days, perfect turns, red cheeks and smiling faces. As for the skis, they proved their worth time and time again. Awards for Elans rained in from all points of the globe. The good work of Elan's development and design teams was noticed by experts in just about every important market around the world. Elan skis gathered a total of almost 50 important awards. We were particularly

happy to see that the Americans were thrilled with Elans, awarding the Ripstick Black Edition and Delight Black Edition the Show Stopper awards. The Ripstick Black Edition also won the title of Ski of the Year by Powder magazine. Elans did well in Europe too. The new Element Green won the Red Dot and Plus X awards. Elan skis also made their mark on the increasingly recognisable World Ski Test where ten skis from our lineup received

a Very Good rating (Sehr Gut). Ten Elan skis also received excellent grades in the German DSV Ski Test.

All these awards are an additional incentive for continuing a tradition of innovation that spans the past seventy years. Since the very beginning Elan has made headway in the sport of skiing and has led the charge towards better and more useful equipment that brings joy to more people each year.



reddot award 2018 winner

ELEMENT GREEN



ELEMENT GREEN



AMPHIBIO BLACK EDITION
84 / 88 XTI / SLX FUSION
RIPSTICK 86W



SLX PLATE
AMPHIBIO 84 XTI
DELIGHT PRIME



RIPSTICK 96



RIPSTICK 102W



RIPSTICK BLACK EDITION
106 / 86 / 94W



DELIGHT BLACK EDITION
RIPSTICK 106 / 94W / 102W



RIPSTICK BLACK EDITION
DELIGHT BLACK EDITION



RIPSTICK BLACK EDITION
AMPHIBIO BLACK EDITION
SLX FUSION



RIPSTICK BLACK EDITION
116 / 106 / 102W



SLX PLATE
AMPHIBIO 84 XTI
RIPSTICK 96
DELIGHT PRIME



RIPSTICK BLACK EDITION
116 / 106 / 94W / 102W



GSX FUSION
AMPHIBIO 16 T12 / 14 T1 FUSION
RIPSTICK 106 / 96
IBEX 84 / 94 CARBON XLT /
INSOMNIA / INSPIRE



AMPHIBIO 84 XTI FUSION
IBEX 84 CARBON



AMPHIBIO 84 XTI FUSION



RIPSTICK 106



INSPIRE




RIPSTICK 94W




IBEX 94 CARBON XLT

WOOD GOOD

Wood is beautiful. Wood is strong. Wood is pliable.
Wood is firm. Wood smells good. Wood is life.
Wood is a cradle. Wood is nature. Wood is Slovenian. Wood is Elan.

 Gregor Šket

 Elan archive

Slovenia is a small country. It takes all of half an hour to fly across it in a plane, either north to south or east to west. The first thing to notice looking out that small airplane window is the diversity of the landscape. It is incredible how such a small piece of land can have just about everything geography has to offer - sea, plains, hills ... But the most prominent in this kaleidoscope of impressions are the mountains and forests. Mountains are a synonym for skiing while forests make us think of wood. It is hardly surprising then that Slovenians are crazy about skiing. In every sense of the word. We like to ski. A lot. And we do it very well. And we know how to make skis, always have. For over 70 years, Begunje has been home to Elan, our national pride, and a company that has changed and improved the sport of skiing with innovations since its beginning. Slovenia has all the necessary conditions for making great skis, the first being a deep love for winter and snow. The noted renaissance historian and writer Johann Weikhard von Valvasor wrote about skiers from Bloke in Slovenia in 1689. We could say that Slovenians have been skiing forever. It is in our national DNA. And it is every skier's dream to make their own skis. The passion for using one's own creation was perfected by Rudi Finžgar, legendary skier, ski jumper and innovator. He started making skis for himself and his friends and went on to make them for the partisans during the Second World War. After the war, he started making them for everyone. Rudi Finžgar was the father of Elan, a company born just after the war. The founding of Elan brought the Slovenian story of skiing together. The circle was completed. Elan represents not only the love and excitement for skiing but also knowledge, tradition, awareness and respect for Slovenian nature that has a wealth of wood, the most important ingredient of a good ski.

Slovenian wood

Slovenia is a land of forests. Woodland covers nearly sixty percent of the country. This means that practically every city, town and village lies next to a forest - an immensely complex ecosystem of plants, animals and microorganisms. Slovenian

forests are home to 950 species of plants. 71 of those are trees - 10 conifers and 61 deciduous species. There are also a few foreign tree species that flourish after being brought from foreign lands. The most common species are beech and spruce. Forests provide a home for 95 species of birds, 70 species of mammals, 17 species of amphibians and 10 species of reptiles. Our forests go through about 7.5 million tons of carbon dioxide per year, binding the carbon into wood and returning about 5.5 million tons of oxygen. They protect the ground from erosion and prevent landslides, hold in rainfall water and prevent excessive evaporation. Forests also regulate temperature and air humidity. Places in the vicinity of woods usually have a slightly lower temperature in the hot summer months. The main product of a forest is wood, a material that has been our faithful companion since the dawn of the human race. 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. Every tree is unique in its own way. 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, straight lining chutes and floating in powder. And it goes on all winter, November to May. None of it would be possible without wood.



Wood is just about irreplaceable due to its elasticity and damping characteristics.

Wood core

When Elan's development engineer Marko Kozjek starts talking about wood his eyes light up: "Wood is the most important construction element of a ski. It is essentially a spacer that holds the distance between the top and bottom load bearing layers but due to its exceptional damping characteristics it is just about irreplaceable. It cannot be substituted neither by carbon fiber nor synthetic fillers. I can't think of a single top of the line ski that doesn't have a wood core. In theory, you could build a ski using artificial materials with the same static characteristics. But on snow it simply wouldn't dampen vibrations and would not be able to track well." Builders of ultralight aircraft and makers of violins would probably have similar things to say about the benefits of wood. It is said that the legendary Stradivarius violins are made of wood that is very similar to the Pokljuka spruce. Kozjek has an interesting note at hand: "If a spruce would never stop growing it would break at a height of 75 kilometers due to its own weight. How is that for amazing mechanical properties at given weight? Just about any other material would give up sooner, including steel." Unfortunately the art of ski making cannot rely on spruce wood very much since available lumber lacks homogeneity and has too many knots for skis. But that is not an unsurmountable problem. It puts me in mind of a comparison with the Rolling Stones, the most famous rock group in the world. When they were playing in China for the first time, the Chinese ministry of culture sent them a list of songs they thought were morally questionable and thus not appropriate for public performance. "Good thing we have over 500 other songs to choose from" was Mick Jagger's response. It is a similar story with skis and Slovenian wood. We have many other types of wood at hand for making skis. In the nineteen forties Rudi Finžgar made skis from ash because the wood has a good flex and takes bending very well. "Ash can be cooked and bent. It has long and thick fibers and very few knots," explains Kozjek. When ski constructions began to utilize fiberglass in the sixties, ash was replaced in most cases by more readily accessible beech wood. Ski technology then focused

on rapid development of load bearing elements, especially using composite materials. At first these structures were used only to counter longitudinal forces, leading to a lack of torsional stiffness. Further development led to multilayered composites of longitudinal, transverse and diagonal fibers that achieved required ski characteristics. But that created another problem. Composite materials were relatively heavy. The industry began turning to manmade materials instead of wood cores in order to reduce ski weight. But we soon made our way back to wood. Especially touring skis needed to be as lightweight as possible, so designers used certain exotic woods. The use of synthetic cores also proved to be less than optimal in freeride skis where reasonable weight needs to be combined with appropriate torsional stability and response to varying snow conditions. Poplar wood became the most common solution to these challenges. Certain skis also use combinations of different types of wood, allowing engineers to combine the best characteristics of each wood. One of the rare downsides of wood is its lack of homogeneity. If we take two poplar planks from different corners of Slovenia, their density may well vary quite a bit. "That problem can be solved relatively easily. We use cores made of wood slats glued together. This creates a homogenous material. With poplar our supplier pre-sorts the wood by weight - light and heavy poplar," explains Kozjek. But modern trends and construction techniques have created a certain paradox. At first sight skis certainly do not look like they are made of wood. But they are. And even more. The wood core of a ski is everything. Besides, wood is worked 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.

The wood core of a ski is everything. It is a mark of quality and trust in the product.



A wide-angle photograph of a snowy mountain slope. The snow is deep and covers the entire ground. In the distance, a skier in a blue jacket is visible on the slope. A wooden fence runs across the middle ground. Bare trees are scattered throughout the landscape. The sky is overcast.

SEE YOU LATER, JAPAN!

Japan is an interesting country and so is its snow. The winters are long, cloudy and unlike anywhere else. Spending a few months deep in East Asian powder is an unforgettable experience and definitely one to be repeated again and again.

✍ Bine Žalohar

📷 Bine Žalohar, Ana Velkavrh

“When I accidentally inhaled deeply I felt a pain in my lungs. I had to stop to cough it out and pull my half frozen mask over my face.” This is the memory of my first morning after arriving to Niseko and literally drowning in deep powder at Miharashi. The first few turns and jumps were stiff because I had just picked up a fresh pair of skis from service that very morning. A simple mounting job cost me 50 Euros. I had the bindings mounted 2.5 cm ahead of center on my 116s. It was a setup I used over the past few seasons but in the first few turns after a long journey I felt like an idiot. “I just can’t find the sweet spot, but my knees don’t hurt because I don’t need to hang back as much,” I said to myself. “I’m going faster even though the terrain isn’t steep.” I could feel the odd bamboo stick hit me as I floated through the hypnotizing white birch forest. “It’s colder than at home in Slovenia,” I thought as my thoughts went back to last year’s trip to Elbrus where I almost froze my bits off with a crew from back home even though the weather was OK. It was amazing just how much better my body felt on Japanese pillows than on Russian ice. During the five months I spent at Niseko working as a freeride guide and ski instructor, I had five days

I will remember for the rest of my life. Four were cloudy days of plowing and tunneling through bottomless fields of fluffy snowflakes that drifted high over my shoulders into the freezing Hokkaido air. But one was sunny. It was perfect, a quick and cold ride on Shiribetsu with Leon, the boss of the school I was working for, Luka, my old friend and Slovenian skate and snowboarding legend, and Lena, a fellow competitor from my slopestyle days and current Roxy girl. Niseko itself is a bit boring, overcrowded with tourists from Australia, Singapore and Hong Kong with the newest gear and below average skills. Unfortunately that lack of skills is only exacerbated once they get through the gate, off the piste and in the freeride zone. With some investments into the lifts and infrastructure, the ski center could become one of the greatest ski areas of the coming decade. Unfortunately, current development plans focus on at least five new hotels and a bullet train to link Niseko and Sapporo by 2022. But still, Niseko remains among the most desired ski centers in the world. The tourist office in the area offer somewhat overpriced cat skiing tours in Chisenpuri, Weiss Mountain and Iwanai. The abandoned ski slopes cater to those

with deep pockets while truly interesting terrain lies just half an hour further. Freeriders can reach it with a relatively easy two hour climb to the peaks between Chise and Raiden. Io and Nitto offer some steep and short but sweet lines, the northern bowl above Rankoshi is almost always untouched and the playful terrain of Soupcurry bowl and Kutchan bowl are perfect when the clouds come in and skiing above 800 meters becomes impossible. I love exploring, so I happily joined forces with Cvetko Podlogar, a youthful 60-year old mountain guide from Bled, Slovenia, and checked out the terrain of nearby resorts Rusutsu, Kiroro and Tomakomai. As ski centers go, they were nothing special. I did find extraordinary snow and steepes on the slopes of Shiribetsu above Rusutsu, some pretty zones below Yoichi and cliff jumps into the Yotei crater. Climbing the volcano takes just over three hours of Slovenian hard headedness, five hours of European walking or seven to eight hours of Australian shuffling. And that is on a good day with temperatures above -10 Celsius. It is a climb worth every penny paid to a guide like Cveto who knows exactly where to find untouched craters full of snow even on the most crowded days.



Fish diet and temple

It is December and Kutchan, the major city Belo Niseko, is already covered with a thick layer of snow. Its small square houses are linked with electrical cables and remain hidden to visitors until mid-March. The city has a few good local restaurants, a skate park, karaoke bar and Homec, a one stop shop for food, clothing, ski wax, a full kitchen or a bicycle. Another place to visit besides Kutchan is Otaru and its whiskey distilleries at Yoichi. Drinking the local brew is not advisable before a surfing session at the Otaru coast. “Next winter I’m bringing my wetsuit and board,” I keep telling myself every time I spot a nice smooth break. When I arrived to Otaru after one of my short trips around Japan, all the trains were cancelled due to avalanche danger. So we were stuck with Leon and Nick in the best all you can eat meat grill in town, right next to the best sushi train. The shops and restaurants were stocked with delicious fish and just about everything else I usually find in my local supermarket at home. The architecture around Hokkaido is a stark opposite to the traditional Japanese temples Ana and I saw in Kyoto, Osaka and Nara. With the exception of some western buildings in Niseko and a few beautiful ryokans the buildings stand close to one another like Lego bricks and make for an interesting and sometimes shocking image. In spite of the chaos I managed to find my way towards the volcanic chain of Daisetsuzan with my rented Toyota, scraping the underside on ice all the way.





Dangers of central HOKKAIDO

End of February. A forecast of Siberian anticyclone and gale force winds did nothing to dissuade this hard-headed Slovenian from the planned trip to Furano and Asahi-dake, the highest peak of Hokkaido. After seven hours of driving on snow covered roads we finally made it to the Gufo hut where we curled up in warm blankets only to wake up in even worse weather the next morning. Driving snow, wind and zero visibility. We were planning to ski Furano but even with the windscreen wipers set to max I barely made the ten minute trip to the nearby onsen where Ana and I separately warmed up our bones (men and women's sections are separate) in the sulphur pools. The next day we made it to the Asahi-dake ski centre. A gondola took us from about 1100 to some 1600 meters above the sea and to the start of two snowcat sized "pistes" down to the valley. Then the fun in the clouds began. I could barely see the tips of my Ripsticks, let alone see any features of the unknown terrain and assess the potential danger of all the fresh snow. During my time at Niseko I saw no major avalanches due to the geography of Annupuri. I only cut off a few minor surface ones to help my clients make their way over cornices with a bit less stress. At Asahi-dake, the terrain is much more open and exposed to the weather, making for a much more dangerous proposition with poor visibility and 20 centimeters of windblown snow. Together with a group of locals, mostly snowboarders (snowboarding seems to be more popular over there than back home) we made our way slowly towards the wooded areas on Asahi. There

was some cracking even in the trees, but luckily no major avalanches. In such circumstances the solution is usually more speed, but I did not dare go any faster with the poor visibility. A similar scenario was repeated on the untracked areas around Furano the next day. The northeastern slopes were soft, inviting, and looked like velvet folds in the diffuse light of the sun shining through clouds and falling snow. The clouds were thin, but the snow did not stop falling. Why not? It was the "last run" of the afternoon and again with a catastrophic scenario. It was windblown snow on an icy south facing slope of 35-40 degrees, ending in a creek. The avalanche had already made its way down. I saw a 15-20 meter crown and the run-out some 300 meters lower. Our way out was above the crack, over at least another 8-10 meters of snow to the safety of the tree line. Turning back was not an option because of the grade, so I warned Ana of the danger ahead. I decided to ski diagonally across the remaining slab with enough force and speed to collapse the snow behind me while I move away to the safe ridge on the other side. I made my way across as planned, followed by Ana's lesser pressure on the smaller and less dangerous slab and we were safely over the first part of our line. Riding down the hard track of the avalanche was not exactly a highlight of an otherwise above average day at Furano. Safe and armed with new experience we enjoyed our fourth day on the then almost sunny Asahi-dake with a tour up to the springs and some powder runs in the western couloirs.

Taste of Japanese sea

The last adventure on my list was a descent of the eastern couloir of Rishiri-zan, a run I planned before I left Slovenia. Rishiri is an island in the northwest of Japan, shaped like a cone due to its volcanic origin. The 1721 meter high floating mountain captured my imagination after hearing about it from Lena, Aaron and Cvetko. I really yearned for some technical skiing and freeride to finish my season. Seven days before my scheduled departure for home we only had one window of opportunity. The weather forecast said three days of sun. In the end we found that forecasts for the island can't be trusted because the weather changes very quickly. On the first day Leon, Hidde, Sam, Stefan and I still had some luck with the 15 centimeters of fluffy powder on an icy base as we skied down the eastern shoulder some 500 meters below the summit. The weather turned sour the next day and we kept off the mountain. We used the rain, snow and wind for a 60 kilometer drive around the island. Then the weather changed and things were looking up for our last day. In the morning we headed the advice of Toshi Watanabe, local mountain guide who knows every inch of the mountain, and started off at four in the morning up the relatively flat part towards the northern ridge, where we eventually decided to turn back at nine in the morning. Icy hardpack on the ridge and strong winds that were blowing me off the track by a meter at a time with skis on my backpack were reason enough to leave the summit and its rock, couloir and jump strewn slopes for next year. Without words and with a bitter taste in my mouth, I linked turns down deep snow drifts in the couloirs and enjoyed the best part of the sunny day on the mountain floating in the Sea of Japan. "I'll be back" I muttered to myself while taking pictures of the fairytale landscape around me.

OPEN DOORS

My whole life has been a mix of skiing and mechanics. Skiing since two and spending time in my grandfather and Uncles shops since about the same. By age seven I had my “own” tool box which I still use as a top box on one of my chests. Throughout my childhood I was convinced I would grow up to be a mechanic like my grandpa and uncle’s did. The idea of skiing for a living didn’t really start until my early teens as it was not a normal job.

 Glen Plake

 Peter Morning, Glen Plake

My grandpa Bob was a depressionist and the old adage of the time R+R meant remove/repair, everything could be repaired or created verses the new world of R+R of remove and replace. Over the years miscellaneous tasks were given to me, and my own interests began to develop playing with an old gocart, I, like most boys, began to love fast loud things and dreamt of driving race cars. Hot Rods were the dream, the bicycles became the performance side of my mechanical life. Fixing my old truck or cars of my friends continued to hone my automotive skills; motorcycles replaced the gocart and my love for stock car racing began to burn.

My first “real” fast life began modifying V driven Flat bottom drag boats. (Goggle search if you don’t know what one is). Taking those skills I decided it was time to try stock car racing myself. I have three dirt tracks very close to my summer home and racing at the local tracks became a weekly occurrence from the lower classes to the top. It kept me busy and was a place to take a break from the long winter schedule. Over the years I became known for my mechanical abilities my cars and boats “ran, and ran hard” with me doing 90% of the work.

Door opens

While on a fishing trip in Baja California during which the famed Baja 1000 was taking place, I spectated, and due to the nature of the race the vehicles pass by a given place for over 24 hours - it was the

morning after start time that my father and I saw a disabled vehicle, they were away from radio contact and their mechanics. I offered to help, and solved the fuel problem that had stopped them, ironically during that time together they recognized me “are you that skier, Glen Plake?” “Have you ever wanted to race in the Baja 1000? Thanks for the help...”. 8 months later I was a driver in the Toyota Celebrity Grand Prix in Long Beach, CA, and part of that event was a race vehicle show and the truck I had helped months before was on display. I asked if the driver was around and he was, we “re-met” each other and the offer to co-drive was given, I accepted immediately. “The Baja 500, are you kidding me?” I had posters on my wall when I was a kid... Long story short, we broke a transmission 30 miles into the race but with my help it was swapped and I got to work with the other guys on the team, I would continue to race with the factory Kia racing team for the next 5 years; which included 3 championships, Baja 1000 wins, participation in the Paris Dakar Rally and me driving the 2nd Team car. To be honest, I can sit and talk about racing for hours, if not days...

Self evaluation

I am one of the most known skiers in the world. Sponsored for over 25 years my exploits and achievements have been many: films, awards, high altitude Himalayan expeditions, first ascents/descents in the most famous mountain ranges around the world. Let’s face it, the Industrial Age of my grandfathers is a bit passé, so I find myself

frustrated that I have “wasted” a lot of time (and money) in my life with my obsession of mechanics, fixing/modifying things. Can you remove, rebuild and reinstall a mid 60’s Chevy truck transmission? Do you know how to set or are confident enough to set Valve lash in a 1500hp engine worth over 20k? I can and do. How’s your welding/wiring skills? Ever build a race car from stock lengths of chromo tubing? I have... But you know what? So What? Nobody cares in today’s age, I am being honest, being critical of myself. I am a Skier on expedition at base camp in a tent on an acclimatization day, resting and pondering about the stupid mechanic skills that I have, and it was at that moment a friend taps on my tent and asks the question - “Glen, do you think you can do something about this?” The skis he had (not Elan by the way) had come completely apart, the prototype skis he had were fully delaminated. Me being me, earning the expedition nickname “Mr. Bricolage”, built a makeshift press and using the epoxy in my tool kit fixed his skis over the next two days; he skied them the next two months on the expedition. These opportunities would present themselves time and time again over the years, rewiring headlamps, solar systems and other expedition related repairs but when the front axle was torn off our vehicle after hitting a rock deep in Nepal, Glen, “Mr. Mechanic” as I am referred to by the Nepalese, really got to shine. “Assistance will arrive tomorrow” but after fixing some of our bent parts and sharing some parts off of another vehicle, we were moving along again in less than three hours. I no longer ever question my “wasted” ability to fix things.



Using To designing

When you first begin to be endorsed/ sponsored you “use” the products given to you - you may be asked to do some testing or give some comments about product development and then maybe something that happens very rarely you are asked to actually design a product. Of course, working with others is part of this process - because of my history in the shop, the process was very easy for me to be a part of. My ability to run machines and “dive in” gave me credibility with others involved being able to create prototypes modify and test them is something I am proud to be able to do - whether it’s skis, the numerous boot projects, bindings, and several clothing collections, my presences in the shop has allowed me to do some super cool things with the companies I work with other than just “using” the product. It’s also allowed me to put some products in the public space to make skiing better.

Opportunities

Starting with helping a local ski rep to get my first pair of free skis; a chance to ski in a ski film, not getting on a plane to go back to the States and staying in Europe, working with sponsors in unorthodox ways, marrying Kimberly, not going to jail by getting sober, fixing a race car back in Mexico and getting that chance for a ride; my life has been filled with opportunities/ open doors, most did not make sense and some demanded an “all in” decision but I have always decided to walk through those doors over the threshold without entirely knowing what’s on the other side. It’s a cliché but opportunities would not present themselves if they were not meant to be. God works in mysterious ways...



“Be ready to leave next week.”
For where? For what?

July 2017

Phone rings: it’s a friend’s wife, ironically it’s my friend from my Kia racing days, she is involved with TV show casting “Glen, are you still racing?” I reply “yea, of course, local stuff for fun...”. She says, “Can you send me a racing bio? They really don’t care about your skiing she says and maybe a Skype interview tomorrow?” Turns out History Channel is developing a 4x4 truck competition show and they’re looking for some hosts and thought I might be good for it. Bio sent, interview done, one week later “Chemistry test” with other hosts over the course of the day I interact with industry experts and other guys that certainly out qualify me, but it becomes clear that I can hold my own and do know a thing or two; at the end of the day I’m asked “Are you available during the month of August?” Fortunately, it is my usual time off. Dead silence, not a word the TV industry is so strange about certain things, on a Friday afternoon, “The Call”, NDA, and a background check, “be ready to leave next week”. For where? For what? After NDA is signed details emerge. Georgia? Isn’t it really hot there in August? It will take place inside a quarry that will be transformed into a giant playground for 4x4’s to compete and the chance to win 10k each episode (which there will be ten). Our job is to host the show, be coaches/mentors to the competitors; who are competing in their own personal vehicles; over the next month I lived in the world of “reality TV”. Fourteen hour days, six straight - one off, seventy cameras, 150 people on set, Georgia heat,

humidity, hurricane, a show shot every two days, five new competitors each episode. Like all adventures/expeditions the story tends to unfold as you go, I’ve always enjoyed “finding out” as opposed to the definitive plan, even in my mountaineering, it’s the old question about human traits: are you an artist? Or an engineer? I have always enjoyed the “artist” way, the confusion and chaos of TV production is something I really enjoy. The relationships of the hosts and the interactions with our teams would develop, I would have great success getting my team to the finish, figuring out tactics - breaking and fixing things, was super fun! “Truck Night in America” was born. It would air weekly on the History Channel.

Premiere night - honestly the chance of a TV show being a success is very rare, after production release dates floated back and forth, New York knows all, and says little. Football, Olympics, day and time of the week all of this and a whole lot more come into play. March 8, 2018 is finally the night, Thursday 10pm fingers crossed as I watch, episode 1 in a bar in Canada while on a MTN guides exam, glancing around in anonymity “looks like people like it”. When the rating numbers come in 1.4 million we would hover around the 1 million mark the rest of the season - which supposedly that’s good. Season 2? Like the hosts selection process, the phone goes dead... Will there be a season 2? Will we host it? I am proud to say last Friday I got “the call”. Back to Georgia in August...

Does this mean I’m doing season 3? I don’t know? Is there a future show involving me and skiing/mountaineering/outdoorsman? I do have a few skills in that department... I do know that when the door opened, I walked through it, until another one does, when I am not skiing, I will be wrenching, racing, getting my hands cut and greasy doing the same things that I have always done as a distraction after my winter except now millions of people are getting to know about it... To be continued...

Ski ya on “Truck Night!”

Glen



FEMALE PRINCIPLE

Elan's W Studio is celebrating its fifteenth birthday. We talked about designing ski products for women with Melanja Šober, W Studio founding member and Head of Product Management whose team of dynamic designers delight female skiers around the world.

✍ Gregor Šket 📷 Klemen Razinger

Elan was one of the first sports equipment manufacturers to begin manufacturing products adapted to the female anatomy, physical strength and of course style and taste. In the W Studio Elan brought together a team of dynamic and athletic women to work on designing women's skis and accessories. Former ski racer Melanja Šober is tasked with strategic product planning under the Elan brand name. Her work includes overseeing development of different product categories, coordinating within the sector and constantly searching for the balance between development and manufacturing possibilities and demands of the market in order to create products that bring "Always Good Times" to all skiers. She is a founding member of the studio and has been leading its operations for many years. Her team of colleagues comes from different geographic and working backgrounds, but they all share a profound love of skiing. Year after year they bring innovative, technically brilliant and visually attractive products that bring joy to women skiers and help make sure they have good times in the company of snow, sun, mountain air and good friends. The design team has made skiing easier and better for many skiers.

This year Elan's W Studio is celebrating its fifteenth birthday. At its inception back in 2003 there were not many sports products geared specifically towards women. How did you come to the idea of developing products specifically for the ladies?

Elan begun focusing on different user groups a long time ago. As we analyzed the use of skis and users themselves certain user groups begun to emerge and we set about developing skis for their specific needs. One of these groups were women, clearly. So we started gathering knowledge and information on how to continue innovating for them. The learning and data collection phase took quite a bit of time but now we know what women skiers want and we know how to focus our innovation process to cater to their wishes and goals.

How important is the fact that the team is made up exclusively of women?

All product groups are developed based on the user. We analyze user experiences with as many points of contact with our brand as possible in order to find what needs to be kept, improved or perhaps thrown out. W Studio is an extension of our research and development phase in which we first analyze the user and then set about generating ideas that the product manager can use to determine the guidelines for new projects. The team comes in early in the design

and validation phase and also in the final testing phase. All the ladies use our products daily and provide additional feedback and intelligence for further development.

The W Studio team includes creative women of different backgrounds, ages and nationalities. Do you find this diversity to be an important factor in the search for innovative solutions, both in terms of graphic design and purely technological and functional solutions?

Of course! Users vary greatly and our team is to a certain extent representative of our key user profiles. It is impossible to cover each and every potential user profile, but direct contact with people who live and breathe skiing every day is immensely important. The ski industry is dominated by men, so with many brands the first woman to use the product is the end consumer. At Elan we are aware of the importance of including women in all phases of development of women's skis, from concept design to placement on shop shelves.

Last year your team had a significant rejuvenation. What were the reasons behind the changes?

We work with a group of experienced skiers who have been with us for a long time, but we wanted to increase diversity to reach even more user types.

With the fifteenth anniversary of W Studio you invited an interesting group of women to collaborate with you - fashion designer Nina Šušnjara, tennis player Polona Hercog and Canadian skiers Kelsey Serwa and Brittany Phelan who won gold and silver at the Pyeongchang Olympics. What do you expect from this collaboration?

All four girls are exceptional creators and achievers and their positive energy is absolutely invigorating. On the other side there is the Elan brand, growing stronger and more recognizable globally, which brings increased user expectations. By inviting fashion designer Nina Šušnjara, tennis player Polona Hercog and Canadian skiers Kelsey Serwa and Brittany Phelan to participate in designing a limited edition of our skis, we gained an insight into these unique and strong personalities. Together we created a unique limited edition ski line that will be available this winter. Each of the four collaborators put their hand to designing their own signature ski and went through all the phases of product development at Elan. A great many steps and factors come together in the development phase and the entire story of creation will be presented together with the special skis.

Did men have any input in the project, especially the technical aspects?
Elan is not made up only of women and it is clear that men work in all areas as well - in manufacturing, development, sales ... We are all part of the same process. Elan W Studio does not mean that it is exclusively women that bring the skis to life. Women are the ones that propose ideas and new projects that inform the research and development phase and then follow these projects through the entire process. It would be senseless to emphasize that only women make the skis.

What is the process of making a ski and how long does it take?
If we set aside the long term strategic product planning products usually find their way to the end consumer after a good two years of development. Once the project of a new ski line is confirmed, we carefully study the intention of the product. Based on that information we then draft guidelines for the development department and collaborate closely with them. Our development department is the source of our best and greatest innovations. They create prototypes

and find different solutions to the problem we are working on. A test team then goes to work with a target user of a certain product and thoroughly tests proposed solutions. Their feedback is then used to decide on whether to take the product to the next phase or return to prototyping. The 3D shape of a product has become very important since product lifecycles go up to 5 years or more, so we build many full size product models in this phase. When the shaping is confirmed, we begin working on product graphics. The marketing story of the product is developed in parallel with the product itself because it is very important that users not only find the product attractive but also clearly perceive and understand it. Checks are put in place throughout the process to ensure that we stay on the right track and we also include the end user in every step. As for the graphic design of Elan products, it always supports technology because it is the technical innovation that makes our products unique and we want to show this to the users.

How do men's and women's attitudes to skiing differ in your opinion?
Women link skiing to an entire spectrum of experiences on snow, in the sun and fresh air, much more so than men. For women spending time with family and friends is what it's all about. That is why we want to create products that help create good moments, memories and good times, but not necessarily at the expense of performance and sporting development.

Which factors do female skiers emphasize when selecting skis?
Skis must allow women to move through winter terrain with less effort, both on and off piste. Low weight is also an important factor, but it must not hinder the performance and capability of the skis. It is also important that we offer a full range of skis to cover different types of skiing and snow. For example, freeriders and ski tourers want lightweight and high performance skis.

But there are also very proficient skiers among women who want full on performance and response from their gear. Do you think about them as well?
Of course! Elan's ski lines for both men and women include top level skis. The Speed Magic racing skis are based on one of the most popular on-piste skis, the SLX.

Insomnia and Interra are built on the same base as the Amphibio 16 and 14. In the freeride segment the women's models bring exactly the same performance as the men's - or rather universal - models.

How would you describe the essence of women's skis?
Functionality is key. Clearly that needs to adapt to the type of user. Regardless of whether we are talking about the lightest ski in the world (Delight) or a racing ski, it has to fulfil certain expectations of performance for skiers to feel safe and confident on snow and allow them to progress and expand their knowledge. And, of course, to have "Good Times".

These products are about much more than shape and product graphics, they are first and foremost about adapting to the female anatomy. How are women's skis different from the men's?
Women's skis need to be responsive and light and in line with the female anatomy that is different from the men's. We spend a lot of time carefully and thoroughly studying female movement patterns and transfers of force through turns. On average women prefer shorter skis. Our task is then to make skis that provide the same degree of stability than longer skis. Women also have a slightly different center of gravity during skiing. The skis are adapted to different positioning. In the freeride segment we developed a great product based on the women's Tubelight core models. It is a unique solution that uses carbon and titanium inserts to increase power and decrease weight. The resulting ski is not only lighter but also more responsive and stable. It is interesting to note that our Ripskick skis contain no metal parts in the core but still perform extremely well on all types of snow.

On the graphic design side you have been working with Studio Sonda for some time now. What is the nature of your cooperation?
Studio Sonda is an excellent agency and our long term partner. They are our extended arm on the graphic design side and make sure that we keep focused on current trends. They also produce exceptional graphic concepts that we then implement on our products.

Where do you turn to for inspiration for your ski design?
It is a combination of different areas, ranging

from trends that we actively monitor and refresh, to leveraging the knowledge that our partners bring to the table. We participate in conferences, keep our eyes on neighboring industries... Sometimes we take our product team to a major city and watch what people wear, how they act, which products they use...

Which designer is the greatest inspiration for you personally?
That would have to be Slovenian automotive designer Robert Lešnik who works with Mercedes Benz. What I find most inspiring with his approach is how he manages to remain faithful to the fundamental design guidelines of the brand while adding his own distinctive personal note. He truly is an amazingly talented designer and highly praised in the automotive industry.

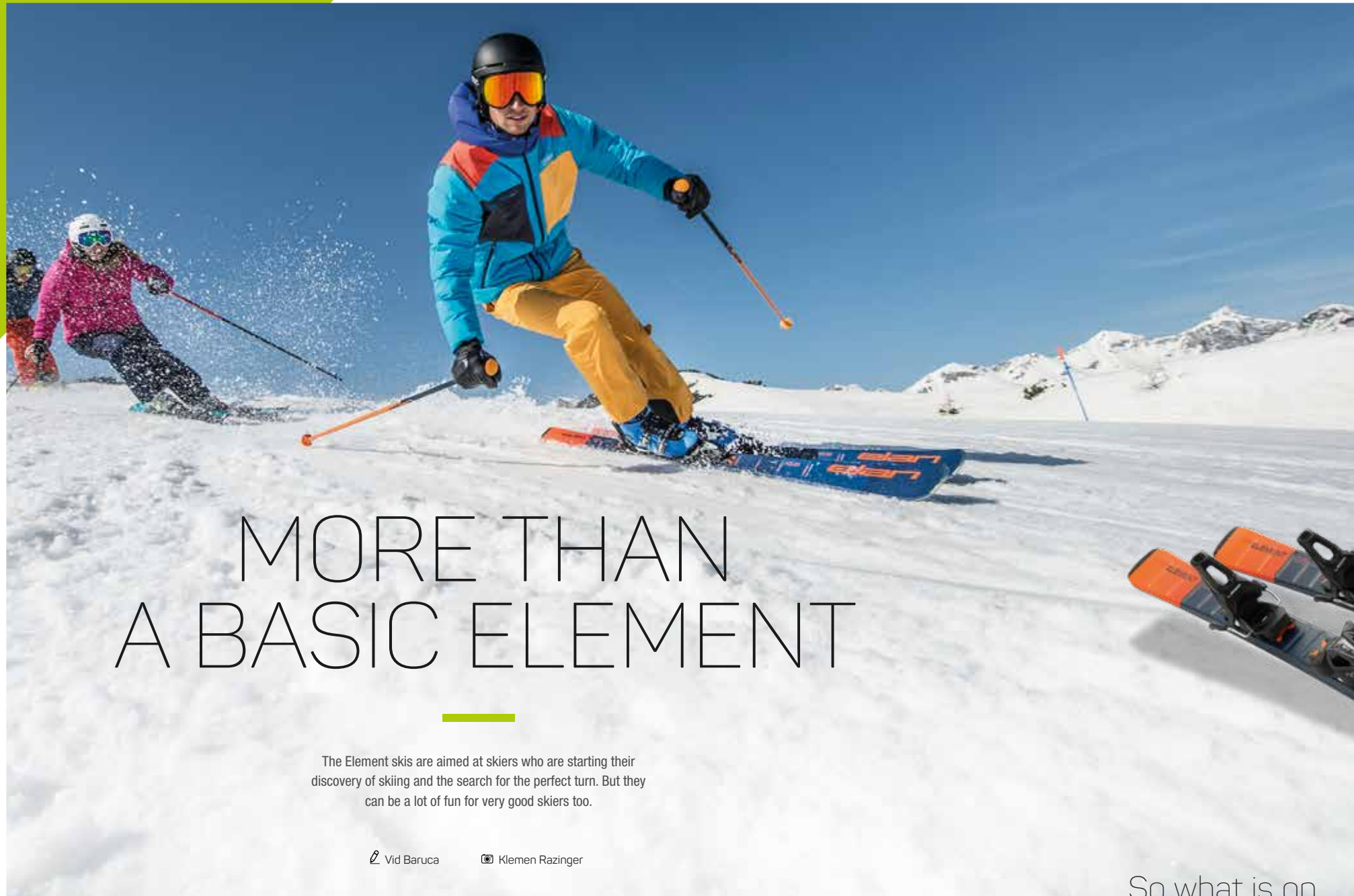
How difficult is it to create new product graphics each year and offer something fresh and not seen before?
It certainly is a major challenge. But I feel we have been successful in facing up to it, aided in no small part by the design research

that we work on systematically throughout the year. In terms of technical aspects low weight is very important in women's skis. The superlight Delight ski started a small revolution. It is our fundamental opinion that skiing is not just for racers. Most skiers are regular people - men, women, children, good skiers, learners, ski tourers... Accordingly, our innovations are not aimed just at the top end of the ski spectrum. We are the only company in the world to develop true innovations that make skiing easier for kids. It has absolutely nothing to do with racing but it is completely in line with our philosophy of making skiing easier and better for each and every skier. The lightest women's ski in the world was developed with the aim of bringing skiing closer to women and solving the problems that women skiers face. Lighter skis mean less effort which in turn means more skiing. Not to mention that lighter skis are lighter to carry. The Delight opened up a section of the market that nobody catered for before. Our sales results show that we responded well to the needs of the users.

Every innovation we put into our skis stems from the user and our mission to bring skiing closer to skiers and show them that it can be safe, fun and available to everybody.

What challenges will you be facing in the future?
Our products have collected many design awards and first places in ski tests for years now. Innovative skis are the result of our rich tradition and dedication, not only to making skis but creating cutting edge ski equipment that brings users closer to unforgettable experiences in the mountains. As a global brand we believe that every one of us can become a good skier and have a wonderful skiing experience. That is why we develop skis for all skill levels regardless of gender, age or dedication to skiing. Skiing is a magical combination of snow, sun and mountains and we want our users to have their best day on the snow with our innovative products. Our new motto "Always Good Times" addresses skiing as an activity that brings us good times in the company of friends and family.





MORE THAN A BASIC ELEMENT

The Element skis are aimed at skiers who are starting their discovery of skiing and the search for the perfect turn. But they can be a lot of fun for very good skiers too.

📷 Vid Baruca

📷 Klemen Razinger

So what is on
the inside?

Members of the Ski Association of Slovenia demonstration team keep in close contact with the ski industry. New materials and new ski technologies help us a lot in our work. We could say that the technique of skiing has been revised many times over the years just because of developments in ski technology. Just think of deep sidecut skis that turned not only skiing technique on its head but also teaching techniques and the entire perception of the sport. On my ski days I almost always use the Elan GSX. I also bring a set of Ripsticks just in case the sky decides to dump half a meter of fresh powder overnight. There is nothing like carving up fresh snow during the rare free time I get on the mountain. During the season I also carry test skis

that I lend to my ski instructor candidates. When they tried out the new Element line the response was overwhelming. The ski is not built just for less experienced skiers. It is an amazing tool for anybody who wants to have fun on the slopes without having to work hard in the off season. The Element is a beautifully intuitive ski, perfectly balanced and stable even at higher speeds, so it is appropriate for a very wide spectrum of users. Let me share the story of how me and the Element got to know each other. We were shooting a promotional video for Elan. The crew gathered on a glacier in Austria to shoot videos for the entire ski range. The entire ski team was made up of professional skiers and we were tasked

with shooting a segment for the Element on a particularly hard piste that froze completely overnight. We shared some concerned glances in the morning, doubtful about the ski's ability to handle the ice. After the first turn I felt the ski follow me without a twitch. In fact, I could initiate turns with ease and the ski would not let go even when I ramped up the speed. It would maintain grip even as I leaned it over far beyond any reasonable limits. I stopped to check on the other skiers and they too were all smiles, saying: "What did they put in these skis to be so light and so stable?" After a day of fun we all agreed that a day of shooting on the Element can be just as much fun as a day of free skiing with friends.

After returning to the factory we asked the development team, the "parents" of the Element, about the technology behind the line. They were happy to share all the secrets. The main three technologies behind the ski's characteristics are: Groove technology, Power Shell and a parabolic profile augmented by Rocker technology. Let's take it one at a time. Every skier that steps on the Element needs just two turns to feel as though they have been skiing on it forever. This is the result of Groove technology that assures that the skier is always placed in the most balanced position - a problem shared by most skiers, from beginners through to the best racers. We need only take a look off the chairlift at

skiers below to see that most skiers share the same problem, an unbalanced position. The Element solves that problem through its shape. The ski shape is milled out during production in such a way that it offers linear flex and easy control throughout every turn. A parabolic rocker profile adds to the ride with the tip inviting the skier into the turn and the parabolic sidecut helping to easily carry speed through the entire turn. This combination is perfect for supporting the development of individual skiing technique. When the speed increases, as it is bound to due to the fun and confidence inspiring nature of the ski, the Power Shell construction steps into play.



A combination of wood and CAP reinforcement running edge to edge spread the forces evenly across the entire length of the ski and onto the edges. The Power Shell construction carries no extra weight, allowing the skis to remain lightweight and packed with technology, ready for when we want to take that extra step.

When snow turns to ice and speeds increase even further, fiberglass reinforcements in the Element grant high speed stability and make sure that every turn is as safe as possible. That is why I use the Element as a teaching tool. Skiers have a lot on their hands when learning to ski, so it is very helpful to use skis that lend a helping hand and not complicate matters further. During summer training sessions I gave the skis to racers to test and they were overwhelmed by just how much lean angle they could get with a minimal investment of energy. The final test of the skis was when I gave them to my wife. She is an experienced skier who uses skis for fun and teaching children. She happily said that her current slalom skis have been relegated to special opportunities duty and that the Element is her mainstay from here on out.



The Element truly is a ski for all types of skiers. Less experienced ones will enjoy Groove technology and the Parabolic Rocker profile for its ease of turn initiation and constant stability while experienced skiers appreciate the Power Shell construction that assures unyielding support through even the most powerful carving turns.

After my experience with the ski, I always take a set of Elements with me. When my ski instructor candidates ask me about testing skis, I take out the Elements first. As it is Elan's entry level ski, people always give me funny looks as if to say, hey, I'm and advanced skier, give me something I can use. But it is always great fun to see how enthusiastic really good skiers become about the Element and refuse give them back very quickly.



About the author

If we had to describe Vid Baruca with a single word, the choice would be simple: Skier! How else could you describe somebody who collects 220 ski days in a year. For Vid winter is not a time of the year, it's a way of life. His winter takes up two thirds of each year. In the 2017/18 season he skied all around the world, Central Europe, Norway, North America, the Balkans

... Vid is a member of Ski Association of Slovenia's demonstration team, a group of skiers tasked with educating new personnel, studying and developing ski technique and working with upcoming competitors. He is fully aware of the responsibility and is more than happy to share his wealth of knowledge with others.

IN THE BLACK

Elan is introducing the Black Edition. Special limited editions of Delight, Amphibio and Ripstick skis are the embodiment of elegance, uniqueness and class based on a strong foundation of technology and design that combines tradition, innovation and future trends.

✍ Gregor Šket

📷 Aleks Štokelj

Ask an architect about their favorite color. It is bound to be black. There is even a book titled "Why do architects wear black". Ask the New Zealand rugby team. The response is the same - black. Thanks to them New Zealand's most famous sailboat was named Black Magic. It is also hardly surprising that Roger Federer, the best tennis player of all time, has been wielding an all black racquet for the past few seasons. Black also inspired American sculptor Louise Nevelson: "I fell in love with black, it contained all color. It wasn't negation of color ... Black is the most aristocratic color of all ... You can be quiet, and it contains the whole thing." Her affection for black is shared by famed Belgian fashion designer Ann Demeulemeester: "For me black is not dark, it's poetic. I don't think of gothic, I think of classic - it is a big difference." And it is true. Black is deep, striking, elegant and neutral. It is a color that matches all other colors while standing just as well on its own. In short, black is the color of all colors. The power of black is no secret to designers of automobiles, boats, furniture, clothing, fashion accessories and, of course, also skis. Particularly the latter create an interesting visual effect. When a perfectly black ski slices across the virgin white snow, it creates that classic contrast of black versus white, day and night, the moon and the sun.

BLACK IS THE NEW BLACK

BLACK
EDITION
2018/19

▼ Delight Black Edition *High fashion for the slopes*

The Delight Black Edition is a fusion of elegance, fashion and performance. The already feather-light skis have been reinforced with carbon fiber to enhance their class leading response and control. And then there is the design. Stunning all black, embellished with Swarovski crystals. They are timeless elegance personified.



Amphibio Black Edition ► *all mountain performance*

The Amphibio Black Edition is an upgrade of the award winning Amphibio 16 ski. They are based on revolutionary Amphibio 4D technology that creates a dedicated left and right ski with varying convex profiles on the tips and concave profiles on the tails. The Black Edition is reinforced with carbon fiber for even greater torsional stability and response. These skis will keep you charging all day from the fresh groomers in the morning to the soft bumps of the late afternoon.



Ripstick Black Edition ► *best of both worlds*

The Ripstick series have won many awards around the globe. These true all mountain skis bring leading performance in fresh powder and icy hardpack. Now the carbon fiber infused Ripstick Black Edition is even more responsive and precise and has the versatility and all-round power to conquer any mountain.

Black Elans

Elan skis are characterized by innovation and advanced technological solutions that have changed the course of alpine ski development several times over the years, but their design is much more than a mere afterthought. In visual terms Elan skis are easily among the most striking. Their beauty is in step with current trends, but it is based on a timeless classic appeal. You only need to look at a few seasons old set of skis to see that they still look mighty fine. As far as the classic models from several decades ago are concerned, well those are simply timeless.

The limited Black Edition series is an embodiment and an evolution of these ideas. Delight Black Edition, Amphibio 16 Black Edition, and Ripstick 96 Black Edition

are simply gorgeous skis. The Black label does not mean they are simply painted black. That would just be too easy. In terms of color palette they are, of course, black, but if you take a closer look, you will see different shades and textures shining through. A combination of gloss and matte black with the distinctive weave of carbon fiber shining through creates a stunning effect. The women's model is adorned with black Swarovski crystals for that unique combination of luxury and power. In the words of designer Blaž Medja, part of the Gigodesign team and one of the minds behind this unique approach: "The Black Edition skis appear completely black at first sight. The details only appear at a closer look. Design elements in combination with

a matte base and gloss coat emphasize the form of the skis while the carbon top sheet elements showcase the technology within." But that is only the visual part. The inner workings are quite a bit different as well. The skis have been reworked with premium materials that further improve their characteristics. Tubelite Woodcore technology includes two exceptionally light carbon tubes inserted into the laminated woodcore. The tubes create greater torsional stability and increase response and power with zero weight penalty. Carbon fiber is also used for the binding plate, creating a more energetic flex pattern and adding some height for that extra edge hold.



MR. EVEREST



Davo Karničar is a skier, mountaineer, mountain rescue service member and lover of nature. In all respects he is a one-off, special and unusual person... What else could we expect from the first man to ever ski from the summit of Everest and then go on to ski down the highest peaks of all the continents of the world. He regularly skis steep slopes that mere mortals would fear to even look at. Davo is one of those people who seem to have found the elixir of eternal youth. He is a man without an expiration date. He is the original article, a natural, direct and honest guy. And that is also how he answers questions.



DAVO KARNIČAR Funky Interview

Which four words would you use to describe yourself?

Exploration, tradition, patience, gratitude.

What is your definition of skiing?

It is the universal language of people who expect the most from life.

Who were your idols?

My parents, older brothers and sister, Nejc Zaplotnik, Lyonel Tere.

How do you perceive fear and danger? Do you agree with the saying that one cannot reach great things without flirting with danger?

Absolutely! And we must learn to recognise them as best as we can before exposing ourselves.

What is your perfect ski day?

Ascend a three-thousander in the dark of night and ski down a nice slope, breakfast with the family and a few good GS runs with the family at a ski area, the afternoon

on cross country skis and the evening in my wife's arms.

What are your best and your worst skiing memories?

The best feeling happens every time I start gliding after I snap into the bindings. The worst was when I tore my ACL in the left knee.

What would you do if you were not a skier?

In that case I hope I wouldn't have been born at the seaside because I would probably want to dive as deep as possible.

How did your attitude to skiing change through the years? What was Davo like when he was 25 and what is he like today in his fifties?

Youth gives us that competitive spark, but if we are lucky enough we reap the gratitude and experience of every single turn in our mature years.



Who would you choose as the greatest skier of all time?

Ingemar Stenmark, no doubt.

How do you select the destinations for your adventures?

I like places where snow lines provide opportunities for skiing. It's better if nobody has skied them before and I don't really care where in the world they are. I'm just not very good with crowds.

What was your most interesting and scariest skiing experience?

I still find every ski line interesting. The scariest, when I feel the most fear, is watching children ski an overcrowded slope on their own too soon.

Which other sports do you do?

Mountaineering, mountain biking, cross country skiing. My wife also dives.

What do you do when the winter is over? Do you welcome summer, count down the days to the next winter or take off to another part of the world where there is snow during the European summer?

Much of these travels to another part of the world are unfortunately only possible with a finger on the map. Besides, snow in my mountains stays until August, so it rarely happens that I put the skis away for a full off-season. But yes, it's very nice when the first snow falls in October.

Which are your favourite summer activities?

Working in the garden, growing potatoes, hunting mushrooms and building sand castles with the kids at the seaside.

What are your favorite summer and winter places?

Our village of Jezersko. Perhaps I would need to find a new permanent address for a few of the inhabitants - than it would be more than ideal).

"I like places where snow lines provide opportunities for skiing. It's better if nobody has skied them before and I don't really care where in the world they are."

What was your last holiday?

Yesterday afternoon - we have four children and my wife took time just for me and did not tell me to do anything or ask me anything.

Where would you go if you had a weekend, a week and a month and money were no object?

I would take my family to Alaska.

How would you describe your personal style?

Family and adventure oriented.

Jewellery?

Wedding band and crucifix.

What do you do for charity?

Over the past year I made 8 visits to retirement homes and kindergartens and shared my experiences with the world. I also work with the mountain rescue service, which takes up to 30 days of my year - in Slovenia we do it as unpaid volunteers. I feel like a great humanitarian when I watch our politicians and refrain from publicly calling for a revolution.

What about reducing your carbon footprint?

Fighting a windmill ... I walk a lot.

What is your favourite sports club?

I was never fascinated by ball sports. The favourite club for me and my kids is the Triglav Kranj cross country skiing club.

Your last book, film, concert, theatre show, exhibition?

Book: Jean Monbourquette, How to forgive?; cartoons with Martin, my youngest; concert: Storm in the mountains; theatre: pre-election farce during the parliamentary elections; exhibition: A view from Triglav.

Any pets?

Belgian shepherd. This summer I start rearing two heifers.

What is the best dish you can cook?

Potato soup.

What gives you the best high?

My wife Petra is the best, she gives me the ultimate high.

What is your life motto?

Go all out!



IBEX TACTIX AT PYEONGCHANG

Renowned Slovenian sports photographer Aleš Fevžer used Elan Ibex Tactix folding skis at the Pyeongchang Games. He was delighted with the skis and his photo colleagues may have been just a little bit envious.

Aleš Fevžer is one of the pioneers of sports photography in Slovenia. He was one of the first photographers to publish posed photos of Slovenian sports stars. He is also the only Slovenian photographer to work at all the Summer and Winter Olympics since Slovenia became an independent country, not to mention his participation at innumerable other sports events, world cup races, world championships and major tennis tournaments. In short, Aleš is an old school master of his craft. His fiftieth birthday has come and gone, but Aleš keeps in excellent shape. In his dynamic profession it is absolutely necessary because any laziness or extra kilogram makes the work much harder. When searching for that extra edge, Aleš invented another use for the Elan Ibex Tactix folding ski that was initially aimed at ski mountaineers and the military. He travelled to the Pyeongchang Games with a pair of foldable Elans that made his work easier in all respects. "Skiing is one of my favorite sports activities, but skis are also part of my work equipment. I often work at ski competitions that are very demanding in terms of logistics. Photographers carry over 20 kilos of gear on our backs when we

are working and if you add ski equipment, it makes for a tough day," explains Aleš. "I still remember the Albertville Games in 1992. Back then we used the old two meter straight skis which were heavy and unwieldy and we wore classic ski boots that were deadly on the steep sections and very uncomfortable after long hours on the slopes and in the press center. I came up with my own solution for the problem. I took a pair of short children's competition skis and put on touring bindings so I could use touring boots. It was much better, but not perfect. The skis were no good on steep and icy slopes that we need to get to for the best shots at major races." The Ibex Tactix skis presented an instant solution. "These skis are the perfect combination of usability and performance. They are stable and grip very well on ice. It is amazing just how well the edges hold on a ski that is made to fold in the middle. The skis also allow me to move up the track unlike my colleagues and that makes all the difference when searching for the perfect location. But most of all it's the light weight that does wonders. After the work is done you can simply fold them and take the bus. They are also very useful for flying as they

fit into a normal travel case." The legendary Slovenian photographer also reported some envious glances. "Nobody noticed anything special while I was using them. But when I took them off and folded them, people were very impressed. I had some stares at Pyeongchang, but the interest was even greater at the World Cup race in Kranjska Gora among ski journalists who know their way around ski gear."

Elan Ibex Tactix
folding ski is at home
in all conditions.
Their ability to fold
down made my job
much easier.

IBEX TACTIX CARBON ION 12

Traditional ski equipment poses many limitations for easy transportation during adventures in the mountains across snow, rocks and other mixed terrain. In order to improve the mobility and transport of skis, Elan created a foldable ski with high-end ski performance and zero limitations of movement. It easily attaches to a pack quickly and securely.

SUBJECT OF BEAUTY

A ski in its essence is a tool with impressive capability, resilience and adaptability. But is also much more than that. It is also a subject of beauty, a hybrid between a painter's canvas and a sculpture.

Its form, lines and visual design all combine in creating its unique character. The limited edition series of Elan women's skis bears the signatures of four unique women that have each reached the pinnacle of achievement in their respective fields.

Kelsey Serwa is one of the best ski cross racers in the world. She won the Olympic gold at the Pyeongchang games with her best friend, silver Olympic medalist and allround athlete Brittany Phelan sharing the podium. Polona Hercog is the best Slovenian tennis player in recent years, reaching the 35th spot on the WTA ranking and winning two WTA singles tournaments in the course of her career. Nina Šušnjara is an internationally successful fashion designer. They may come from different walks of life, but they share at least one common denominator - their love for skiing. "I skied a lot as a child, but less and less through the years. Mostly because I'm always cold. My father comes from Dalmatia so I'm more of a water skier in that respect. For me, skiing is about fun and friends. And a bowl of 'frittaten suppe'. Today skiing is a way for me to unwind and hang out with those closest to me. In life I always strive for new experiences and creating beautiful memories and skiing is definitely a source of both," says Nina Šušnjara. Polona Hercog too has a close connection with skiing. She grew up in Maribor where ski slopes rise up from the

edge of town. Maribor is also the home of the Golden Fox women's World Cup races. "I started skiing as a little girl. My parents put me on skis as soon as I could walk. Skiing is an exceptional sport. It takes courage to point the skis down a steep slope and I also need courage in my sport, in difficult training sessions and tense duels."

All four women were thrilled when offered the opportunity to design their own skis. "Ever since I was a kid I have wanted to design skis that would express my personal style, so Elan's W Studio sort of made my dream come true," said Kelsey Serwa with a glowing smile on her face. Brittany Phelan shares that dream of designing her own skis: "I have always had the secret wish of having a pair of skis that would be totally in my style. Now I do and it's amazing." Polona Hercog shared Brittany's enthusiasm: "My first thought was WOW! Of course! Elan is a unique brand with a unique tradition and I take great pride in participating in the design of their skis." Nina Šušnjara immediately found ties to her own Susnyara brand in her work with

Elan: "I love new challenges because these collaborations help shape who I am as a designer. Experience like this is priceless."

Skis bearing the signatures of our collaborators are an expression of their personalities, preferences and lifestyles. "I decided on a design that I would like to see on skis myself. The skis bear our signature colors and the spirit of the Susnyara brand that is urban, raw and unpredictable," said Nina Šušnjara when asked about her approach. Polona Hercog decided on a sporty style with her favorite colors and roses. Kelsey Serwa developed a design that is a combination of her personal style and sporting successes. "I included my mother's favorite flower as a symbol of everything she's done for me over the years. I also wanted to include a memory of the day when Brittany and I won our Olympic medals." Brittany Phelan adorned her skis with mountains that are an important inspiration for her passion in skiing and mountain biking. She also included a reference to the silver-gold moment she and Kelsey Serwa shared in Pyeongchang.

Kelsey Serwa
signed her name
under the Ripstick 94.



Brittany Phelan
added her signature style
to the Ripstick 102.



Polona Hercog
put her hand to the
Speed Magic.



Nina Šušnjara
designed the Delight Prime
limited edition.



SWISS VIBES

Zermatt is the perfect winter wonderland. At first glance the idyllic car free village nestled under the mighty Matterhorn is a nostalgic reminder of the winters of our grandmothers and grandfathers. In fact Zermatt is a unique and carefully crafted combination of tradition and modernity. Up there, skiing is a 365 days a year activity.

✍ Gregor Šket

📷 Klemen Rodman



It was an exceptional winter, in fact it was fantastic! Snowflakes fell in millions. The sun shone. The wind blew. The thermometer dropped all the way to -30 degrees Celsius. Even the oldest inhabitants of Zermatt, a place that is no stranger to massive snowfall, struggled to remember the last time mother nature was so generous with snow. The top of the ski area was covered by almost four meters of snow deep into the latter half of April. Extreme winter weather twice even completely isolated the village from the outside world for over a week at a time.

This winter definitely had its share of turns on freshly groomed pistes and deep powder and created countless memories, unforgettable moments and good vibrations.

A winter like this clearly deserves a proper farewell. True ski enthusiasts, the ones that dream of snow all summer long, gathered on the terrace of the Adler Hitta, took off their Gore-Tex jackets and stood around in short sleeves, watching the snow slowly go from solid to liquid, satisfied and happy, but also just a little bit sad. The sound of three saxophones echoed between the Gornergrat and Klein Matterhorn. Chef David grilled his last special chickens of the season. Girls in bikinis had a dip in the hot tub. The wooden floor became an outdoor dancefloor. Ugi, the hut owner, milled around with a satisfied smile. Then the sun set behind the mountain and all there was left to say was addio, au revoir, tschüß, bye bye ... See you next winter.

Of course the goodbye was just ceremonial - winter in Zermatt actually never ends. The highest part of the ski area is clad in permanent snow and ice. Up there, skiing is a 365 days a year activity. Some can be envious too, Zermatt is one of those special ski areas with enough room for all types of skiers and turns. It is a winter playground for all kinds of skiing, from carving on freshly groomed pistes to powder skiing, ski touring, freestyle, heliskiing and ski mountaineering. Slalom skis, freeride fats, all mountain athletes and other skis big and small all find their own way back to the gondola.



Winter paradise

Zermatt is a fundamentally special place. It is the perfect winter paradise, a kind of time machine that takes you back into the past to a time when the world moved at a slower pace. The time travel begins in Täsch, a town turned into one big parking area. At the end of the town there is a large sign stating “Road closed to all vehicles”. The sign is the entry station of the romantic and nostalgic alpine experience where the air is one hundred percent eco and bio. The whistle of the red narrow gauge train is a goodbye to present time. Five kilometers further up the valley, among some of the tallest peaks of Europe, lies Zermatt. A rack railway goes on a further one thousand five hundred meters of altitude, all the way to Gornergrat. The upper ridge is a good three thousand meters above the sea. On the one hand, Zermatt is an archaic, traditional, conservative and perhaps even backwards place. But on the other hand it has an open, hospitable, kind, worldly and even modern spirit. The atmosphere in the village of just over five thousand inhabitants and nearly seven thousand hotel rooms and six thousand apartments is far from rural.

Even though the town only has one major street, it sometimes feels like an avenue of a major metropolis, at least judging by the languages heard at every step. Swiss blends with English, Japanese, French, Spanish, Italian, Slovenian ... Tourists mingle with mountaineers, skiers, athletes and people who came to Zermatt in search of their adrenaline fueled dreams. It is where the “Swiss Made” brand shines the brightest. After all, the Swiss are masters of tourism at its best.

Pyramid mountain

From some three thousand meters above the town is watched carefully by the mighty Matterhorn. The French call it Cervin, Italians call it Cervino. It is one of the thirty eight four thousanders that surround Zermatt. Its distinctive pyramid shape, most apparent from the Swiss side, has made it perhaps the most photographed mountain in the world. It was first conquered on 14 July 1865 by Britons Edward Whymper, Reverend Charles Hudson and Lord Francis Douglas, accompanied by local men Peter

Taugwalder and his son and Chamonix based guide Michel Croz. The Klein Matterhorn is a miniature of its bigger brother at 3883 meters. It is the highest ski station in the area. The sight of gaping crevasses on the Gorner, Findl and Theodul glaciers from the windows of the gondola is awe inspiring. Up there the snow never runs out. When the rest of Europe takes off for the seaside in summer, people in Zermatt go skiing ... In winter the area links with Cervinia in Italy. The first ski lift was built in 1942. The Klein Matterhorn tramway was opened in 1979 and a year later the first underground funicular in Switzerland was opened in Sunnegga. The three areas combined (Sunnegga – Rothorn, Gornergrat – Rote Nase – Stockhorn, Trockener Steg – Schwarzsee – Klein Matterhorn) have over four hundred kilometers of pistes.

A stay in the alpine paradise that reinvigorates your red blood cells usually lasts one week. Then the red train blows its whistle again and it is time for the trip back down the valley, back to reality. The dream is over, but you swear you will return ... Soon ... Next winter ...

Adler Hitta

Zermatt is famed for its exceptional culinary offer. The catering industry in the area has far surpassed the traditional staples of raclette, cheese platters and chocolate. Foodies can indulge their taste buds on the slopes during the day and at dinner in one of the many restaurants in the valley. One of the most popular spots is the Adler Hitta hut in the Sunnegga ski area. Initially the hut was the weekend home of the Zumtaugwald family and was later adapted into a typical local restaurant. Some twenty years ago Urs "Ugi" Zumtaugwald took over the business from his father and six years ago the hut had a thorough renovation.

Ugi kept its traditional Alpine character and added a modern twist. Today the Adler Hitta is one of the most popular stations on the slopes. Sitting on the terrace, the sunlit peak of the Matterhorn appears within arm's reach. And they love Elan skis at Adler Hitta. “Last year we started working with Elan. We are really proud to collaborate with the legendary brand. We set aside a special place in the hut to showcase a few pairs of skis and we also organise test days each season to enable our guests to experience first hand the innovations of Elan's development department,” says Ugi.



Best job in the world

David Georgi is the chef at Adler Hitta. Seeing the view from his office you could say he has the best job in the world. The thirty eight year old maestro from Dresden is a true world traveller who happened to stop in Zermatt five years ago.

How was the winter this year?

It was great. There was no shortage of snow and sunny days. We had a great time.

What is it like to work at 2200 meters with a view of some of the most photogenic mountains on the planet?

It's actually the main reason why I enjoy living in Zermatt so much. I live in the village and go up to the mountain every day at about eight in the morning.

How did you end up in Zermatt?

I'm originally from Dresden, but I started travelling early. First I worked in places around Germany, then in New York, Sydney,

Spain and other places around the world. Six years ago I came to Zermatt. Life here really suits me.

What is your signature contribution to the Adler Hitta menu?

We are known for many things. Our specialty is chicken that we roast on special spits. It is our greatest hit. We made eight thousand over the course of this season.

What do you do in summer?

After the winter season closes we have about a month off. Summer season starts in June and lasts until October. Then winter starts slowly but surely making its way back to our mountain.

Do you have any time for yourself?

Of course, I love skiing in winter. In summer Zermatt is a heaven for mountain biking and hiking, both of which I love also.



MOUNTAINS WITH FRIENDS

Ski mountaineering is a lonely undertaking. Perhaps that is why I enjoy spending time on snow with my wife, kids and friends that much more. At the end of March we took a trip to mount Peca. It was a magical day.

✍ Davo Karničar 📷 Klemen Razinger

The basic recipe is simple. I believe strongly that one's time must be spent with the people and things that they love. The list cannot be too long. For me skiing is definitely one of those things I cannot imagine living without. It is an unstoppable passion that has brought me to the extremes that I guess I am drawn to on a fundamental level. The world's highest mountains have drawn me to them like a magnet. And I went along. I have that to

thank for the privilege of seeing some of the most incredible secrets of our planet with my own eyes. But the ski mountaineering that I have been doing for the past thirty years is a profoundly solitary activity. The higher you go, the more alone you are. Up there your head is the only company so the thoughts that run through it are that much more important. It helps if they are positive and if the fear and panic stay in the valley.

Perfect focus is key. Once you get above 6,000 meters there is no time for poetic admiration of a nice day. Up there every step and move need to be made with purpose. You have to know what you are doing in every moment and be aware of the fact that each wrong move can be fatal. All this focus sometimes gives me a headache. The fact that you can only rely on yourself, your knowledge and your experience is liberating but also strenuous. And lonely.



With all this I am of course aware that skiing is first and foremost fun. And fun is better when shared with others. The moments I spend on snow with my wife and kids are priceless. Watching your own children learn, seeing how their turns become more precise and how wide their smiles are is pure pleasure.

And friends, of course! Skiing in good company is something completely different. Any day when a group of ski friends takes off for the mountain at the break of dawn is bound to be special. That was the plan in late March when we decided to catch one last winter trip and put mount Peca in our sights. Eetu, Jaš, Klemen, Kuki and me. Buds of spring were blooming in the valleys but it was still deep winter in the mountains. Snowfall was especially generous this year so there was plenty of

snow above 1500 meters even in March. I was pleasantly surprised by the good conditions which I haven't seen at this time in recent years. The car filled to the brim with positive energy as soon as we set off. When we stopped in the parking lot and opened the doors it seemed to flow out and up all the surrounding peaks. Peca is an interesting mountain. Local legend says that the mythical king Matjaž sleeps beneath it, with his long beard slowly curling around his table. With its 2126 meters of altitude it is the easternmost two thousander in Slovenia. Peca stands directly on the border between Slovenia and Austria. On that spring-winter day we ascended it from the Austrian side. The sky was blue and the snow was as firm as in midwinter. It took us three and a half hours to reach the summit. On days as beautiful and clear as ours the view from the top is

truly breathtaking. The descent is always fun as Peca has options for everybody. Kuki and I took our Ibex skis, 84mm wide, in folding and regular versions. We thoroughly enjoyed the easy approach and precise grip on both the frozen morning snow and afternoon corn. Jaš and Eetu stayed true to the wide ski trend and longed for powder or wet snow ... We always wish for the good things in life to last forever and they always seem to end too soon. Filled with such thoughts we set about packing our gear back at the parking lot. Jaš sat in the bed of our truck, happy and lost in his thoughts. He thought the same we all did; it is moments like these that fill our lives with unforgettable memories that we cherish for ever. I wish we all have many more ...



The ski mountaineering that I have been doing for the past thirty years is a profoundly solitary activity. The higher you go, the more alone you are.

BEHIND THE SCENES

Every big story begins behind the scenes. In the case of Elan, the backstage area is a small office in Begunje, the headquarters of the racing team. It is the workplace of Blaž Lazar, manager, coordinator, and a sort of father to the team that races at ski cross events on green Elan skis. Well, it is one of his workplaces, he tends to be out a lot.

📍 Martin Tekše

📷 Alex Štokelj

Elan has a strong ski cross team. It is made up of racers with an impressive collection of wins, titles and medals. The girls and guys win World Cup races, world and Games titles, X-Games wins and make their presence known on the podium. They are an international bunch. They speak Slovenian, English, French, Russian, German, Czech ... Of course this international operation has its headquarters. Elan's factory in Begunje, Slovenia, also houses the Elan Racing Team office. The room has been the same since the time of Ingemar Stenmark, Bojan Križaj, Mateja Svet ... Only the people have changed. Elan entered the ski cross world with serious intent some five years ago and soon took on one of the leading roles. The company now supports a strong Canadian contingent of Games champions Kelsey Serwa and Brady Leman and Games vice-champion Brittany Phelan. The Slovenian section is led by former world champion and world cup champion Filip Flisar. The Russian phalanx is guided by Pyeongchang bronze medalist Sergey Ridzik. Terence Tchiknavorian leads the French while Ryan Regez represents the Swiss ...

Of course every team needs a leader, coordinator, father figure, whatever you want to call it. In Elan Racing Team the role has been granted to Blaž Lazar, a long time Elan man and head of the racing team for the past four years. Blaž is a thoughtful man and an excellent organizer.

He is an avid skier and multitasking athlete who swings a mean backhand on the tennis courts in summer. Most of all, he was clearly born for his job. He is the quintessential behind the scenes man, staying well out of the limelight but always making sure everything is running as it should be. It is because the things that go on behind the curtain are often more interesting than what happens on the big stage. All the hard work that comes before success is, for the most part, out of the public eye. And it is not always easy. It often happens that ambition and motivation run

out and crisis sets in. Opinions sometimes clash and voices are raised. These are the moments that require a clear head and thoughtful actions. It takes a certain diplomatic ability to calm things down, an eye for the bigger picture and an ability to switch perspectives.

All these are reasons why Blaž hardly ever misses a major event, be it a world cup race, world championship or the Olympics. He also regularly takes time to visit team training sessions, especially it is time to test equipment. This grants him an excellent insight into the operation of the

various teams and the mindset of individual racers. Blaž also cooperates closely with ski technicians working for the teams.

"I must admit I really enjoy my job. I love travelling, I love skiing and I really love all the guys and girls in our team.

Then there's the ski cross atmosphere.

It has been getting more and more competitive in recent years, but it's still pretty relaxed. Over the four years I have been part of it professional relationships have developed into friendships," says Blaž who also serves as a link between the racers and the R&D department. "Racers often have their own individual requests about the composition and setup of skis.

That's why our ski technicians Tomaž Trdina and Zmago Tonejc on the technical support side of things are so important. They are the link between the racing team and Elan's R&D services," he adds.

Racers on the other hand are very much aware of Blaž's contribution to the mosaic of their success. "Blaž is an excellent racing team leader. He knows how to listen and has plenty of understanding for us racers. He is also very knowledgeable about his work and making skis so he can accurately communicate our wishes to Elan's R&D guys.

Blaž is definitely an important co-creator of my greatest successes," says Slovenian ski ace Filip Flisar when asked about Blaž.

"I have great appreciation for Blaž and his work. His contribution to the success of Elan's ski cross team is immense. He has invested a lot of his knowledge and wisdom into us. Not only in a sports or racing sense but also as a human being," said Kelsey Serwa. Brittany Phelan added: "The Elan Team is like a family. And I'm very proud to be part of it. Blaž is simply amazing. When he gave me a pair of skis to take to the podium in Pyeongchang I just had to hug him."

"We've had a great relationship with Elan for years. They really are dedicated to making the best skis and their development team always adds that little bit extra that makes the difference.

Blaž always takes care that we racers have everything we need.

We are very grateful," said Brady Leman as all the other racers happily nod in agreement.



GOLD, SILVER, BRONZE

Ski cross events at the Games in Pyeongchang had six medals available for the racers. Elan's skiers won four, including both golds.

✍ Martin Tekše 📷 GEPA Pictures

Elan's "Always Good Times" catchline is rooted in fun on skis, spending time with friends and positive vibrations. Most people probably associate it with recreational skiing. But there is ultimate proof that it works just as well at the highest level, even when Games medals are at stake.

It was the morning of the women's ski cross event at Pyeongchang, South Korea. It was five A.M. and the temperature was way below freezing. Most people would give just about anything to be able to stay in the warm comfort of a soft bed. But Kelsey Serwa and Brittany Phelan are not most people. At five in the morning they were warming up together on indoor bikes at the gym. Then they took off towards the mountain together and started the competition. Eighth final, quarterfinal, semifinal, final ... The skis were on fire and Kelsey and Brittany were consistently at the top. Even in the last run. By early afternoon they each had their own medal. Gold for Kels, silver for Britt.

The girls have been best friends for a long time, so long they probably did not really care about the colour of the medals. After a silver in Sochi, the gold from Korea was a logical evolution for Kelsey. "I still can't believe what happened. Everything went perfectly. The coaches did their job well and the Elan skis went like a rocket. But the best part is the fact that I went up on that podium together with Brittany who has been my best friend for years. Her medal made me just as happy as mine did," said Kelsey Serwa during her visit to Begunje. Her success is that much more impressive due to the fact that she missed out almost the entire 2016/17 season because of injury. "It was the best day of my life. Three years ago I switched from alpine to ski cross and now I have a silver medal. And my friend Kelsey has the gold. She and I always train together, help and encourage each other when things go bad for one of us. That's why I will never forget this moment. The skis played a part in this medal too.

Elans are the fastest skis in the world. It's very important for a skier to have 100 percent trust in their equipment. Without trust, you can never go all in. And I trust Elan skis 100 percent," said a smiling Brittany Phelan.

Just two days earlier the girls' teammate Brady Leman also won his own laurels. "I missed a medal by a hair in Sochi. What else could I do than work hard for another four years and wait patiently for a new chance. A gold Games medal is an incredible thing. I know full well I could never do it on my own. Elan skis are a key part of this success," explained the 32-year old Canadian from Calgary who also has an X-Games title to his name.

The Games rainbow would not be complete without bronze. The bronze medal to complete Elan's rainbow was won by Sergey Ridzik of Russia. How else could we describe four Games medals than "Always Good Times".



NO MAN'S LAND

Crazy Antarctica Expedition
by skis, kite and tent.

✍ Matthias Mayr 📷 Johannes Aitzetmüller

Now

In the past 10 minutes the wind grew constantly stronger. My 10,5m2 Kite is way too big for this power. I am loosing ground every time I am putting the kite a little bit too much into the power zone. But I am riding fast this way, so I keep going. Suddenly my climbing harness gets loose, the different directions of pulling by the kite must have opened it. Now the kite is just fixed to my backpack belt. Still strong enough to hold since it's an Avalanche airbag system, but it's too loose to control it. So I try to close my harness while having the kite high up in the air at 12 o'clock. Suddenly I am up in the air...

4 months earlier

I have now been in the water for six hours, in Tarifa, southernmost city of Europe, and one of the most famous kite surfing spots around. It's mid July, 30C degrees air temperature, 18 degrees in the water of the Atlantic Ocean. I swallowed more salt water the past hours, than in my entire life. But I love it, I love the sea, the forces of nature. I am locked to a kite which is dragging me through the water, my board is lost somewhere hundreds of meters away. Nobody said kite surfing is easy in conditions like this. „Levante“ the off shore wind, famous for it's strong gusts. Currently we have 40 knots. „They“ said, if you are able to kite surf here, in these conditions, you are able to do it everywhere. The only problem: I never kite surfed before. It's my second day trying to learn how to get control of the system. And I keep trying until the sun sets.

Motivation is the key to success, you can train and prepare, but in the end you have to be able to overcome extreme situations. For that you need mental strength, which is based on the motivation to accomplish something. Our goal; to go into the continent of Antarctica, hike and climb mountains, and ski fast and steep Big Mountain Lines. Currently, in July 2017, this seems to be impossible, due to the extreme conditions close to South Pole and the solitude. But, the past two years we proved to ourselves, that „impossible“ is just a word. Skiing on the island of Onekotan and

first descenting „Gora Pobeda“ North-Eastern-Siberias highest peak, gave us a lot of confidence, experience and knowledge. Now we want to use what we learned to go for our biggest mission so far. The Ellsworth mountains are Antarctica's highest mountain range. Peaks up to almost 4900 meters, average temperatures of -20 Celsius to -50. In summer! But why do we need Kite surfing in Antarctica? One of the big challenges in Antarctica is to cover the distances. Of course there is no civilization, just ice, snow, rocks ... Since the continent is the windiest in the World, kiting is an option to move forward. And it's nothing new. Adventurers have done it to cross Antarctica.

July 2017

After a week in Tarifa, I am able to kite board on water, which is more difficult than on snow. So, I should be ready for our mission. Yet we have a lot of other challenges to face. For myself the biggest, the cold! Remembering when I was watching documentaries on TV when I was a kid, I was always shocked by the frozen toes and fingers the adventurers had. I told myself, never ever I would go to Antarctica! Well, things change. Now after more than 10 years working as a professional freeskier, after accomplishing two extreme expeditions, I feel ready for the most extreme place on the planet. I don't just feel ready, I have to go there, to find out how far I can go, together with my team mates. Nobody ever went into the mainland of Antarctica to primarily ski big lines. It was 107 years ago that humans reached the geographic South Pole for the first time. It was Roald Amundsen, with a light and fast team, who achieved this after acquiring knowledge from the innuit people. We got fantastic felt boots in Siberia, the nomads use them at temperatures down to -68 Celsius. They should keep our feet warm once we are in Antarctica. Johannes, who is the cinematographer, and Hauni, pro skier and adventurer, the guy who's been doing these stupid things with me now for ten years. That's it, a team as small as it could get for an expedition that's outcome should be a cinematic film.

But still,
will it be
possible
to ski here?



November 2017

Have you ever seen an Illuschin 76? You should! Better, fly with it! We are now sitting inside this special aircraft, built in Russia for Arctic use, especially for landing on snow and ice. Below the cockpit there is a glass bubble, one of the crew members lying in it, watching the ground. When landing on a continent that's 20 Million km2 just white, (I am talking about Antarctica, not Russia) you need someone who tells you when to hit the floor ;). Inside the aircraft, we are sitting together with 4 dozens other adventurers, all of them attempting to either reach South Pole or cross Antarctica. Some of them for climbing Mt. Vinson, one of the Seven Summits. But nobody for skiing. But we did not really need to tell anyone. It was obvious on first sight, that we are a bit different. All of them wearing super thick expedition boots. Except the three of us. We are in our ski boots. Crazy?! I don't know yet. I just know, we are wearing two sizes bigger than usual to prevent from freezing off toes. And we have our felt boots with us. So we are safe. We look like kids between all of them, it's not just the ski boots, also the clothing, we are wearing our Peak Performance ski clothes, of course I am having my down jackets and a down pants with me, but no special expedition suit. We know, that our equipment will be perfect for Antarctica. We just did not find out yet...

5 hours later,

we are standing on a different planet. There is ice, a super cold wind and emptiness. and after the aircraft left, pure silence. We worked on making this become reality for 15 months. Now we are there, unbelievable. But still, will it be possible to ski here?

3 days later

we leave the base camp, where all adventurers settle before leaving for their expeditions. The difference!? All of them leave with a small aircraft to get inside Antarctica to another place to start their missions. We don't. We walk. We walk, hauling two sleds each. Everyone hauls 100kg of equipment, food, gas. We hike directly into direction of the mountains. We can see them, they seem close. But nothing is close when you man haul a 100kg sled. And everything seems much closer in dry, clean air and when not having any reference points like trees, houses,...

„Impossible“
is just
a word.

9 days later

The past week was very intense. While walking it's quite ok with the temperature, but as soon as you rest, you almost freeze. Ah yes, why we did not use our kites yet? Hm, there was no wind, unusual for Antarctica, but it can happen. We figured out that a lot of things are different here in the mountains of Antarctica. And that the weather is absolutely unpredictable.

Now

Damn! The kite got caught by a massive gust! I am flying, I try to protect my shoulder, dislocated it six months earlier, then, ouch, I am touching ground, all white, a split second later, my sleds pass by, like a train. Kite is still in the air and drags me through the snow. At least there are no trees I could bump in. But I need to solve this right now...



If you want to find out how this story ends, if we managed it to do Big Mountain Skiing in Antarctica, watch **No Man's Land - Expedition Antarctica** coming Fall 2018 into cinemas.

RIPSTICK 116

The biggest and baddest big mountain slayer is back, and it's not taking prisoners. Designed by our athletes and pushed by the worlds best, the Ripstick 116 will assault the steepest and deepest with reckless abandonment.



KIDS ON SNOW

How to Raise a Lifelong Skier.

 Krista Crabtree  Klemen Razinger

When asked to describe myself, I always say “skier” along with “mom” and “writer.” I was brought up in a ski family, and without question, my daughter would be a skier too. I learned, however, that like the weather, I couldn’t control the desires or motivations of my child—but with a little preparation and thought, you can point a child in the right direction. When my daughter was little, she was more interested in making angels in the snow than turns. I worried that she wouldn’t like skiing. After a few ski lessons, she started to enjoy it. It was fun to be with other kids and friendly instructors. Her skiing ability increased incrementally as she developed her motor skills and coordination. Then I made a mistake. Years ago I wrote an article called “Confessions of a Ski Industry Mom” for a trade publication. In that article, I confessed to over-terraining my daughter (taking my

child in terrain that challenged her ability level) in a moment of “powder panic” in fresh snow. As a ski instructor, I knew that I should keep my child on gentle or moderate terrain as she developed her skills. But my reptilian skier brain took over that day and it resulted in tears—from both of us. I’m happy to say that years later, there appears to be no lasting damage and now my 12-year-old daughter is officially a skier who loves powder days, jumping off of cornices and carving turns down steep runs. My husband and I worked hard at being patient and helping her develop her skills by putting her in lessons and ultimately a race program. Then we reinforced what the pros told her to work on. Now we’re a ski family, just like I hoped for. The following tips are insights I’ve learned throughout my journey as a ski parent. Mistakes are bound to happen, but hopefully

they turn into learning experiences that ultimately help your child become a lifelong skier.



Leave it to the Pros

Every ski instructor I’ve spoken to recommends putting your child in ski lessons primarily because kids respond well to someone else teaching them besides their parents. When you enlist the help of a ski pro, you can still teach your child by repeating what the instructor said. Don’t be shy in asking your child’s instructor or coach what he or she should work on—then talk about that with your child. It’s helpful to use the same language as the instructor does so that you can reinforce the concepts learned in the lesson.

Be a Guide

Many parents take their kids on runs because they want to ski there, not because it’s appropriate for their child’s skill level. The best mountain guides do what’s right for the group, not themselves. If you over-terrain your child, it can reinforce bad habits. Children’s physical developments vary and they can’t necessarily ski like you: They often lack the coordination or strength needed to flex their joints and will lean on the back of their ski boots as the run gets steeper. It’s common to see kids make parallel turns on appropriate terrain for their ability level and wedge turns as the slope angle increases. If you see this change in your child’s skiing, head back to easier terrain.

Make it Fun

When I was anxious about whether or not my child would become a lifelong skier, I forgot to make the moment fun. Kids live in the present moment and when I thought about skiing from a child’s perspective, we had a blast. Look at the mountain the way a kid does. Seek out family fun zones. Most resorts have special areas just for kids, often with features to ski under or through or colorful pictures or characters to look at. You can sneak in skill-building activities as well. Try things like hockey stop or hopping contests, counting bumps or fun races on gentle or moderate terrain.

Address the Fear

If you help develop your child’s skills on flat or gentle terrain, he or she should be able to handle steep as strength and coordination increase. However, some kids get scared when they see something steep or icy-looking. Since kids are visual, have your child focus only on a few turns ahead. He or she can sing a favorite song or leave marks in the snow—anything to help redirect fear and focus on the task of skiing. After you all get to the bottom of the run, celebrate the accomplishment.

Find the Right Gear

Most ski pros agree that a soft-flexing boot is crucial for young skiers. An over-stiff boot means kids will over-flex in the knee and the hip and not the ankle joint, which is important in learning how to carve. I made the mistake of buying a used pair of boots for my daughter that were too stiff and it literally set her back: I could see her standing more upright, thus unable to pressure the front of her skis and turn effectively. The proper ski length is important as well—a rule of thumb is don’t choose a ski that goes above a child’s third eye. The shorter the ski, the easier it is to turn, however too short and the child will “outski” the ski.

Lower Your Expectations

Zen practitioners talk about raising acceptance and lowering expectation. I learned the hard way that this concept pertains to skiing with kids. Once I became more in-tune with my daughter’s energy level and lowered my expectations, we had more success on the slopes. Sometimes you need to call it a day early because developing muscles wear out quickly and the slopes can be over-stimulating, resulting in the dreaded meltdown. Try redirecting: There are lots of other fun things to see and do at ski areas. Activities like ice-skating, tubing and jumping on trampolines can help with balance and coordination and make ski vacations exciting for kids. Lastly, peer pressure, or including other kids, can help everyone have more fun because skiing with friends helps to ease the challenging dynamic between parent and child.

ELAN
SKIS
COLLECTION
2018/2019

BLACK EDITION



NEW MODEL

AMPHIBIO
BLACK EDITION
FUSION

SALES CODE
ABGEEM18

PROFILE
Amphibio

TECHNOLOGY
Amphibio 4D Technology, Dual Shape, RST sidewall, Response Frame Woodcore, Dual Ti, Carbon, NanoTech running base

GEOMETRY
121/73/104

LENGTH RADIUS
166(14.5),
172(15.7),
178(17.0)

SYSTEM PLATE
FUSION +
Preshaped
Lightweight Plate

BINDING
ELX 12.0 FUSION
GW B85



NEW MODEL

RIPSTICK
BLACK EDITION

SALES CODE
ADDEFB18

PROFILE
Amphibio

TECHNOLOGY
TNT technology, SST sidewall, TubeLite Woodcore, VaporTip, Carbon,

GEOMETRY
134/96/113

LENGTH RADIUS
167(14.9),
174(16.2),
181(18.0),
188(19.5)

SYSTEM PLATE
Flat

BINDING
ATTACK2 13 AT
W_0 BRAKE



NEW MODEL

DELIGHT
BLACK EDITION
POWER SHIFT

SALES CODE
AC3EKFAB

PROFILE
Early Rise Rocker

TECHNOLOGY
Embellished with crystals from Swarovski®, SlimShape Technology, RST sidewall, TubeLite woodcore, Carbon

GEOMETRY
125/78/107

LENGTH RADIUS
146(10.6),
152(11.7),
158(12.8),
164(14.4)

SYSTEM PLATE
Power Shift

BINDING
ELX 11.0 SHIFT
GW B85

ALL MOUNTAIN ELEMENT



NEW MODEL

ELEMENT
GREEN
LIGHT SHIFT

SALES CODE
ABLEFL18

PROFILE
Parabolic Rocker

TECHNOLOGY
Groove Technology, Power Shell, Dual Woodcore, Fiberglass

GEOMETRY
127/76/102

LENGTH RADIUS
152(12.0),
160(13.5),
168(15.2),
176(16.9)

SYSTEM PLATE
Light shift

BINDING
EL 10.0 SHIFT
GW B85



NEW MODEL

ELEMENT
BLUE ORANGE
LIGHT SHIFT

SALES CODE
ABLEFM18

PROFILE
Parabolic Rocker

TECHNOLOGY
Groove Technology, Power Shell, Dual Woodcore, Fiberglass

GEOMETRY
127/76/102

LENGTH RADIUS
152(12.0),
160(13.5),
168(15.2),
176(16.9)

SYSTEM PLATE
Light shift

BINDING
EL 10.0 SHIFT
GW B85



NEW MODEL

ELEMENT
WHITE BLUE
LIGHT SHIFT

SALES CODE
ABLEJX18

PROFILE
Parabolic Rocker

TECHNOLOGY
Groove Technology, Power Shell, Dual Woodcore, Fiberglass

GEOMETRY
127/76/102

LENGTH RADIUS
144(10.6),
152(12.0),
160(13.5),
168(15.2)

SYSTEM PLATE
Light shift

BINDING
EL 10.0 SHIFT
GW B85



NEW MODEL

ELEMENT
BLACK BLUE
LIGHT SHIFT

SALES CODE
ABLEMM18

PROFILE
Parabolic Rocker

TECHNOLOGY
Groove Technology, Power Shell, Dual Woodcore, Fiberglass

GEOMETRY
127/76/102

LENGTH RADIUS
144(10.6),
152(12.0),
160(13.5),
168(15.2)

SYSTEM PLATE
Light shift

BINDING
EL 10.0 SHIFT
GW B85



NEW MODEL

AMPHIBIO 16 TI2
FUSION

SALES CODE
ABHDZJ18

PROFILE
Amphibio

TECHNOLOGY
Amphibio 4D Technology, Dual Shape, RST sidewall, Response Frame Woodcore, Dual Ti, NanoTech running base

GEOMETRY
121/73/104

LENGTH RADIUS
160(13.3),
166(14.5),
172(15.7),
178(17.0)

SYSTEM PLATE
Fusion

BINDING
ELX 12.0 FUSION
GW B85



NEW MODEL

AMPHIBIO 14 TI
FUSION

SALES CODE
ABIDZM18

PROFILE
Amphibio

TECHNOLOGY
Amphibio 4D Technology, Dual Shape, RST sidewall, Response Frame Woodcore, Mono Ti, NanoTech running base

GEOMETRY
121/73/104

LENGTH RADIUS
160(13.3),
166(14.5),
172(15.7),
178(17.0)

SYSTEM PLATE
Fusion

BINDING
ELX 11.0 FUSION
GW B85

ALL MOUNTAIN AMPHIBIO



AMPHIBIO 12 TI
POWER SHIFT

SALES CODE
ABJDZQ18

PROFILE
Amphibio

TECHNOLOGY
Amphibio 4D Technology, Dual Shape, RST sidewall, Power Woodcore, Mono Ti

GEOMETRY
125/78/107

LENGTH RADIUS
152(11.8),
160(13.3),
168(14.9),
176(16.5)

SYSTEM PLATE
Power shift

BINDING
ELX 11.0 SHIFT
GW B85



NEW MODEL

AMPHIBIO 10 TI
POWER SHIFT

SALES CODE
ABKEDZ18

PROFILE
Amphibio

TECHNOLOGY
Amphibio 4D Technology, Dual Shape, DST sidewall, Power Woodcore, Mono Ti

GEOMETRY
127/77/105

LENGTH RADIUS
146(10.4),
152(11.5),
160(12.9),
168(14.4),
176(16.0)

SYSTEM PLATE
Power shift

BINDING
ELX 11.0 SHIFT
GW B85



NEW MODEL

AMPHIBIO 8
POWER SHIFT

SALES CODE
ABLEEC18

PROFILE
Amphibio

TECHNOLOGY
Amphibio 4D Technology, Dual Shape, DST sidewall, Laminated Woodcore, XTi

GEOMETRY
127/77/105

LENGTH RADIUS
152(11.5),
160(12.9),
168(14.4),
176(16.0)

SYSTEM PLATE
Power shift

BINDING
ELX 12.0 SHIFT
GW B85



NEW MODEL

AMPHIBIO 88
XTI FUSION

SALES CODE
ABAEDQ18,
ABCEDT18 (flat)

PROFILE
Amphibio

TECHNOLOGY
Amphibio 4D Technology, Dual Shape, RST sidewall, Power Woodcore, XTi

GEOMETRY
135/88/116

LENGTH RADIUS
170(15.5),
176(17.2),
184(19.0)

SYSTEM PLATE
Fusion / Flat

BINDING
ELX 12.0 FUSION
GW B95



NEW MODEL

AMPHIBIO 84
XTI FUSION

SALES CODE
ABBDYZ18
ABBEAD18 (flat)

PROFILE
Amphibio

TECHNOLOGY
Amphibio 4D Technology, Dual Shape, RST sidewall, Power Woodcore, XTi

GEOMETRY
131/84/112

LENGTH RADIUS
164(14.6),
170(15.8),
176(17.1),
182(18.5)

SYSTEM PLATE
Fusion / Flat

BINDING
ELX 11.0 FUSION
GW B85



NEW MODEL

AMPHIBIO 84 TI
POWER SHIFT

SALES CODE
ABDEAK18
ABFEAN18 (flat)

PROFILE
Amphibio

TECHNOLOGY
Amphibio 4D Technology, Dual Shape, RST sidewall, Power Woodcore, Mono Ti

GEOMETRY
131/84/112

LENGTH RADIUS
164(14.6),
170(15.8),
176(17.1),
182(18.5)

SYSTEM PLATE
Power Shift / Flat

BINDING
ELX 11.0 SHIFT
GW B85



NEW MODEL

AMPHIBIO 80 TI
POWER SHIFT

SALES CODE
ABFDZF18
ABFEAN18 (flat)

PROFILE
Amphibio

TECHNOLOGY
Amphibio 4D Technology, Dual Shape, DST sidewall, Power Woodcore, Mono Ti

GEOMETRY
126/80/108

LENGTH RADIUS
152(11.5),
160(12.9),
168(14.4),
176(16.0)

SYSTEM PLATE
Power Shift / Flat

BINDING
ELX 11.0 SHIFT
GW B85



NEW MODEL

AMPHIBIO 78 TI
POWER SHIFT

SALES CODE
ABEEJ18

PROFILE
Amphibio

TECHNOLOGY
Amphibio 4D Technology, Dual Shape, DST sidewall, Power Woodcore, Mono Ti

GEOMETRY
127/78/105

LENGTH RADIUS
152(11.5),
160(12.9),
168(14.4),
176(16.0)

SYSTEM PLATE
Power Shift

BINDING
ELX 11.0 SHIFT
GW B85



NEW MODEL

AMPHIBIO 76
POWER SHIFT

SALES CODE
ABGEEF18

PROFILE
Amphibio

TECHNOLOGY
Amphibio 4D Technology, Dual Shape, DST sidewall, Power Woodcore, Fiberglass

GEOMETRY
127/76/105

LENGTH RADIUS
152(11.5),
160(12.9),
168(14.4),
176(16.0)

SYSTEM PLATE
Power Shift

BINDING
EL 10.0 SHIFT
GW B85



ELANSKIS.COM

RACE PRECISION



SLX FUSION

SALES CODE
AAKEBT18

PROFILE
Arrow Rocker

TECHNOLOGY
Arrow Technology, RST Sidewall, Response Frame Woodcore, Dual Ti, NanoTech running base

GEOMETRY
121/68/104

LENGTH RADIUS
155(11.0),
160(12.0),
165(12.8),
170(13.5)

SYSTEM PLATE
Fusion + Arrow
Carbon Plate /
RacePlate EVO

BINDING
ELX 12.0 FUSION
GW B85 /
ER 17.0 FF EVO



SL FUSION

SALES CODE
AALEET18

PROFILE
Arrow Rocker

TECHNOLOGY
Arrow Technology, RST Sidewall, Response Frame Woodcore, MonoTi, NanoTech running base

GEOMETRY
121/68/104

LENGTH RADIUS
155(11.0),
160(12.0),
165(12.8),
170(13.5)

SYSTEM PLATE
Fusion + Arrow
Plate

BINDING
ELX 11.0 FUSION
GW B85



GSX FUSION

SALES CODE
AAJEEQ18

PROFILE
Arrow Rocker

TECHNOLOGY
Arrow Technology, RST Sidewall, Response Frame Woodcore, Dual Ti, NanoTech running base

GEOMETRY
110/69/94

LENGTH RADIUS
170(17.4),
175(19.0),
180(21.2)

SYSTEM PLATE
Fusion + Arrow
Carbon Plate /
RacePlate EVO

BINDING
ELX 12.0 FUSION
GW B85 /
ER 17.0 FF EVO



NEW MODEL

GSX MASTER
PLATE

SALES CODE
AABEH18

PROFILE
Arrow Rocker

TECHNOLOGY
Arrow Technology, RST Sidewall, Response Frame Woodcore, Dual Ti, NanoTech running base

GEOMETRY
110/69/94

LENGTH RADIUS
175(19.0),
180(21.2),
185(25.1)

SYSTEM PLATE
EP 11.5 DUO +
Arrow Carbon
Plate

BINDING
ER 17.0 FF EVO

FREERIDE RIPSTICK



NEW MODEL

RIPSTICK 116

SALES CODE
ADDDXL18

PROFILE
Amphibio

TECHNOLOGY
TNT technology, SST sidewall, TubeLite Woodcore, VaporTip, Fiberglass

GEOMETRY
143/116/132

LENGTH RADIUS
165(20.3),
193(22.9)

SYSTEM PLATE
Flat

BINDING
ATTACK2 18 (X) AT
W_0 BRAKE



NEW MODEL

RIPSTICK 106

SALES CODE
ADDDXG18

PROFILE
Amphibio

TECHNOLOGY
TNT technology, SST sidewall, TubeLite Woodcore, VaporTip, Fiberglass

GEOMETRY
140/106/122

LENGTH RADIUS
167(16.8),
174(17.0),
181(18.1),
188(20.4)

SYSTEM PLATE
Flat

BINDING
ATTACK2 13 AT
W_0 BRAKE



NEW MODEL

RIPSTICK 96

SALES CODE
AD1DXG18

PROFILE
Amphibio

TECHNOLOGY
TNT technology, SST sidewall, TubeLite Woodcore, VaporTip, Fiberglass

GEOMETRY
134/96/113

LENGTH RADIUS
167(14.9),
174(16.2),
181(18.0),
188(19.5)

SYSTEM PLATE
Flat

BINDING
ATTACK2 13 AT
W_0 BRAKE



NEW MODEL

RIPSTICK 86

SALES CODE
ADDDXR18

PROFILE
Mountain Rocker

TECHNOLOGY
TNT technology, SST sidewall, TubeLite Woodcore, VaporInserts, C/A AluPlate, Carbon Power Shell

GEOMETRY
128/87/108

LENGTH RADIUS
163(15.4),
170(16.2),
177(17.6),
184(19.2)

SYSTEM PLATE
Flat

BINDING
ATTACK2 11 GW
W_0 BRAKE



NEW MODEL

BEX 94
CARBON XLT

SALES CODE
ADJDBJ17

PROFILE
Mountain Rocker

TECHNOLOGY
Bridge Technology, Tubelite Woodcore, Vapor Inserts, C/A AluPlate, Fiberglass

GEOMETRY
130/94/111

LENGTH RADIUS
163(15.9),
170(20.1),
177(21.2),
184(22.7)

SYSTEM PLATE
Flat

BINDING
ION 12



NEW MODEL

IBEX 94
CARBON

SALES CODE
ADKDBM17

PROFILE
Mountain Rocker

TECHNOLOGY
Bridge Technology, Tubelite Woodcore, Vapor Inserts, C/A AluPlate, Fiberglass

GEOMETRY
130/94/111

LENGTH RADIUS
163(15.9),
170(20.1),
177(21.2),
184(22.7)

SYSTEM PLATE
Flat

BINDING
ION 12

ELAN
SKIS
COLLECTION
2018/2019

ADVENTURE IBEX



**IBEX 84
CARBON XLT**

SALES CODE
ADJCV17

PROFILE
Mountain Rocker

TECHNOLOGY
Bridge Technology,
Tubelite Woodcore,
Vapor Inserts,
CYA AluPlate,
Carbon Power Shell

GEOMETRY
120/84/105

LENGTH RADIUS
156(17.0/16.0),
163(18.0/17.0),
170(19.0/18.0),
177(20.0/19.0)

SYSTEM PLATE
Flat

BINDING
ION 12



**IBEX 84
CARBON**

SALES CODE
ADMDBF17

PROFILE
Mountain Rocker

TECHNOLOGY
Bridge Technology,
Tubelite
Woodcore,
Vapor Inserts,
CYA AluPlate,
Fiberglass

GEOMETRY
120/84/105

LENGTH RADIUS
156(17.0/16.0),
163(18.0/17.0),
170(19.0/18.0),
177(20.0/19.0)

SYSTEM PLATE
Flat

BINDING
ION 12



IBEX 84

SALES CODE
ADNDBH17

PROFILE
Mountain Rocker

TECHNOLOGY
Bridge Technology,
Laminated
Woodcore,
Vapor Inserts,
CYA AluPlate,
Fiberglass

GEOMETRY
120/84/105

LENGTH RADIUS
156(17.0/16.0),
163(18.0/17.0),
170(19.0/18.0),
177(20.0/19.0)

SYSTEM PLATE
Flat

BINDING
ION 12



IBEX 78

SALES CODE
ADOEKL18

PROFILE
Mountain Rocker

TECHNOLOGY
Bridge technology,
Laminated
Woodcore,
Vapor
Inserts,
Fiberglass

GEOMETRY
114/78/100

LENGTH RADIUS
149(16.0/15.0),
156(17.0/16.0),
163(18.0/17.0),
170(19.0/18.0),
177(20.0/19.0)

SYSTEM PLATE
Flat

BINDING
ION 12



**BEX TACTIX
CARBON ION 12**

SALES CODE
ADPEPU18

PROFILE
Mountain Rocker

TECHNOLOGY
Bridge technology,
RST SideWall,
Response Frame
Woodcore, Mono Ti

GEOMETRY
120/84/105

LENGTH RADIUS
163(18.0/17.0),
170(19.0/18.0)

SYSTEM PLATE
Carbon Plate

BINDING
ION 12 Demo



**SPEED MAGIC
POWER SHIFT**

SALES CODE
ACADYJ18

PROFILE
Arrow Rocker

TECHNOLOGY
Arrow Technology,
RST SideWall,
Response Frame
Woodcore, Mono Ti

GEOMETRY
119/68/102

LENGTH RADIUS
145(10.2),
150(10.5),
155(11.0),
160(12.0),
165(12.8)

SYSTEM PLATE
Power Shift +
Arrow Plate

BINDING
ELX 11.0 SHIFT
GW B85



**INTERRA
POWER SHIFT**

SALES CODE
ACBDYR18

PROFILE
Amphibio

TECHNOLOGY
Amphibio 4D
Technology, RST
sideWall, Tubelite
Woodcore, Dual
Shape, Mono Ti

GEOMETRY
130/83/112

LENGTH RADIUS
152(12.2),
158(13.3),
164(14.6)

SYSTEM PLATE
Flat / Power Shift

BINDING
ELW 11.0 SHIFT
GW B85



**INSOMNIA
POWER SHIFT**

SALES CODE
ACCDYK18

PROFILE
Amphibio

TECHNOLOGY
Amphibio 4D
Technology, RST
sideWall, Tubelite
Woodcore, Dual
Shape, Mono Ti

GEOMETRY
121/73/104

LENGTH RADIUS
146(11.3),
152(12.2),
158(13.3),
164(14.5),
170(15.7)

SYSTEM PLATE
Power Shift

BINDING
ELW 11.0 SHIFT
GW B85



**DELIGHT
SUPREME
POWER SHIFT**

SALES CODE
ACFDYU18

PROFILE
Early Rise Rocker

TECHNOLOGY
SlimShape
Technology, RST
sideWall, Tubelite
woodcore,
Fiberglass

GEOMETRY
125/78/107

LENGTH RADIUS
146(10.5),
152(11.5),
158(12.5),
164(14.1)

SYSTEM PLATE
Power Shift

BINDING
ELW 11.0 SHIFT
GW B85

ALL MOUNTAIN W STUDIO



**DELIGHT PRIME
LIGHT SHIFT**

SALES CODE
ACGDYV18

PROFILE
Early Rise Rocker

TECHNOLOGY
SlimShape
Technology, PST
sideWall, Trulite
woodcore

GEOMETRY
126/76/103

LENGTH RADIUS
140(9.3),
146(10.3),
152(11.3),
158(12.4)

SYSTEM PLATE
Light Shift

BINDING
ELW 9.0 SHIFT
GW B85



**DELIGHT STYLE
LIGHT SHIFT**

SALES CODE
ACHDYW18

PROFILE
Early Rise Rocker

TECHNOLOGY
SlimShape
Technology,
SupraLite core

GEOMETRY
124/74/102

LENGTH RADIUS
152(11.8),
160(13.3),
168(14.9),
176(16.5)

SYSTEM PLATE
Light Shift

BINDING
ELW 9.0 SHIFT
GW B85



**DELIGHT MAGIC
LIGHT SHIFT**

SALES CODE
ACIEFN18

PROFILE
Early Rise Rocker

TECHNOLOGY
SlimShape
Technology,
SupraLite core

GEOMETRY
124/74/102

LENGTH RADIUS
140(9.3),
146(10.3),
152(11.3),
158(12.4)

SYSTEM PLATE
Light Shift

BINDING
ELW 9.0 SHIFT
GW B85



**RIPSTICK
102 W**

SALES CODE
ADEXY18

PROFILE
Amphibio

TECHNOLOGY
TNT technology,
SST sideWall,
Tubelite Woodcore,
VaporTip,
Fiberglass

GEOMETRY
143/105/120

LENGTH RADIUS
156(15.0),
163(15.8),
170(17.0),
177(18.1)

SYSTEM PLATE
Flat

BINDING
ATTACK2 13 AT
W_0 BRAKE



**RIPSTICK
94 W**

SALES CODE
AD1DYC18

PROFILE
Amphibio

TECHNOLOGY
TNT technology,
SST sideWall,
Tubelite Woodcore,
VaporTip,
Fiberglass

GEOMETRY
135/95/110

LENGTH RADIUS
156(14.0),
163(15.0),
170(16.2),
177(18.0)

SYSTEM PLATE
Flat

BINDING
ATTACK2 11 GW
W_0 BRAKE



**RIPSTICK
86 W**

SALES CODE
ADGDYF18

PROFILE
Amphibio

TECHNOLOGY
TNT technology,
SST sideWall,
Tubelite Woodcore,
VaporTip,
Fiberglass

GEOMETRY
127/87/106

LENGTH RADIUS
152(13.7),
159(15.4),
166(16.2),
173(17.6)

SYSTEM PLATE
Flat

BINDING
ATTACK2 11 GW
W_0 BRAKE



**RIPSTICK
86 T**

SALES CODE
AD2DXU18

PROFILE
Mountain Rocker

TECHNOLOGY
SST sideWall,
Laminated
Woodcore,
Fiberglass

GEOMETRY
123/86/112

LENGTH RADIUS
138(11.5),
148(12.9),
158(15.0),
168(16.7)

SYSTEM PLATE
Flat

BINDING
ATTACK2 11 GW
W_0 BRAKE



**RIPSTICK
86 TW**

SALES CODE
ADGEKR18

PROFILE
Mountain Rocker

TECHNOLOGY
SST sideWall,
Laminated
Woodcore,
Fiberglass

GEOMETRY
123/86/112

LENGTH RADIUS
138(11.5),
148(12.9),
158(15.0),
168(16.7)

SYSTEM PLATE
Flat

BINDING
ATTACK2 11 GW
W_0 BRAKE



**RS RIPSTICK
SHIFT**

SALES CODE
AFAEAR18

PROFILE
Early Rise Rocker

TECHNOLOGY
WaveFlex, Full
Power Cap,
Dual Woodcore,
Fiberglass

GEOMETRY
114/70.5/99

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

SYSTEM PLATE
SLR2

BINDING
EL 4.5_7.5 AC
SHIFT



**RC RACE
SHIFT**

SALES CODE
AFODZW18

PROFILE
Early Rise Rocker

TECHNOLOGY
WaveFlex, Full
Power Cap,
Dual Woodcore,
Fiberglass

GEOMETRY
114/70.5/99

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

SYSTEM PLATE
SLR2

BINDING
EL 4.5_7.5 AC
SHIFT

ALL MOUNTAIN KIDS



**PINBALL
LIGHT SHIFT**

SALES CODE
AETCVG17

PROFILE
JIB Rocker

TECHNOLOGY
Full Power Cap,
Fiberglass,
Dual Woodcore

GEOMETRY
116/84/111

LENGTH RADIUS
155(13.8),
165(16.1),
175(18.4)

SYSTEM PLATE
Flat / Light Shift

BINDING
ATTACK2 11 GW
W_0 BRAKE/
EL 10.0 SHIFT
GW B85



**PINBALL
QUICK SHIFT**

SALES CODE
AETCVH17

PROFILE
EarlyRise Rocker

TECHNOLOGY
U-Flex
technology*,
Full Power Cap,
Synflex Core,
Fiberglass

GEOMETRY
105/72/97*,
112/81.5/107

LENGTH RADIUS
105(6.9)*,
115(8.8)*,
125(9.6),
135(10.9),
145(12.3)

SYSTEM PLATE
Flat (125-145) /
Quick Shift

BINDING
EL 4.5_7.5 AC
SHIFT WB



**TWIST
LIGHT SHIFT**

SALES CODE
AEUCVJ17

PROFILE
JIB Rocker

TECHNOLOGY
U-Flex
technology*,
Full Power Cap,
Dual Woodcore

GEOMETRY
115/83/110

LENGTH RADIUS
155(13.8),
165(16.1)

SYSTEM PLATE
Flat / Light Shift

BINDING
ATTACK2 11 GW
W_0 BRAKE/
EL 10.0 SHIFT
GW B85



**TWIST
QUICK SHIFT**

SALES CODE
AEUCX18

PROFILE
EarlyRise Rocker

TECHNOLOGY
U-Flex
technology*,
Full Power Cap,
Synflex Core,
Fiberglass

GEOMETRY
105/72/97*,
112/81.5/107

LENGTH RADIUS
105(6.9)*,
115(8.8)*,
125(9.6),
135(10.9),
145(12.3)

SYSTEM PLATE
Flat(125-145) /
Quick Shift

BINDING
EL 4.5_7.5 AC
SHIFT WB



**JETT
QUICK SHIFT**

SALES CODE
AF2DZX18

PROFILE
Early Rise Rocker

TECHNOLOGY
U-Flex technology,
Full Power Cap,
Synflex Core,
Fiberglass

GEOMETRY
101/69/90

LENGTH RADIUS
70(2.5), 80(3.5),
90(4.8), 100(6.2),
110(7.0),
120(8.6),
130(9.4),
140(11.2),
150(13.1)

SYSTEM PLATE
Quick Shift

BINDING
EL 4.5_7.5 AC
SHIFT



**STARR
QUICK SHIFT**

SALES CODE
AF2DZY18

PROFILE
Early Rise Rocker

TECHNOLOGY
U-Flex technology,
Full Power Cap,
Synflex Core,
Fiberglass

GEOMETRY
101/69/90

LENGTH RADIUS
70(2.5), 80(3.5),
90(4.8), 100(6.2),
110(7.0),
120(8.6),
130(9.4),
140(11.2),
150(13.1)

SYSTEM PLATE
Quick Shift

BINDING
EL 4.5_7.5 AC
SHIFT



**SKY
QUICK SHIFT**

SALES CODE
AFDEJY18

PROFILE
Early Rise Rocker

TECHNOLOGY
U-Flex technology,
Full Power Cap,
Synflex Core,
Fiberglass

GEOMETRY
101/69/90

LENGTH RADIUS
70(2.5), 80(3.5),
90(4.8), 100(6.2),
110(7.0),
120(8.6),
130(9.4),
140(11.2),
150(13.1)

SYSTEM PLATE
Quick Shift

BINDING
EL 4.5_7.5 AC
SHIFT



**MAXX BLK
BLUE
QUICK SHIFT**

SALES CODE
AFDEJZ18

PROFILE
Early Rise Rocker

TECHNOLOGY
U-Flex technology,
Full Power Cap,
Synflex Core,
Fiberglass

GEOMETRY
101/69/90

LENGTH RADIUS
70(2.5), 80(3.5),
90(4.8), 100(6.2),
110(7.0),
120(8.6),
130(9.4),
140(11.2),
150(13.1)

SYSTEM PLATE
Quick Shift

BINDING
EL 4.5_7.5 AC
SHIFT



**MAXX BLK
RED
QUICK SHIFT**

SALES CODE
AFDEGF18

PROFILE
Early Rise Rocker

TECHNOLOGY
U-Flex technology,
Full Power Cap,
Synflex Core,
Fiberglass

GEOMETRY
101/69/90

LENGTH RADIUS
70(2.5), 80(3.5),
90(4.8), 100(6.2),
110(7.0), 120(8.6),
130(9.4),
140(11.2),
150(13.1)

SYSTEM PLATE
Quick Shift

BINDING
EL 4.5_7.5 AC
SHIFT

KIDS BOOTS



EZYY 2

SALES CODE
RBJA0316 (EZYY XS),
RBJA0117 (EZYY 1),
RBJA0217 (EZYY 2)

TECHNOLOGY
LightWeight (EZYY XS)
U-Flex™, Volume Control
Plate VCP (BLOOM 1/2)

CONSTRUCTION
Cabrio construction

SHELL
Polypropylene

LINER
Thermo insulating, Junior
Comfort, Junior Last

SIZE
150, 155, 160, 165 (EZYY XS),
170, 175, 180, 185, 190, 195
(EZYY 1), 200, 205, 210, 215,
220, 225 (EZYY 2),

BUCKLES
1 nylon buckle (EZYY XS/
EZYY 1), 2 nylon buckles
(EZYY 2)

COLOR
Green/Black



BLOOM 2

SALES CODE
RBJB0316 (BLOOM XS),
RBJB0117 (BLOOM 1),
RBJB0217 (BLOOM 2)

TECHNOLOGY
LightWeight (BLOOM XS)
U-Flex™, Volume Control
Plate VCP (BLOOM 1/2)

CONSTRUCTION
Cabrio construction

SHELL
Polypropylene

LINER
Thermo insulating, Junior
Comfort, Junior Last

SIZE
150, 155, 160, 165 (EZYY XS),
170, 175, 180, 185, 190, 195
(EZYY 1), 200, 205, 210, 215,
220, 225 (EZYY 2),

BUCKLES
1 nylon buckle (BLOOM XS/1),
2 nylon buckles (BLOOM2)

COLOR
White/Pink



ELAN MUSEUM

Elan has a rich history in the making of skis, boats, sports equipment and other products. The story of the company can now be experienced firsthand at the Elan Alpine Skiing Museum that opened its doors as part of the factory in Begunje, Slovenia.



To fully understand the meaning and importance of Elan we first require some historic context. For Slovenians Elan has always been much more than just a ski manufacturer. It may be difficult to understand for some just how a relatively simple and somewhat less important product could have such a profound social impact and effect on the identity of a nation. In this sense Elan skis are something very special, different and unique ...They are also a logical continuation of the rich Slovenian skiing tradition that goes back centuries. Elan skis were born before the Second World War and they were born from love and passion. Their father Rudi Finžgar was an accomplished skier and ski jumper who made skis for himself and a few of his friends. During the war Elans took their place on the front line as Finžgar made them for the Slovenian partisans. Then came that September day in 1945 when the beacon of freedom and hope had been shining for just a few months, when the Elan sports equipment production co-operative was born. Rudi Finžgar then uttered a sentence that later became legendary: "Who can think of sleep, of money? A September day after the war has ended. The world is waiting for me. And for Elan."



In the times of former Yugoslavia Elan slowly took on the role of a Slovenian national symbol. We were more proud of the skis from Begunje than the national flag. In the former common country it was perhaps skiing that gave us our confidence. We may not have been the best at football, but we were the best skiers. And we could walk with a proud smile all the way to the other end of the country. Back then Elans bore a tiny inscription stating "Made in Yugoslavia", but we all knew it actually meant made in Slovenia. Never before nor after did we know a brand name that we could identify with as strongly as with Elan skis. Perhaps the greatest characteristic of Elans was the fact that their impact was not limited to just local pride that stemmed from a situation in a rather specific country. Their fame soon outgrew the republic, common country and even the political bloc in which they were born. Elan's products were simply too good, too innovative and technologically advanced to remain unnoticed, even if they came from the wrong side of the iron curtain. Begunje was the home of the greatest minds in skiing that baffled competitors from larger countries that claimed the Alps as their own. Rudi Finžgar 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. Perhaps the greatest among the many inventions was the deep sidecut ski that changed the way we skied for ever. Since fortune favors the bold Elan's story had its share of lucky encounters. One of the greatest was the legend that is Ingemar Stenmark, the greatest skier of all time, who won all his 86 World Cup races on Elan skis. Alongside Stenmark Elan skis were also used with great effect by other ski aces, particularly Slovenian ones led by Bojan Križaj and Mateja Svet. Today the torch of Elan skis is carried by ski cross racers who brought home four of the six available medals at the Pyeongchang Olympics, including both golds.

All this tradition and history now has a tangible form, a voice and image. The Elan factory in Begunje, Slovenia, has opened the Elan Museum. Elan has again taken on the role of innovator, becoming the first ski manufacturer with its own museum. "The idea of a museum grew for several years. We pondered for a long time on how to present Elan's history, tradition and the innovations that have shaped skiing for more than seventy years in a single

location. Now we have finally opened our own museum and we are very proud of it," says Rebeka Lah Notar, Project Manager at Elan's marketing department and head of the Elan Museum.

Elan is the first ski manufacturer to open its own museum.



column by
Ingemar Stenmark

Medals, titles and awards

I was never one to reminisce much about my memories and past successes. Actually, I don't think about them at all and have already forgotten many. I feel that living in the past has no meaning. Resting on old laurels is nothing more than resting. Today it's 2018 and all these things took place in the seventies and eighties of the past century. It was all so long ago that both a century and a millennium have turned since then.

But here and there some little things I see or feel reminds me of my skiing career. Every four years, when it's time for the Olympics again, some reporter usually remembers me and my achievements. Questions from the press then tend to start a chain reaction of thoughts and memories and when they bubble up to the surface I often ask myself just how deep in my subconscious I have buried them that they so seldom come up. It is actually difficult for me to speak of my achievements and I really don't want it to seem like I am singing my own praises. I could say that I am one of those lucky athletes whose careers passed with no major turmoil. I never had problems with injury and I guess my parents and nature gave me a good predisposition for sports. But perhaps my greatest stroke of good luck was being truly in love with skiing, so I never really saw training and all the other stuff that goes with it as hard work. All of this probably contributed to me winning just about every major title over a period of twenty years.

When asked how I would rank all of my wins and medals, I find myself in a major predicament. I don't know. I can't. It just can't be done. Every race, every win, every medal and every cup is a separate story. Generally an Olympic gold medal is considered the most valuable and, emotionally speaking, that is true. After all, an athlete only gets a chance to win an Olympic medal once every four years. But on the other hand, a crystal globe, be it small or large, can't be won on luck. A World Cup title is a result of constant form throughout the season. During my career, World Championships were also held every four years, so in sporting terms the title of World Champion is comparable to an Olympic gold. Today World Championships happen every two years, so the profile of the title is slightly reduced. I often get asked which medal or title is my favorite. That too is a very difficult decision. In the end, I would have to go with the win in the Olympic giant slalom in Lake Placid 1980. Before the Games, I won 12 World Cup giant slalom races in a row, so everybody expected me to win. But the expectations put on a lot of pressure. During my career, the Olympic Games were only open to athletes with an amateur status. In 1972 Karl Schranz was even expelled from the Sapporo Games due to his alleged professional status, and his was not the only case. After winning two gold medals at Lake Placid I felt happy and had no need to win more medals. So I consciously decided to take the so-called B license, a sort of professional status, and therefore disable myself from participating in the Sarajevo Games. Since then I focused mostly on World Cup wins.

It is true that sporting successes open many doors and in this sense Olympic medals carry a particular status. Although it now seems like it all took place in a different lifetime, my skiing successes still give me a degree of recognizability. After all, I probably have my successes in skiing to thank for the opportunity to participate in the Swedish version of Dancing With The Stars a few years ago...

Ingemar Stenmark

Always Good Times

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- EASY TURNING
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**BLACK
EDITION**
2018/19

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