

# ELAN MAGAZINE

**NO.4**  
WINTER 2017/18

*Always Good Times*



**HANDCRAFTED  
IN THE ALPS**  
SANDWICH

**GLEN PLAKE**  
ELAN & I

**IBEX TACTIX**  
THE FOLDABLE SKI

**JULIAN ALPS**  
OUR TEST  
PLAYGROUND

**SKI CROSS**  
GANG OF MISFITS

**BALKANS**  
FROM MOUNTAIN  
TO VALLEY

**W STUDIO**  
THE YEAR  
OF THE WOMAN

**INGEMAR STENMARK**  
COLUMN



# Always Good Times



Good times is what Elan is all about, and the best times are those spent with friends and family in the mountains. Whether it's a family weekend road trip to your favorite local destination or a backcountry adventure with your best buddies, it's always good times when you surround yourself with the ones you're closest to.

**elan**

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# CONTENT

6  
NEWS

8  
ELAN & I

16  
SANDWICH

18  
SKIS THAT  
DON'T SKID

20  
SPORTS DOCTOR

22  
GANG OF MISFITS

28  
BIG WHITE

32  
ARROW

34  
JULIAN ALPS

40  
GOOD TIMES

44  
FROM MOUNTAIN  
TO VALLEY

50  
ELAN FEMALE  
CHAIN OF  
COMMAND:  
FROM CONCEPT  
TO CONSUMING

58  
KIDS ON SNOW

60  
LOVE YOUR SKIS

62  
ELAN SKIS  
COLLECTION  
2017/2018

67  
COLUMN  
BY INGEMAR  
STENMARK

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Winter 2017/18

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Peter Morning



## ALWAYS GOOD TIMES... FOR MORE THAN 70 YEARS

At Elan, Always Good Times is more than just our tagline, they are words we live by. For more than 70 years, we have been handcrafting skis with pride in the Slovenian Alps. Think about that for a second. We build skis, that's what we do. Meaning, we build equipment for athletes and skiers around the world who started skiing to have a good time. So when it comes right down to it, we've been providing skiers with a good time for a long time, and it shows in everything we do.

In this seasons Elan Magazine, our 4<sup>th</sup> edition, you'll find many examples of how Elan expresses Always Good Times.

Let's start with the most prolific and arguably most recognizable ski athlete in the world, Glen Plake. He alone, personifies a good time – from diamond toothed Cheshire cat grin to his trademark cackle, Plake has continued to evolve with the sport and push himself to new challenges. He's been with Elan for 10 years and we celebrate by taking a look back at his experiences and impact on Elan over the last decade, from the eastern slopes of the Sierra Nevada and Mammoth Mountain USA to the heights of the Himalaya.

In sharing with the same good times theme, we'll take a deep dive into the world of the Elan Ski Cross team in Gang of Misfits and travel in the Alps with our W Studio team of women and discover how Elan has lead women's ski design for more than 15 years - what sets the team and our manufacturing apart from everyone else. Good times also come in unique adventures, like a kayak/ski touring trip with Rok Rozman down the isolated rivers of the Dinaric Alps and an in depth interview with a true adventurer Matthais Mayr. And finally a few words from the legend himself, Ingemar Stenmark, who helped define the world of skiing in his own right and put Elan on the world stage many years ago.

In all, this is our brand testimony - who we are, what we do and how we do it. From our award winning technologies that have made skiing easier for millions, to Olympic podiums, to the highest peaks on Earth and to the friends and families who have made the mountain lifestyle a reflection of who they are – we're all skiers, and where there are skiers there are ALWAYS GOOD TIMES.

 Jeff Mechura, Director of Brand Development, Managing Director, North America

# INTERNATIONAL AWARDS FOR ELAN PRODUCTS

Once again, 2017 brings exceptional international praise and awards for Elan skis. Their innovation, design, performance and originality impressed juries and testers that award prestigious recognition in technology and design. It has proven to be another successful year for Elan products with Red Dot, ISPO and other awards.

Elan has received another **Red Dot award**, one of the most prestigious design awards in the world. This year the jury awarded the Elan Ibex 84 Carbon XLT ski in the High Design Quality category. Elan has thus added another to its already sizeable collection of Red Dots. 2017 marks the eleventh Red Dot for the Begunje company since 2007.

Elan products also gained success at the ISPO sports equipment fair in Munich, bringing home two awards:

- **ISPO Award Gold Winner for the Ibex 84 Carbon XLT touring ski,**
- **ISPO Award Winner for the top of the range SLX Fusion ski.**

In the USA, Ski Magazine awarded the Hot Gear designation to women's freeride Ripstick 102 W ski and the Ibex 84 Carbon XLT touring ski, while the winter sports website pugski.com honored the SLX Fusion ski with the title of "best in snow". Elan skis received an additional five awards at this year's SIA Snow Show in Denver, one of the largest American winter sports events.

"The awards reaffirm the high quality, innovation and design of Elan skis which are rightfully placed among the best in the industry.

This year's ISPO fair begun better than we could have wished for. The new Elan Ibex touring ski received the Gold Winner award, the highest recognition in its category. This shows that we are able to offer the best product in a market filled with niche and highly specialized brands. We are also proud of the fact that dealers selected our German subsidiary as "supplier of the year", confirming that our excellence reaches beyond our products and that our integrated sales and marketing approach is on the right track," said Leon Korošec, Director of the Winter Sports Division at Elan.



Ibex 84 Carbon XLT



SLX Fusion



reddot award 2017  
winner

Ibex 84 Carbon XLT



Amphibio 84 XTI  
SLX Fusion  
Ibex 94 Carbon



Amphibio 84 XTI



Ibex 94 Carbon  
SLX Fusion



SLX Fusion



Ibex 94 Carbon XLT  
Ripstick 102W

## NEWS



### SUPER SKI CROSSERS

Elan's bright racing green has become a mainstay in the world of ski cross. Our international team has members from around the world. There are Canadians Kevin Drury, Mathieu Leduc, Brady Leman, Dave Duncan, Ian Deans, Kelsey Serwa, Brittany Phelan and Georgia Simmerling; Russians Semen Denshchikov, Egor Korotkov, Sergei Ridzik and Anastasiia Chirtcova; Italian Marco Tomasi, Swedes Eric Mobarg, David Mobarg and Viktor Sticko; Frenchmen Terence Tchiknavorian and Sebastian Lepage; Slovenians Filip Flisar and Blaž Ogorelc, Czech Nikol Kucerova and Swiss Ryan Regez. Over the past season members of the Elan team have stood on the podium eleven times, four of those times on the highest step. As a team, they've earned fifty placements among the top ten. Brady Leman and Filip Flisar were the most successful racers of the season, coming in second and fourth overall, respectively.



### ELAN COLLABORATES WITH THE BEST SKI CENTERS IN CHINA

China has become the most active ski market in the world. The last few years have seen the development of many new ski areas with the support of the government, who have set a goal to greatly increase the number of people who ski. Elan has a strong presence in China, and its partners include the best ski areas in the country. As a result, Elan has concluded a long term partnership agreements and will equip ski demonstrators and instructors at Nanshan, Wanlong and Jundushan ski centres, in addition to supplying the ski rental operations. This is an important step for the Slovenian company that wishes to further strengthen its position in the Chinese market over the coming years, in anticipation of the Olympic games hosted by Beijing in 2022.



### ELAN SELECTED AS BEST SKI SUPPLIER IN THE GERMAN MARKET

A study performed by the SAZ sport agency selected Elan as the best ski equipment supplier in the German market. The study included 180 suppliers who were graded in eight categories. Elan received the top overall score for the year, only after placing an impressive 3rd last season. "At Elan we put our customers in first place and this is a great confirmation our path is the right one," said Marc Hasenstein, CEO of Elan Central Europe. "We place our customers and their needs at the center of our measures, they are strategically and sustainably planned: in particular the strengthening of the ELAN brand and the development of new product innovations," said Marc Hasenstein, CEO of Elan Central Europe.



### ELAN'S APRES SKI IN SWITZERLAND

Elan is offering the greatest apres ski experience in the Alps in collaboration with White Wilderness Heliskiing in two famous alpine lodges - Fuxägufer in Davos and Adler in Zermatt. The company will gain effective promotion in two of the world's most renowned ski areas while guests enjoy the luxury of the finest food and hospitality the region has to offer. This is a great reflection of the brands Always Good Times strategy - it is all about unforgettable times on snow.



### ELAN'S MOBILE EXHIBITION SPACE

US Sales rep Ryan McMullin has an unusual and innovative way to present Elan skis to skiers. He designed a showroom in a custom trailer he uses to travel around Utah, the state renowned for world class powder and amazing ski resorts. The rig is over eight meters long and completely self-sufficient. It has all the amenities of a first class motor home, complete with a kitchen, bathroom, bedroom and entertainment center. But the most unique feature is the Elan showroom.



Skiers can sit down on the leather couches, chill out, and check out the new Elan ski collection and learn more about how the skis are made and what makes them perform the way they do. Needless to say, the mobile display is the main attraction wherever it rolls up.






# ELAN & I

God, how time flies. Seems like yesterday.  
But a decade passed since I joined Elan. It has been  
full of fun. And it is only the first decade.

 Glen Plake

 Peter Morning, Samo Vidic, Kyle Hamilton,  
Hansi Heckmair, Nikola Miljković





I won my regional championships on a pair of Elan RCSL Uniline's, they were my dad's skis but I loved them. I was very jealous of a friend who at the time was sponsored by Elan and had a full set DH - Slalom with trainers! I didn't know why I liked Elan skis, I just did!

My first season with Elan was in the "Waveflex" era, a technology that allowed the ski to flex easier while providing torsional stability. It was a very visual technology, clearly seen on the surface of the ski. The next major ski modification was not so obvious "Amphibio" during ski tests I had many conversations with the Elan engineers about "that favorite pair of skis" the skis that can't do wrong, beat to heck, hundreds of days - but you just love them! How could we build such a ski? What made them so nice? Was it lack of torsion? Were they bent? Over a series of tests the engineers answered my questions, and a certain pair of test skis started to rise above the others - it was the beginning of "Amphibio". Skis with different profiles, from right to left, at the time the whole ski design world was trying to out "rocker" each other - Elan refined what rocker was good for, but kept all the great things about camber. This was also the time of the super carvers

that tended to get edge lock and never release at the end of the turn, this is solved with Amphibio. The skis were/are incredible. Personally it was a bit hard for me during that time, I love the skis but everybody wanted big fat skis, our freestyle teams were screaming to twin tip everything. Skiing on carvers was not "cool", I played the cards I was dealt and put the skis where they belonged, while pursuing my ski instructor certifications. The Amphibio's were in their environment; they made me a better skier and allowed me to share my love for Elan's to a completely different group of skiers.

The next project was something I was much more in tune with "develop the new touring ski". We wanted them to be light but also ski well - Bridge technology; very light wood for form "stringered with more robust wood for strength".

The design time was very fast and I can say that some of the work "on a napkin". I have skied many steep/high places for hundreds of days on either Himalaya or Alaska skis.

It was time for something completely new... To be honest we struggled a bit to have a real

fat ski, several attempts over the years lead to some great skis but nothing really special, using traditional cores, laminates, etc. lead to the same ski everyone else was making, it was more graphics than design leading the category. Using the stringer concept from Bridge tech, we knew we could get rid of weight, but what other material could we use for the stringers? "Carbon tubes!" Carbon has been used a lot in skis over the years but always as stiffening laminate and it usually gave the skis a weird feel. By using tubes, carbon is in 3D form and now it takes on an absorption role allowing us to remove the typical absorption material, which was a metal. Metal skis great but adds weight, with the carbon tubes, Ripsticks are light wide skis with the stability of a heavy metal ski. They are amazing and the 3D tubes are absorbing in all directions, like expensive fishing rods inside your skis! I am so proud to see Ripsticks out on the hill and the excitement skiers have for them! They really are "cool" Elan skis.





# LEGEND

Glen Plake is a skier's skier. What else would you call a man who first raced alpine disciplines, went on to freestyle, switched to moguls and then just kept going. His personality is as eclectic as his skiing career, as Plake has never allowed himself to be boxed in by established rules or norms. He is a Fully Certified L3DT PSIA Instructor/ AMGA Apprentice Mountain Guide and all around world class athlete. Plake was honored as the ESPN pioneer of action sports, opening the door for many of today's heroes. In 2011, Glen was honored by the US National Ski Hall of Fame, and was inducted into the "Class of 2010" and is forever a part of ski history.

He is a skiing living legend who almost singlehandedly invented his own ski discipline. In fact, he invented several. His skiing is an uncanny mix of adrenalin, art, creativity, imagination, alpine classic, loud punk and above all his unique brand of shenanigans. He is the punk rocker of skiing and his mohawk has been his trademark for more than 25 years. He's discovered terrain never skied before and as a result new places and customs. He has skied more places on the planet than a skier could ever dream of. The Rockies, the Alps, the Himalayas, the Andes, the Chugach, Hokkaido ... He is known everywhere and has friends all over the world.

Glen and his wife Kimberly are skiing vagabonds living continuously on the road and vacationing at their home in Nevada or their apartment in Chamonix France depending on the season. Elan has been his

go-to brand for the past decade so he often drops by the factory in Slovenia as well.

Glen doesn't just ski on snow, he is a National Champion Waterskier in both Slalom and marathon waterski racing "skiing at over 100 mph". He has also won multiple titles in Off-Road Rally Racing including the Baja 1000 and 500, and has participated in the Dakar Rally and is a 508 (endurance cycling) solo finisher.

Today, Glen has created a learn to ski foundation, RG2 for the developing countries of Nepal, Ecuador, Peru and many more within the IFMGA mountain guide association which will educate these aspiring mountain guides with the life long skiing skills; enabling them to go faster, be safer and have confidence in their chosen mountain guiding career.

Glen Plake is one of the most recognizable skiers in the world. He is living proof that skiing is a synonym for unlimited imagination and a deep personal philosophy. Many films have been made about Glen and just about all of them became global hits in the free thinking skiing circles. In short, Glen Plake is a living legend.

*He is the punk rocker of skiing and his mohawk has been his trademark for more than 25 years.*



Samo Vidic



Just as we are all "Ripsticking" around and thinking - Best Ski Ever... I get word of a new project - redesign touring skis. Ok, here we go again, Ripsticks are light using the tubelite technology, could we tweak the weight loss even more? Yes!!! Using the lightest wood core possible controlling all other materials to minimums sculpting away all unnecessary materials on the core and strategic placements of the carbon tubes the Ibox series will reset the limits of ultra light touring skis and how they perform/ski. No compromises based on weight, "light" is not an excuse for lack of ski performance.

I begin my 11<sup>th</sup> season as a BadAssador, we have been making skis in the same location for over 70 years. I intended my relationship with Elan to be long lasting and fulfilling, it has been and will be, but not only for the skis I have spoke of but for the place, Slovenia, and the people who make up the Elan family, its their hands who touch the skis the hands of the engineers touching the experimental cores the hands of the builders of the skis in the factory, placing pieces in the press, the hands of the marketing/communication departments holding and presenting the "new babies" to sales and distribution - who get them into the local shops who eventually get them onto your feet! All of these people/hands are part of the Ski.

Thinking back to my Elan friends that I was so envious of - at the time I didn't know "why" I liked Elan, but now I do!!!

Think snow - Ski ya on the hill!

## RIPSTICK 106

Similar to it's fatter brother, the Ripstick 106 is the ultimate one ski wonder for all of the variable terrain from the boundary line to base lodge, peak to parking lot and trail to tail gate.



*I am so proud to see Ripsticks out on the hill and the excitement skiers have for them!*





# BIG RED

 Glen Plake

Over the years we have had several different trucks, trailers and motorhomes that we have used for various trips, promotions and or living spaces. The original need for a such rig was for our honeymoon, a 68 day ski trip skiing 50 ski areas and driving over 13,000 miles across America, skiing only little local mountains east of the continental divide - some were only 40 meters high. From the midwest to the northeast to the south this first “DownHome Tour” was a real adventure. Kimberly and I enjoyed the freedom to move about with everything (we have since experienced 7 more DHT’s) but also the ability to be home and in our “own” space instead of hotel to hotel, etc. Eating home cooked meals, and not unpacking clothes is a real pleasure when you are on the road as much as we are sometimes.

So one vehicle lead to another, different configurations. Unlike summer caravanning/ RV’ing doing it in the winter brings on a lot of extras that need to be considered. Our truck is not a “party wagon” it’s our home on

the road, therefore things like heat, working water systems - all the things that any mobile base uses like a boat uses - are not usually designed for sub-zero temperatures, hurricane force winds, several meter snowfalls, usable ski storage space and a drying room. The Freightliner - “Big Red” was custom built with these in mind. Multiple heating systems, ski room, storm proof aluminum construction, insulation winterized water systems, extra capacity “everything”, full kitchen and bath. It is built on a Freightliner medium duty semi-truck chassis powered by an 8.3 liter cummins and an allison drive train and is quite economical considering it is a vehicle and our home away from home.

When we made the decision to build/ purchase such a rig, we considered the mountains and our access to them here in the USA. We have a lot of wonderful places to ski/ mountain ranges here, but only a few “ski areas”, and the cost of owning property near one is very very expensive.

Big Red allows us to be based where we want to be, when we want to work, play, snow conditions, and the activity (we do use it in the summer) and we are completely comfortable and “home” - it is also funny because of our graphics “home” does sometimes feel like we are part of a circus! We have had Big Red for over 10 years now, it is built to last, and we love it!

Ski ya on the road, Glen and Kimberly

*It is also funny because of our graphics “home” does sometimes feel like we are part of a circus!*





# SANDWICH

The production of Elan skis is still based on manual labor. Elans are made by the hands of experienced craftsmen and women, expert wood workers with a long standing tradition. That is why the tag “Handmade in the Alps” is not just an empty phrase but the cornerstone of what we do.

Gregor Šket

Klemen Razinger

Modern skis are meticulously designed, carefully planned and a masterfully built product. Their form, design and complexity are awe inspiring. But their main characteristics are hidden to the eye. Skis come into their own once you step into the bindings and take off down the mountain. In spite of their cutting edge technology, skis continue to be made largely in the traditional manner - by hand. That is why skis remain one of the few modern-day products in which modern technology and materials are intertwined with decades of tradition in woodworking and an intimate knowledge of traditional materials. “A good pair of skis is made of about 40 to 60 different parts that are glued together into a complete and unified whole.

The most commonly used term in ski manufacturing circles is adherence, the ability of a material to be glued to another,” explains Vinko Avguštin, head of the Elan R&D department.

Parts of the ski are made from different materials ranging from steel and titanium, a special aluminium alloy, to different types of plastics, rubber, the transparent top sheet that carries the design and, of course, different types of wood. To assure proper adherence, surfaces are prepared in advance through heating, profiling, chemical treatment, sanding and buffing.

“We’ve prepared 407 different ski components for this manufacturing season in order to get as close as possible to the demands of each target customer group. Each model is made in three to seven lengths.

In other words, Elan sends out over 1600 different finished products to the market each year. Such a specialized and fragmented manufacturing process is impossible to automate, so skis are assembled by hand. When making sandwich or sidewall construction skis, workers place components that are pre-impregnated with glue or epoxy resin into a mold, one on top of the other, just like making a deli sandwich. The first layers are the base and the edges and the last one is the top sheet. The mold is then placed into a hydraulic press where the ski is pressed together at a pressure of 10 bar for 25 minutes at 115 degrees Celsius,” says Avguštin.

Of course some of the technological processes used in the preparation of materials and graphics, grinding and the final processing of skis are highly automated. However, the key step in the process, the laying up of skis, is done completely by hand. In this sense, the production of Elan skis is just as it was decades ago.



## WOOD

Modern skis use a number of modern materials such as titanal, aluminium, carbon fiber and others - but the heart of the ski is still wood. This natural material gives skis their liveliness, response, adaptability and flexibility. “High end skis are predominantly made of wood. It makes up for between 60 and 80 percent of the total volume,” explains Avguštin and adds: “Beech, poplar, paulownia, balsa and okume are the most commonly used types. In fact, most cores are made from a combination of these woods.”

Wood type also determines the typical characteristics of a ski. Racing skis need to be dynamic and responsive, so they are mostly made of beech and ash wood. Recreational skis focus more on comfort and lower weight so their cores are made of lighter types of wood.






# SKIS THAT DON'T SKID

Elan is skiing's ultimate innovator. Through its seventy year history, the company has launched a number of "disruptive" technologies - inventions that have revolutionized the sport - but none bigger than the Elan SCX. The SCX ski single-handedly opened the door to a completely new way of skiing - and introduced a new term into the skiing lexicon - carving.

 Martin Tekše

 Elan archive



The year was 1994. Elan had launched its legendary MBX ski just two years earlier with great success. The MBX was the first monoblock ski construction on the market and well ahead of its time, but it was still a very classical straight and long ski design - straight as an arrow, about two meters long and with very little sidecut. At the time, ski sizing was determined by your height and the correct length was about twenty centimeters above your head. The main difference in skis was their stiffness and flex. Slalom skis were the stiffest, followed by slightly softer GS skis and even softer recreational skis. Needless to say, most skiers at the time skidded or slid their turns, reserving the more precise and controlled skiing styles to experts, professional and racers.

Elan's R&D team saw this as a challenge and strived to develop a solution. This was a group of engineers and designers who were always ahead of the curve, thinking up solutions that at the time seemed impossible and on the verge of science fiction. As it turns out, 15 years prior, the Swedish ski legend Ingemar Stenmark and his serviceman Jure Vogelnik had already spoken to the R&D department about their idea that turns could be performed much faster and more efficiently if the skis had a more pronounced sidecut. If the idea came from the best skier of all time, a skier whose technique was the epitome of skiing perfection, there must have been something to it.

So the Elan R&D guys got to work, thinking, tinkering, experimenting and finding their way to achieve the goal. It took a few years, but by the early 90's, the group had made a breakthrough that would change skiing forever.

"At our first tests on Soriška Planina mountain we skied completely incognito - no company cars or Elan uniforms "recalls Jurij Franko, who, along with Pavel Škofic and Andrej Robič, one of the main designers behind the first ever pronounced sidecut skis. "The skis worked just as we imagined. The idea that a skier can bend a ski with their action while skiing was finally proven to be fallacy. One that unfortunately still guides some people even today. A sidecut is a prerequisite for the bending of a ski and the ski can only carve a turn on its edge with an appropriate sidecut. What we felt on the piste that day was exactly what our calculations showed," says Franko. "I must thank Andrej Robič, who used his

reputation to gain support for our project and was also part of the first tests. Without his support we would not even have a first prototype."

One would think that the designers would face many challenges and problems in terms of technology, but that wasn't the case.

"We really had no major problems. The aluminium laminated sidewall construction had been around since the late fifties and has remained virtually unchanged to this day. There simply was no consistent theoretical basis and mathematical calculations to support ski construction at the time. Our tests and observations showed that we were limited in terms of combining flex and torsional stiffness, so we simply did not bother with it at the time. Our greatest technological problem was the base. Fortunately, Elan also made jumping skis, so we had sufficiently wider base material on hand. This was ski jumping's contribution to the development of alpine skiing," adds engineer Franko and admits that the R&D team had absolutely no idea of the impact their innovation would have on the word of skiing. "We never thought about that during our calculations and development, but as soon as we made the first turns it became clear that nothing in skiing will ever be the same. I vividly remember the time I was presenting the first prototypes to an American Elan dealer at Kaprun a few years later. When we switched skis and I tried to do a few turns with his latest and greatest "traditional" skis, I just fell over initiating a turn because the ski simply refused to turn on its own. Of course, I could do it once I set my mind to it, but it was far from easy. The end result of our test was a fax stating that while the skis do work, there was simply no chance of selling them with any degree of success in the consumer market.

The fax stated that the market demand wasn't there, and do little to progress the sport. That said, the SCX was created outside any market analysis and the needs and demands of marketing. All they were was an answer to a simple engineering problem: how to make a ski that does not skid in a turn. The result was shocking and unacceptable for many "experts in the field". There were pressures to make a different geometry with less sidecut but with the same ride characteristics, but mathematics cannot be cheated and the sidecut remained. The skis were made shorter, but that's another story.

*This marks perhaps one of the greatest skiing innovations in the history of the sport, and elan was at the forefront. Elan created a product that changed the way people ski - making it more efficient and dynamic for racers, while at the same time easier and more fun for recreational skiers. Over the decades that followed the elan r&d team further refined their unique innovation with new technologies that continue to thrill users each year.*





# SPORTS DOCTOR

Matthias Mayr is an interesting character. He is a doctor of sport science.  
He is an explorer. And above all - he is a skier.  
He skied some of the most remote mountains of our planet.  
And he produced some incredible skiing movies.

 Gregor Šket

 Matthias Mayr archive

**Which three words would you use to describe yourself?**  
Never, describe, yourself!

**What is your definition of skiing?**  
Skiing is a unique combination of nature, speed, diversity, power, flow, motion, and elegance. If you're able to get all this into your skiing, you feel pure happiness.

**Did you have any role models growing up?**  
I've had very different role models growing up, starting with MacGyver and Michael Knight - and Ronaldo (the Brazilian one) who made watching soccer amazing and one of the reasons it's the best spectator sport in the world. I still have current role models as well, since I've never really stopped growing up - Roger Federer is one of them, and may be the most impressive and elegant athlete of all time.

**How do you cope with fear and danger?**  
**Would you agree with the saying: You cannot touch greatness without flirting with danger?**  
The element of fear is very important to stay alive, it's the subjective measure of danger. If you're afraid you shouldn't ignore it. Danger, in general, is very dependent on the point of view. People often ask us, if it is very dangerous to do big mountain skiing in extreme remote regions? The answer is yes, of course. But a lot of hard work, training and planning goes into every detail to minimize the risks. As a result, up until now I've only injured myself skiing on piste (Ha!), and never on big mountain ski missions.

**Could you describe your perfect skiing day?**  
50 centimeters of fresh powder, together with my friends and girlfriend, skiing through the forests of Austria all day long! Afterwards, drinking a beer on a hut with the same crew, then spending the night in front of the TV with my girl and my cats.

**What is your best and worst skiing memory?**  
I have a lot of best memories, so it is hard to say. My worst day was definitely when I hurt my knee on the piste. We skied the famous Pallavicini Couloir, a 55 degrees, 600m altitude, ice climbing route at Austrias highest mountain, Großglockner. It is one of the most dangerous descents, or maybe most, in Austria due to rock fall. Yes and two of those rocks hit me hard recently, now my left arm is twice the usual size, like Popeye :) and my right arm now has 5 stitches :) it was the worst moment, because you can't influence the rock fall, it comes down like rockets, trying to kill you...

**What would you be doing if you were not a skier?**  
I would still be Matthias, maybe playing even more soccer and beach volleyball, maybe working on something else with 100% passion. I used to work as a sports scientist, when I was not fully

pro skiing, but somehow this did not fill my life. So I hope, that I would find a job that gives me as much as skiing, or, just living on myself with my family in the forest as farmers, that's what I could imagine doing.

**Who would you vote for the best skier of all time?**  
I guess this is something impossible to vote for. There are so many great skiers: Candide Thovex, Hermann Maier, Ingemar Stenmark.

**You've skied in some of the most remote places on the planet. How do you find them?**  
It mostly happens accidentally, browsing through Google Earth, flying above mountain ranges with a jet plane. One trip just leads to the next. For example, when flying home from Kamchatka we spotted the Chersky Range in Siberia, next mission then was The White Maze, you can watch it at [www.thewhitemaze.com](http://www.thewhitemaze.com). We are just working on our new movie "In the Tracks of the First", which will be running in cinemas and TVs. It's about those who first skied the steep north walls in the Alps, and now we ski that again and compare it to the past.

**What has been your most interesting and your most scary experience?**  
For me, being on the island of Onekotan for almost 3 weeks was definitely the most outstanding experience. I have learned so much. Nothing could have developed my character more than that. You learn that the limit of your body and mind is so much higher than you ever expected, I would say, if there is no choice, you will never give up, because second choice is failing, dying. You learn that if you see every problem in a positive way, then you can solve it. Never waste energy in thinking negative, just solve the problem. My most scary experience was when I got caught in a huge avalanche but luckily did not get hurt. I got caught in an avalanche in Austria at Dachstein.

**What other sports do you play?**  
I enjoy hiking, running, fitness, soccer, beach volleyball, and biking.

**When winter is over, do you start counting down for the next season or you are looking forward for the summer?**  
Winter usually lasts very long for me, longer than it seems to last for mosts in Europe. For example, in 2016 I came back from Siberia in mid-May. And this season I am working on a project that will most likely last until July. If that's not the case, after a season I usually move directly into editing a movie, planning a film tour, and planning new movie. But yes, I enjoy summer a lot, I don't count the days until next winter, but I always hope for a good one.

**What are your favorite summer activities?**  
Soccer, beach volleyball.

**Favorite summer and winter place?**  
Austria and Austria.

**What was your last vacation?**  
In Greece on Ski-athos.

**Where would you go, if you had a weekend, a week, and a month – and money wouldn't be a problem?**  
When we start investigating for our projects it's usually that the financial part is the part that could make it impossible. And everyone tells you, this is impossible. But I don't listen. So I have been on many places you usually just go when money would not be a problem, and the next will be Antarctica. I would buy 2 around the world tickets and go with my girl to show her the world.

**How would you describe your personal style?**  
Sporty, I guess. I do not even have a suit.

**Do you wear jewelry or do you have a lucky charm?**  
No.

**What do you do for charity?**  
I am ambassador for [www.outdooragainstcancer.com](http://www.outdooragainstcancer.com). I'll try to help this organisation convince people that sports and being outdoors is great preventative healthcare and helps healing cancer.

**What do you do to reduce your carbon footprint?**  
I ride my bike as often as I can, and I don't buy anything that I don't need. I would say that I'm a low consumer of things. Of course I know that flying around the world for my trips leaves a huge carbon footprint, so I don't see myself as an ecological hero. That said, I hope that showing millions of people the beauty of nature changes the minds of some people to live more green.

**Which is your favorite sports team?**  
FC Barcelona.

**Last book, movie, concert, theatre, exhibition?**  
Some books from Simon Beckett. And the biography of Zlatan Ibrahimovic.

**Do you have any pets?**  
Two cats, Mogli and Coco.

**Do you cook yourself?**  
Mostly, yes.

**What is the best dish you can make?**  
Marillenknödel (Apricot dumplings).

**Guiding principle in life?**  
Work hard for what you want to achieve.



# GANG OF MISFITS

The Elan Ski Cross Team is an international gang of adventurous, unusual and unique guys and girls.

They are skiers, first and foremost, yet so much more.

Their talents and skill on the Ski Cross course is equally matched by their larger than life personalities, unique interests and hobbies that you wouldn't expect.

📷 Martin Tekše

📷 Jure Niedorfer, GEPA Pictures





Ski cross is the most interesting and engaging discipline in skiing, in many respects. Yes, there are the death defying jumps, light speed turns, overtakes and tactical tricks, but there is much more to the sport than that. The athletes are the true stars here and each and every one of them has a story to tell. Elan's presence in the ski cross world is represented by a strong team with members from all around the globe. Some come from the alpine disciplines, others specialized in this unique form of gladiatorial skiing from the very start. They come from all corners of the world, they speak Slovenian, English, French, Russian ... They make up a motley crew that carries the name of the Slovenian ski brand out into the world. Their success in racing means that there are often three or even four skiers in a run fighting for position on vivid green Elan skis. Kevin Drury, Filip Flisar, Brady Leman, Brittany Phelan, Kelsey Serwa, Terence Tchiknavorian and company are all skiers first and foremost. But the skiing prowess of every one of them is the result of an interesting personality with talents, knowledge and hobbies that reach way beyond the snowy slopes.



KEVIN DRURY  
*Fantasy junkie*

“I love being outside in the mountains. Most of all though, I absolutely love sports. Growing up I played everything I possibly could. I was a competitive tennis player, I played hockey, soccer, rugby, badminton, squash and rode bikes...,” says Kevin Drury. The Canadian has been a member of the Elan Ski Cross Team for several years. “I still play hockey in the spring and fall and soccer and squash in the summer. But most of all I bike. When I'm out East in Canada I stick to road biking, but during the summers in Whistler I ride Enduro. Biking is very similar to skiing. You have to choose your lines, react to bumps and jumps and everything that comes at you...”

Kevin's obsession with sports most likely comes from his father who at age sixty still skis almost every day in winter and mountain bikes in summer.

Kevin has an interesting taste in books and films as well. He's a big fan of fantasy fiction. “I have a very active imagination. When a good fantasy book creates an incredible new world for me, my mind goes there and I get completely sucked in. My favorite films have to be James Bond and Jason Bourne,” says Drury who also played the saxophone for 11 years. When asked about his favorite place on the globe, Kevin's answer leaves no doubts. “Whistler! It's the ideal spot for me. There's everything to do right at your doorstep, skiing in winter and mountain biking in summer.”



FILIP FLISAR  
*Wild Child*

“I was a wild kid when I was born and deep down I never changed. I love discovering new things, I'm addicted to speed and testing my limits,” summarizes Filip Flisar. His achievements include the titles of World Champion and World Cup Champion and seven World Cup wins. The thirty year old from Maribor, Slovenia, is one of the most recognizable personalities on the ski cross tour. He is much more than a pretty face with an enviable moustache. In the off season he transforms into a racer on two wheels. Filip is just as home on a BMX, mountain bike or dirt bike as he is on skis, and he is just as good on four wheels too, be it a skateboard or a car. “Well, skiing is still my number one sport and the Olympics are coming next winter. I still have a few scores to settle there,” says the mustached one and goes on: “I'm also really into music. I love discovering new places and cooking with my girlfriend's recipes.”

Filip is an adventurer, but he is also a perfectionist. “I have an unstoppable drive for constant progress. In sports and life in general. I just know things can always be done better.”

He is a direct and honest man through and through. That is why he has no problem admitting that he's lately been reading too much internet and not enough books. He also thinks watching films is a waste of time. That makes sense, since he's the active type and always on the way to a new adventure. In summer, Filip swears by the Adriatic coast, but also loves the Western USA and the vineyard covered hills around his hometown of Maribor.



KELSEY SERWA  
*Happy Pants*

Kelsey Serwa is one of the best ski cross racers of the last decade. The list of her successes is a long one: double X Games winner, World Champion, silver Olympic medalist, winner of eight World Cup races. Kelsey is a happy person, always up for a good laugh and fun times: “I enjoy new experiences and sharing them with close friends. On the flip side, I'm a hard worker, and am very dedicated and passionate about the things I set my mind to.” In spite of her successes, skiing is just part of her rich and varied life. She is a studying towards a degree in Human Kinetics and the University of British Columbia and aspires to become a physiotherapist. Outside skiing, Kelsey loves cross-country biking, hiking, surfing and yoga.

“I want to enjoy what I'm doing. I'm also quite competitive so I want to always be the best at everything I do. Sometimes I find myself drifting away from happiness and focus too much on perfection, but not for long.”

Kelsey is a curious and sensitive person. Her personality is reflected in her eclectic musical taste, ranging from classics such as The Beatles and Led Zeppelin to tropical dance and country music. Her bookshelf is currently occupied by study literature.

Oh, we almost forgot. Kelsey is also known for Wacky Workout Wednesdays, a collection of weird and wonderful workouts she keeps together with her friend and teammate Brittany Phelan. Kelsey is also Elan's Instagram reporter.





*BRADY LEMAN*  
*The Angler*

Brady Leman is typically Canadian - easygoing, fun, natural and straightforward. “I’m always up for adventure and love trying new things. Wait, this sounds like a dating profile. I can also be intense. I take training very seriously, I have high expectations for myself and work extremely hard to live up to those expectations...” says the winner of four World Cup races who still manages to find time to study business in spite of his busy training schedule.

He is an all around athlete. Besides skiing, Brady is also into mountain biking, golf, mountaineering and fishing. “I love being outside in nature. Training and competition for Ski Cross can be so time consuming and intense that I really need a break from the stress of competition, I turn to my hobbies for that, and it gives me a good break. Fishing definitely has a special place. Salmon fishing has a particular charm for me. It teaches you patience and dedication and these virtues are very important in skiing and life in general.”

Living a natural life is a quintessential part of Leman’s life philosophy. “You have to do things that you love and have as much fun as possible. I am so lucky that I figured out a way to make my childhood dream of being a professional skier come true. It also gives me some great opportunities for enjoying my hobbies off the hill,” says Brady who listens to country music, reads classical novels, watches comedies and action films and enjoys travelling.



*BRITTANY PHELAN*  
*Fat Tire Flyer*

Just a few seasons ago Brittany Phelan was racing through slalom and GS gates. Now she prefers to share her course with three other girls in ski cross races. “I’m generally a happy person, and always try and do things that make me enjoy life. So skiing is a perfect fit,” says the 26-year-old from Mont Tremblant in the Canadian province of Quebec.

When she is not skiing, she is racing mountain bikes: “It’s hard to say which sport I like more. I get a lot of the same feelings from riding my bike as I do from skiing, so the long summer months in between ski camps go by a lot quicker when I’m out riding my bike. When I’m not skiing, I’m biking everyday.”

When asked about her personal philosophy, she recalls her childhood. “Since I was 4 years old I wanted to go to the Olympics and be the best skier in the world. After competing in Sochi in Alpine skiing, I have bigger dreams for the future. I would like to qualify for the next two Olympics and be in medal contention,” confidently states the Canadian. Her favorite music artist is Michael Jackson, she enjoys Harry Potter books and her favorite place on the planet is Whistler, British Columbia although she comes from Eastern Canada. It is only to be expected from a true Canadian athlete who also posts funny Wacky Workout Wednesdays on Instagram with her teammate Kelsey Serwa.



*TERENCE TCHIKNAVORIAN*  
*Lone Wolf*

Terence Tchiknavorian was born in the ancient papal city of Avignon, but has been living in Grenoble in the foothills of the French Alps. “Tchik” is a unique guy. “On the one hand I am a lonely boy. On the other I like meeting people who are interested in the same things and have the same passion as me,” he says about himself.

The 26-year-old lives sports: “I am doing a lot of sport, all the time. When I am not skiing, I do skateboarding, surfing, biking...”

Terence also loves to travel around the world and taking at least a three week vacation every year. He loves to combine his travelling with sports and often travels to the shores of the Indian Ocean to surf. Sri Lanka and Indonesia are his dream destinations. “This part of the year is very important for me. The season is very long and full of training and racing, so I need to get away to relax and unwind. Travelling to far away places works best for me so I can forget my everyday life.” In winter he prefers to stay close to the snowy mountains.

Just as the others, Terence also sees joy and pleasure as the main essences of life: “Finding pleasure is not always easy. That is when I focus my desire and give my best every time,” adds Terence who favors electronic and rap music and action movies. He says he can watch the same movie ten times.

COLUMN BY  
KELSEY SERWA

## SMILE ON MY FACE, OPTIMISM IN MY HEART

With the next Winter Olympics just around the corner and as an athlete working to qualify for the games, it can be easy to get caught up in the pressure to perform. When I feel my heart flutter uncontrollably coupled with racing thoughts from thinking about all the “what ifs”, I simply stop, breath and smile. Perhaps a strange reaction in response to the activation of my sympathetic nervous system, but I have come to love these sensations. It’s taken many years of practice, experiencing both victory and defeat, to be mindful of these emotions, to accept them and harness their energy to be put towards a positive outcome. Stop, breath and smile — for me, it’s as simple as that.

For the whole of my nine years of racing on the World Cup Ski Cross circuit, I have appreciated the physical fitness, technical skill, strength, power and agility each athlete brings to the start gate. These external qualities are easy to focus on because they often translate into podium finishes. Relentless hours are spent in the gym, lifting and throwing around weights, leaping on and off boxes, and balancing on any unstable apparatus we can get our feet onto. Rugged bike trails scattered throughout the Coastal Mountains of British Columbia offer an additional training environment to hone in skills that are transferred from dirt to snow. Despite all this training and best intentions, our bodies take a serious beating throughout each race season and sometimes injuries happen.

I’ve paid dues and experienced a few for myself including concussions, a broken back, blown knees, and damaged cartilage — all of which I’ve never regretted. Each setback has brought with it a new lesson-learned and opportunity to grow. What continues to get me through tough times is the gratitude I bring to each day. Being thankful for things I’m able to do, rather than focusing on temporary inabilities has completely shifted my perspective not only in sport but in life as well. I’ve learned the importance of celebrating even the smallest of personal triumphs. I’ve learned to constructively reflect upon and accept past experiences, and how to be present in both mind and body at this very moment. I feel overwhelming happiness and acceptance for who I am, what I’ve accomplished, and for the insurmountable support I’ve received in order to pursuit my greatest passions.

Today, I once again find myself on the road to recovery from a knee injury sustained before last Christmas. The Olympics are only months away and I still need to qualify, but I have a smile on my face and optimism in my heart. I am dedicated and excited to return to the sport that has given me so much, and feel exhilarated about the possibility to one-up my last Olympic performance from 2014. We may ponder and ask ourselves what the future might hold, but it’s this unknowing which brings me delight.

*Kelsey Serwa*





# BIG WHITE

Infinite white. Crystal blue. Icy chill. Soothing silence. Complete freedom. These are some of the quintessential characteristics of a dazzling winter landscape. There are unlimited variations on the theme and everyone has their own view, perceptions and emotions. But all lovers of nature share that familiar feeling of the beckoning outdoors, of yearning to be outside in nature and feeling the winter, the snow. With the right skis, the pleasure and the experience can be that much greater.

Gregor Šket

Tomo Jeseničnik, Peter Morning



The exploration of winter wilderness and conquering of snowy peaks is a combination of mountaineering and skiing. In spite of sub zero temperatures the way to the top is laden with sweat, tests of will and character and talks with your inner self. It is also the way to many wise thoughts. It is the embodiment of the sayings that slow and steady wins the race and every small step brings us closer to the goal. The experience is just as the famous German composer Richard Strauss described in his famous Alpine symphony. The main event of course is the summit where the 360-degree view opens up. The world glistens in bright sunlight as far as the eye can see. The heart beats contentedly and the face turns into a happy grin. And then comes the descent. It is all about leaving your own individual mark on the virgin white snow. It is one of the most magical feelings you can experience and it is impossible to ever get enough. You keep wanting more and more.

## IBEX

The best way to move through a snowy landscape is on skis. They work in all directions, up, down and around. If we were to seek a comparison in the animal kingdom, a ski would perhaps be most alike to a mountain goat. Mountain goats, or Ibex, fear no steep slopes or precipices and move in the most difficult of terrain with complete ease and grace. That is why we named our new series of touring and ski mountaineering skis the Ibex.

The development of touring skis has always been challenging. It is often a matter of bringing together the incompatible. Touring skis must be lightweight and exceptionally efficient. It starts with the ski width. Skis must provide enough float when skiing deep powder but not slow the ascent with too much additional weight. All five skis in the Elan Ibex line check both boxes without compromising on performance. Ski widths are between 84 and 94 millimeters. All skis feature Bridge technology - a special 3D reinforcement that creates torsional stability while also preventing excessive snow buildup on the top sheet. Tubelight tubes inserted in the wood core further increase stiffness while keeping weight down. The Vapor Tip dampens vibrations and enables fluid skiing on all surfaces. The Ibex 84XLT and Ibex 94XLT boast an especially low weight due to their Carbon Power Shell layer that covers the entire length of the ski. The layer serves also as an additional reinforcement.

*This is the optimum combination of low weight, safety and ride characteristics.*



## IBEX 84 XLT CARBON

For those demanding adventurers who want best in class features in their equipment, the Ibex 84 XLT Carbon represents the state of the art in light weight high performance touring skis and perform equally well on the ascent and decent.

## FOLDING IBEX

The Ibex line is the basis for another Elan Innovation - Ibex Tactix. Throughout history there have been many attempts to make a folding ski - a ski that literally folds in half from the middle - but all have failed for one reason or another. Making a ski that folds over without sacrificing its fundamental characteristics was an impossible task. Until now. From its very inception, the Elan folding ski project enlisted the help of Davor Karničar, one of the best ski mountaineers of all time and the first man to descend from the summit of Everest on skis. "I must admit I was very skeptical at first about how these skis could be skied as safely and effectively as normal skis. But my doubts soon vanished. I was thoroughly surprised by the efficiency and safety of these skis."

Let us start at the beginning and ask why a skier would need a folding ski? Davor Karničar is perhaps best equipped to answer such questions. "The task of a folding ski is to fold. Folding skis strapped to a backpack allow for much greater maneuverability during technical ascents on foot. There is nothing sticking out above the head and below the belt to impede the climber. Folding skis also facilitate climbs that require the use of ice axes because the arms can swing freely overhead. This greatly increases safety. Folding skis also bring unique advantages to descents, particularly at times when they need to be taken off for whatever reason. Classical skis strapped to a backpack tend to snag on rocks and roots, even the slope itself can be a hindrance. Folding skis immediately resolve all these issues."

Of course, skis must not compromise their primary function - skiing. "Folding skis work very well in spite of their slightly increased weight. The base plate under the boot is a particularly well thought out addition. It stiffens up the ski and allows it to be more active. I feel much safer on these skis," adds Karničar who has put the folding skis through their paces on several six thousand meter peaks. He is also intent on using them for more of his demanding ski mountaineering projects in the near future.

Ibex Tactix skis are available in recreational and military versions. They feature a special carbon plate that rotates by 180 degrees and take approximately 20 seconds to fold and extend. When extended, the skis measure 163 centimeters and fold down to only 90 centimeters. They allow for much easier, more efficient and safer movement through winter terrain.





# ARROW

Uncompromising skiers swear by skis that provide microscopic precision, perfect control and a boost of energy. Elan SLX is just such a ski - in fact, it is more like an arrow.

📝 Martin Tekše

📷 Klemen Razinger

The alarm clock goes off at 6:30. It is an hour and a half before Joe starts the gondola. I wash up quickly, eat my oatmeal, pull on my ski clothes and jump into the car. My friend lives just around the corner. He's late again, as usual, but he makes it up with the fact that he was up until midnight tuning our skis. We are still early enough to score a parking spot right next to the bottom station and are at the front of the line when it is time to start piling into the cabins. The ten-minute ride takes forever and I feel like a child again. I'd give the gondola operator anything to speed it up just a little bit. At the top station we quickly snap into our bindings and make way to the six seater that takes us to the top of the mountain. When we reach the top, we find ourselves alone. Stretching beneath us is a snow white freeway that will be ours and ours alone. Well, at least for this run. That is why we had to get up so early in the morning. We both live for skiing on freshly groomed pistes, for speeding over the fine lines left behind by groomers. My heart sings every time I hear the sound of the skis as they slice into that perfect surface and find their grip. Of course this requires the right set of skis. Skis you can trust completely as you feel the edges grip along their entire length, feel the skis dynamically flex beneath you and catapult you into the next turn. Their precision reminds me of a Formula 1 race car or an arrow - once released, nothing can stop its flight to the bull's eye. Skis like these are easy to load and unload and give excellent feedback throughout. It feels as though they defy the laws of physics. The edge never gives, no matter how hard you lean into a turn.

The confidence that the new Elan SLX inspires comes from Arrow technology - an arrow shaped layer of titanium combined with a carbon fiber base plate. The titanium arrow is placed just above the wood core. Its function is to simultaneously and uniformly distribute energy throughout the entire length of the edge, allowing for excellent grip on the hardest of surfaces. The intricate shape of the titanium reinforcement provides pinpoint accuracy that shines through at very high speeds, giving the skis abundant control and matchless ability to link turns. The carbon base plate in turn acts as an energy booster and the technologies work hand in hand to support the skier's input. The Elan SLX is the ultimate choice for high performance skiers that demand perfection in their equipment. Even though the skis are bred for competition, you can ski them all day long.

Their supreme ability is complemented by a surprising amount of comfort that results in less fatigue for the skier. The Elan SLX is a slalom focused ski. Their radius of between 11.5 and 14 meters allows for short, energetic and agile turns. Skiers who prefer longer turns should look towards the giant slalom version - the Elan GSX. The SLX's GS brother brings longer lengths and longer radiuses.

## SLX FUSION

Explode from one quick turn to the next with dynamic abandonment like never before. The SLX Fusion redefines "high energy" as this ski packs a punch from tip to tail. Go fast, keep it tight.







# JULIAN ALPS

Julian Alps - the mountains that are our inspiration,  
R&D lab and sanctuary. They are our home.

✍ Gregor Šket, Bine Žalohar

📷 Rok Eržen, Peter Fettich, Primož Grabnar, Bine Žalohar





Slovenians are a sporting nation. We love nature and being in the outdoors. We are very lucky in that respect because our country is a green oasis in the centre of Europe - small, charming and exceptionally diverse. Our modestly sized piece of land has just about everything, from alpine peaks and the Pannonian plain to the sea and our karst landscape that resembles Tuscany or Provence. Where else in the world can you ski in the morning and take a dip in the sea in the afternoon?

When we hear a mention of skiing, the eyes of Slovenians light up. Yes, we are a skiing nation and in this respect we are confident enough to stand shoulder to shoulder with the great alpine nations such as the Austrians, the Swiss, Italians, the French and Germans. Skiing is our national sport and always has been, since the first historic mention of skiing in Slovenia in 1689 and even before that. The region of Gorenjska in northern and northwestern Slovenia is a synonym for skiing. It is the land of our highest peaks. They may not be among the highest in Europe, but they are beautiful, geographically varied and, above all, our own. We love them so much we put them in the centre of our national flag and crest. Mount Triglav, our highest peak, is the symbol of the nation and source of poetic inspiration. The landscape surrounding it is like a piece of heaven on earth and the mountain itself is a true piece of nature's art.

*It is no coincidence that a famous Slovenian song says: "Almost heaven, dear Gorenjska, grey mountains and emerald rivers. Here life hides its treasure, you are as old as the sun and younger than the spring."*

It is said that every true Slovenian must climb Triglav at least once in their lifetime. The peak is 2864 meters high and the view climbers get as a reward is breathtaking. On a clear day you can see as far as the sea, all the way to Venice and beyond.

Triglav is also the trademark of the Julian Alps, our highest and largest mountain range. They were named after Gaius Julius Caesar. As of 2003 they have been classified as a biosphere reserve under Unesco's Man and the Biosphere program. The central part of the region is the Triglav National Park, home to the stunning Bohinj and Bled lakes, the largest alpine lakes in Slovenia.

The Julian Alps are a paradise for hikers, climbers, mountaineers and skiers. In fact just about every temple to skiing in Slovenia is in the Julian Alps. Pokljuka hosts cross country skiing and biathlon. Planica is home to ski jumps and ski jumping. The Planica valley has one of the largest ski flying hills in the world and a true engineering wonder of the world. Kranjska Gora just around the corner has played host to the best skiers once per year for the past half a century. Kranjska Gora was also the stage of some of the greatest moments in the history of Slovenian alpine skiing. Fans will never forget the moment Bojan Križaj raised his set of Elans high above his head in triumph.

Gorenjska is also home to Elan. Part of the official name of Elan's hometown of Begunje is "in Gorenjska". Beside Elan, the company that has been thrilling and inspiring skiers for seventy years with its innovations, Begunje is also home to the legendary composer and musician Slavko Avsenik whose music has reached far beyond the Alps.

The fact that Elan's home is among the highest mountains in the country is a key factor in our story. The mountains we see when we look out of the window are our laboratory and testing grounds. Elan's developers and experts could always count on the slopes to find just which concepts and ideas work and which are dead ends. Freshly pressed prototypes were tested in the morning and adapted or tinkered with in the evening. And there is also a strong tradition of craftsmen in these parts. Gorenjska has always been home to expert woodworkers and blacksmiths. That too is a part of the success of Elan.

## RIPSTICK 96

Praised by magazine testers and professional skiers alike, the Ripstick 96 has proven to be the ultimate freeski of choice designed to be lightweight, versatile and smooth skiing in all snow conditions.





# 5 OF BINE ŽALO HAR'S FAVOURITE JULIAN SKI TOURS

Bine Žalohar is a Slovenian freeride skier and guide, a great fan of winter and nature and an allround athlete.

## Freestyle: Vogel - summit of Križ - descent to Suha valley - return to Ribčev Laz

This is my absolute favorite descent. If there is enough snow the terrain is perfect for building kickers and as a ton of natural hits. When you get tired of sessioning the valley and jumps then the suffering begins. Beating your way through a dense forest of beech and hazel bushes and picking the best slalom line down the mountain is a true test for any skier.

## The steep one: Jezersko - Kranjska hut through the Žrelo gully - north pillar of Skuta - through the Hudournik couloir under Velika Baba

This ski tour starts off easy up to the Kranjska hut. Then continue up the snow field towards the foot of Skuta and across the exposed traverse into the gully that leads up to the shoulder. From the shoulder follow the second ridge to the summit. Three small jumps may pop up if the snow cover is not perfect. The ski descent is relentless with pitches between 40 and 45 degrees, even 50 at times.

## Freeride: D station - Prestreljenik window - Gilberti refuge - through the couloir to the ridge - descent down the western side of the ridge through the forest - Sella Nevea parking area

When the sun becomes too strong to ride the Slovenian side of Mount Kanin a hike up towards the window gets you a chance at one of the first descents to Gilberti. If the skiing is not up to par or the snow is past its prime you can add an ascent to the ridge through the western couloir and hope for fresh powder on the northern side down through the woods. The terrain is beautiful and very varied but also has countless sinkholes and massive cliffs so local knowledge is essential.

## The pleasure cruise: Krma - Bohinjska Vratca - Velo Polje (hut) - Mišelj vrh / Hribarce

A late spring multi day tour starting from the Velo Polje hut. Diverse terrain ranging across Mišelj Vrh, Hribarce and Šmarjete glava has everything from steep skiing to jumps and fast turns in spring corn. There are enough options to cover any weather or snow conditions on any given day. In May the area is deserted, there is more than enough snow and a stream below the hut allows for a normal stay.

## The hidden one: Kranjska Gora (Jasna lake) - Kurji vrh

Who would have thought that you could so easily hide from the circus of Kranjska Gora and the hordes of ski tourers laying siege to Vršič pass. The top of the couloir can be seen from the centre of Kranjska Gora. You can almost hear it calling. It is so close. But when you lose four hours of ascent in a dense forest crisscrossed with gullies you soon forget anything is close. Take care near the small waterfall in the lower couloir just before traversing onto the ridge and the central line towards the top where there is a steep drop off on the eastern wall.







# GOOD TIMES

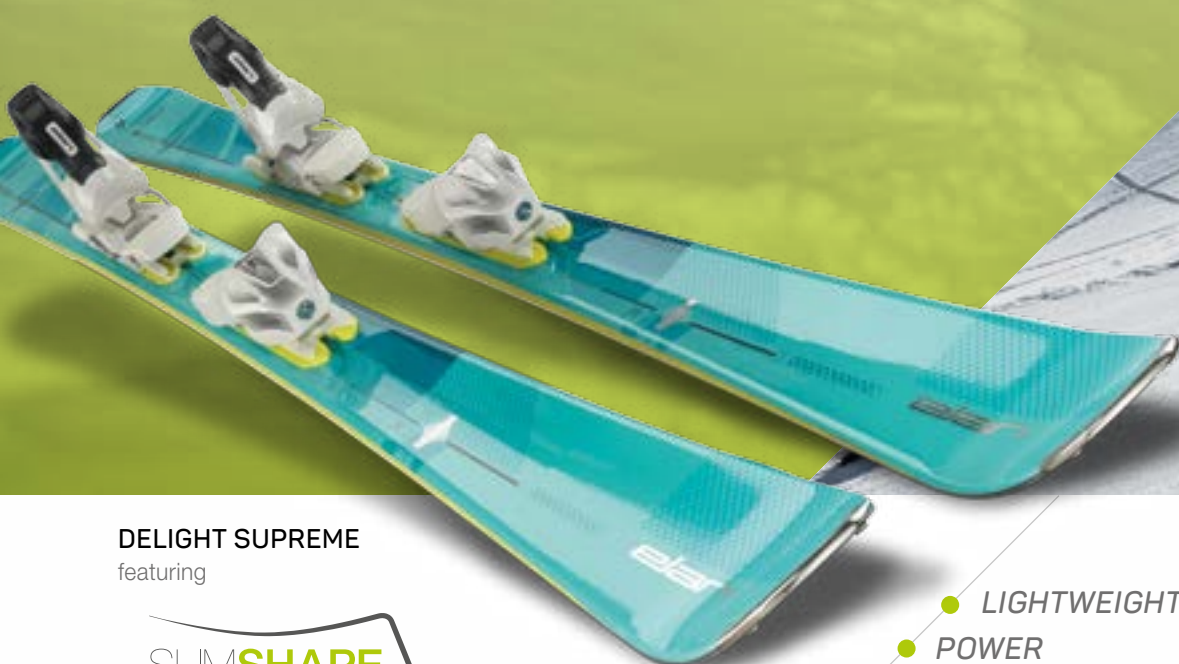
The sport of skiing is a paradox – it’s an individual sport that is only truly great when done in groups.  
Skiing alone, while that might sound zen, isn’t that much fun.  
Alone on a chairlift? Alone in the freezing wind or finding your way alone through frozen fog? Having lunch alone in the lodge?  
No, that doesn’t sound like much fun. But, you add great friends or family to those situations, and you have something completely different. You have an experience. You have an adventure. You have stories to share and tell for years. You’ve created great memories, together. That’s why perfect skiing days aren’t measured by ultimate snow conditions and sunny weather (although, that helps). They’re measured by emotions and the feeling that we all get being able to laugh, smile and throw high fives after a great day – whether that’s spending it carving the perfect turn on the groomers to ripping bottomless powder or just casually cruising the mountain. A great day of skiing is different for everyone, but there’s one thing they all have in common – good times. At Elan, we want our skiers to have the best time possible on the mountain and share the experience with the people closest to them. Having a good time with friends, family, kids, parents, your partner, brother, sister or cousin – that’s what skiing is all about. Skiing creates memories and memories create bonds.  
And that is why elan is all about good times.

📷 Elan archive





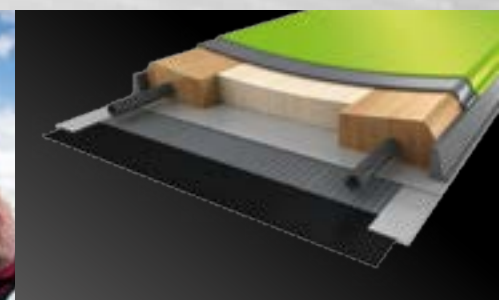
# Always Good Times



DELIGHT SUPREME  
featuring

SLIMSHAPE  
TECHNOLOGY

- LIGHTWEIGHT
- POWER
- BALANCE



## SLIMSHAPE TECHNOLOGY

Patented SlimShape Technology dramatically reduces weight, ensuring that Elan skis are the lightest in the world. The specific shape of the shell allows them to be thin and light, while also providing incredible durability and strength. To further enhance performance, an optimized flex pattern boosts torsional stiffness increasing the transfer of energy from the skier and enabling extreme edge hold and controlled turns.

**elan**

WWW.ELANSKIS.COM



# FROM MOUNTAIN TO VALLEY

We visited mountains to meet the rivers. It might sound a bit strange, but it is the mountains where the rivers start their path. It is mountains that stop the clouds as they travel from the sea to the mainland, squeezing moisture from them. It is the mountains that act as highways for melting snow, turning this cycle towards the sea where it will start over again. Immersing yourself into this world of simple, gravity fed descent, is what brings peace and freedom to every open-hearted guest who ventures into these enchanted mountain playgrounds.

📍 Rok Rozman   📷 Jan Pirnat, Andraž Fijavž Bačovnik



**Spending time on the roof of a region makes you realize how small we are. The wind and the silence. The vast panorama that is offered from the vantage of a mountain peak. The little things you notice as you slow down and travel skyward on a set of skis. Open eyes together with the effort of climbing up provides the perfect atmosphere for thinking about the bigger picture. It is not always about the snow conditions and the height of the peak; it is about the vibe, the company and the joy of moments in the mountains.**

## DINARIC ALPS

Europe's Dinaric Alps stretch in parallel lines from Greece to Slovenia, spanning Albania, Montenegro, Bosnia, and Croatia. They are a special mountain range, too often forgotten in the shade of the more famous 'real' Alps. The deep limestone that forms this range has been slowly eroded by water, forming sharp escarpments, steep gorges and deep canyons. From snow-capped peaks to canyons of roaring whitewater, the Dinaric Alps are still wild and undiscovered. In some parts the snow covered mountain faces are gradual and mellow and in others super steep and harsh, but all areas share a deep feeling of mystery. It was among these peaks where European civilization emerged and with each ridge traversed, it's clean natural history humbly precedes human history. Here, there are no famous peaks that get printed on postcards, no super crowded passes or eminent ski resorts, no super obvious pin points. But there is still the wild and untamed mountain spirit present, which you can't find in over-explored Alps. These ridges and valleys have soul. And this soul can be felt in every interaction with the mountain's inhabitant. It is these inhabitants, the people and the wildlife, that carry this mountain soul and who are more than willing to share it with inquisitive, wide-eyed visitors. So throw the plan - and caution - to the wind and just follow your nose. This is the approach that gets you to most special experiences in the mountain playgrounds of the world, but especially here in the Balkans.

## BALKAN RIVERS TOUR

For us, that meant diving into a month-long tour of the Balkan Peninsula to save last pristine rivers of the old continent. The Balkan Rivers Tour was born from a simple, honest idea, that by showing people the beauty, ecological richness and tourism potential of rivers threatened by hydroelectric development, we can give them a voice and help keep wild water, wild. Having a wish to see a bigger picture for ourselves, the second year of the Balkan Rivers Tour saw us on a quest to find hidden valleys where you can ski tour, fly fish and kayak in a single day. To our surprise, we found that Balkans have more hidden high in the mountains and low in the valleys than we anticipated.

By adding skiing to this river conservation movement, we experienced the true source of the rivers we sought to paddle, thus showing the whole picture and how each ecosystem, season and even sport, are connected. At the core, the tour is about water. And it is water that shaped this mountain range. The sedimentary origin of the limestone that makes up the Dinaric Alps is formed by the seas and lakes that once covered the area. Water has had a such a great effect on shaping these mountains, crevices, fissures and channels which each help funnel water to the rivers, that it is sometimes hard to imagine.

## PINDUS AND SMOLIKAS MOUNTAINS IN GREECE

We disembarked the ferry in Igoumenitsa, Greece and took a road northwest that provided amazing views of the still snow-covered mountains. It didn't take us long to find a road up towards the snow, where jaw-dropping views of the infinite options on skis opened up in front of us. Even though we were down south in mid-April we found amazing snow conditions in Greece, combined with lush green and flowering valleys bellow us. The Pindus Mountains provided special, late spring turns packed with vistas of sea, the smells of flowering plants, sights of soaring birds of prey and inquisitive mountain goats checking on us from sharp ridges above. There is something special in skiing down the mountain in warm spring day when you exchange your ski boots for flip-flops – or better – kayaking boots.

Intrigued by the Greek slopes we followed the snowmelt to some of the most scenic European rivers; the Arachtos, Voidomatis and Aoos rivers. Gradually moving north, we were told by locals that we might find some deep snow remains in Smolikas Mountain range, which turned out to be great advice as we got to ski amongst thousand-year-old years old pine trees, gnarled and twisted by the elements, growing on ridges peaking above these mystic rivers. Touring in a t-shirt is a spring treat, and one that feels extra sweet after the cold wind of winter.

## VALBONA VALLEY IN ALBANIA

Venturing into Albania wild mountains and valleys contrasted greatly against the garbage-strewn roadsides and crumbling infrastructure of a country struggling to get on its feet. We saw firsthand the far-reaching impact humans have on these wild environments, even high in these seemingly untouched ranges. Broken glass mixed amongst the rocks near the peak, or old shacks and cabins, long-since abandoned reminds us of the effects of humans on these ecosystems. Taking in the day fully, we started with fly fishing in the early morning light, followed by ski touring the high alpine and finishing the day padding the world-class Valbona River. Amongst the sharp peaks of Valbona Valley National Park we sought the last breath of winter, working hard for turns but discovering a valley with so much ski touring potential. We were also exposed to a story of greed and corruption where construction of hydroelectric development has commenced within the National Park, despite the strong resistance of locals, conservation NGOs, and tourism businesses. We all have a connection and responsibly to protect our playgrounds, and by incorporating more sports, including the entire outdoor community in the protection of rivers and wilderness, we hope that sustainable tourism can show decision makers that these wild places are worth more wild and untouched than dammed and diverted.





## DURMITOR MOUNTAINS IN MONTENEGRO

Driving north through Kosovo into Montenegro, we were greeted by a foot of fresh snow in the middle of the night, where our van had to choose its line down the switch-backed mountain pass. This late in the season, most have packed their skis, waiting until next year for fresh powder days and faceshots. But when you head into the mountains without expectation, just with friends and skis, late-season turns can be the best of the season. Getting a ride as high as the four-wheel drive would take us, a couple local skiers were happy to help up reach some peaks and explore wild Montenegro.

Powder lines were found and the wind-swept sections of the Durmitor Mountains (along with mountain goats and birds found there) created a mystical feel. This is an area that has a number of ski hills, but the backcountry potential is what will have us coming back for more exploration next season. Kind locals, great food, seemingly endless, snowy mountain ranges and ample rakia made Montenegro a place that was hard to leave, but one that will be revisited. Paddling the Morača, the river that these mountains feeds, we descended from source to sea, creating an opportunity to physically and emotionally experience the path that water takes; from its frozen state in the mountains to its liquid state in the river. We could see all that the river feeds on its way to the sea, and feel the energy that it creates. Energy that is essential to the ecosystems it passes, and energy that can be used for adventure sports recreation and tourism, fueling fun and not unsustainable hydro power that threatens this river.

## BALKAN LOVE

We found snow in the mountains and followed it down to where streams became rivers an eventually where river became the sea. Seeing and truly feeling the connection of these systems was a spiritual experience. After a month-long voyage along the spine of the Balkans, we all came to same conclusion; this is a region where pristine nature and human relations still exist. We found that even though we are guests in these zones, we feel at home in every moment. The hospitality of this region is incomparable and if there is a place in Europe where people still live hand-in-hand with wilderness then this is here. And it is up the rest of the world if we are to keep this pristine combination alive. We are the ones that can help decide whether we will help put these precious valleys in concrete or keep them like they are and show them to the world trough sustainable tourism. There are not always win-win circumstances available, but this one certainly is: go to the Balkans. Ski the Dinaric Alps. Have the time of your life in mountains and bars and support the local people and at the same time, pristine wilderness. Despite the many countries that share these mountains, we are all one nation paying respect to the area that feeds us and provides much more than just physical satisfaction. Don't mind if the snow is a bit more grainy in late April, if you get to see the bigger picture this is just one small piece in a colorful puzzle we call living life for real.

*This is a region  
where pristine  
nature and human  
relations still exist.*

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A photograph of three women in ski gear standing on a snowy mountain peak under a blue sky with white clouds. The woman on the left is wearing a bright pink jacket and blue pants, sitting on a ski lift. The woman in the middle is wearing a dark blue jacket and blue pants, holding a pair of skis. The woman on the right is wearing a blue and black jacket and blue pants, also holding skis. They are all smiling and looking towards the right. A large white circle is overlaid on the right side of the image, containing text.

# ELAN FEMALE CHAIN OF COMMAND: FROM CONCEPT TO CONSUMER

—  
2017 is the year of the woman

 MJ Carrol

 Samo Vidic

  
studio



Global issues aside, women are having a moment. Brands everywhere are maximizing on the opportunity to share their women-specific stories, empowering the female voice and consumer in markets where gender specific products never existed prior to this movement.

Emotions aside, when it comes to who is bringing product to the cash register, it's more often than not, women.

According to Forbes Magazine, "Women drive 70-80% of all consumer purchasing, through a combination of their buying power and influence." To put it bluntly, we get what we want, when we want it, for ourselves, and for others, including our families.

In the world of skiing, it is still a male dominant sport and industry. But, women are continually on the rise with higher participation, female athletes are shattering records, grassroots organizations continue to evolve, and there are more women's specific products on the market than ever before. It's amazing.

As a female professional in the ski industry for the last 8 years, "women's specific" is not a new term. I've reviewed a ton of graphics and skied a lot of different ski technologies that are all classified as "women's specific," and often supported with branding such as "made by women, for women."

"Made by women, for women." What does that really mean? In year's past, I was convinced it meant that women were involved with a thumb's up or thumb's down approval of graphics, naming and testing the skiing performance before the final skis went to production.

Then, I was asked to join the Elan W Studio.

In April 2017, I was invited to Slovenia for the 14<sup>th</sup> Annual W Studio meeting. We reviewed the women's graphics, ski technology and names, and as the day evolved, I met and learned more about the women behind the brand. Then, we toured the Elan headquarters, which completed changed my meaning for "made for women, by women."

First off, I must mention that I have never seen a more beautiful setting for a factory. Across the street from blossoming green pastures and in the shadows of the towering Julian Alps, stands one of the largest manufacturing suppliers of skis in the world. As an avid skier who enjoys the European après culture, the scenic countryside and gorgeous mountains combined with the smell of fresh resin from thousands of brand new skis had me merrily humming, "the Hills are Alive ..."

Beyond the stunning view on the outside, it was what was happening inside Elan's buildings that amazed me the most. Throughout the tour of Elan and meeting the various individuals involved with each process, I quickly took notice that there was a female involved with every step of the process to bring an Elan ski to life.

Beginning with the concept of the ski and then shepherding the entire process along is Melanja Šober, head of product management department and who is responsible for putting in place a road map for the product. With a technical background as a ski racer, a passion for the sport, and great attention to detail, Melanja is often the reason excellent ideas turn into outstanding products.

Once product management has a new product idea in process, Melanja with the team of product managers work with the various departments to bring the skis to life.

Beginning with graphics, one of the more important, yet more difficult features to please everyone, the masterminds behind Elan graphics are predominantly all women. In-house, Hilda Bassanese is the strategic designer for graphics, who turns creative design concepts, which come from female run Sonda Design studio, onto an actual product with profound understanding of production opportunities.

Sonda Design Studio based out of Croatia is responsible of design inspiration that is modern and matches the trends of today's female skiers. It is co-owned by a woman, Jelena Fiskus and Elan works specifically with a woman designer, Martina Sirotič. Together, the graphic production team, five women in total, finalize the graphic direction for Elan products.

Meanwhile, Melanja and her team are working with the engineers communicating the skis' intent and needs for the female skier. While there are no female engineers at Elan, Melanja is the tie between all departments and once the ski design meets the graphic design and overall approval of W Studio influencers, the proposed ski is ready for production. This is typically where the women's approval and job with a ski is finished. Not at Elan. Over 40 % of Elan's employees are women and a good part of that number works in the factory, manufacturing the actual product.

In fact, head of production process is a female. While there are women involved at various points in the assembly line, they were most noticeably involved with the printing process. Due to the high level of attention to detail required, it is a manufacturing process that has been proven to be completed the best by women.

After production, it is up to distribution to get the skis to the dealers and then up to marketing and sales to sell the skis. Distribution and sales are more commonly managed by men in the ski industry, but at Elan there are women closely involved with both operations. The entire order-processing department is female as is the head of logistics, both run by Marjana Pintar. In marketing, Rebeka Lah Notar beside other projects works to create the stories and messages specifically targeted towards women consumers and Nina Gašperlin fine-tunes the imaging and aesthetic branding direction.

Outside of in-house sales, Noemie Personnaz, a part of distribution team in one of Elan's biggest markets of France. As a member of the Elan W Studio, Noemie offers a unique perspective of what women are coming into stores are asking about before making the final purchase.

The process comes full circle when a female purchases an Elan ski; from conceptualizing the idea of the product, to creating the actual ski to selling it in the marketplace. Next time you click into a pair of Elan Women's skis you can trust with confidence that a lot of women hands, minds, eyes and opinions went into each pair.

## INSOMNIA POWER SHIFT

Don't lose sleep over this carver, the Insomnia is designed to bring the ultimate levels of long and short turn agility with a forgiving and stable feel to kiss the groomers goodnight.







*Elan's all-female W Studio team continue a decades-old tradition of producing skis handcrafted by women.*

For nearly 15 years, Elan has assembled a team of talented women from around the globe who lend their expertise to create and develop Elan's Women's ski models. Called the "W Studio," this group, lead by Melanja Šober, Head of Product Management, contributes from ski concept to construction. The following W Studio Team members share their stories, insights and passions about skiing and ski design.



## MELANJA ŠOBER

Melanja grew a stone's throw from the World Cup slope of Maribor in Slovenia. As avid skiers, her parents introduced her to skiing at age 3. Since her home ski area was Maribor, known for ski racing, she was inspired as a six-year-old girl to race, which she did for many years as an athlete and ambassador for Elan. After racing, Melanja traveled the world working at multiple ski resorts. Seven years ago she switched focus from traveling and skiing towards developing products and building skis. She started working for Elan as a junior product manager for the women's line, and was then offered a promotion. Today she runs the product management department, with the responsibility for overall strategic and product line management, coordinating Elan's product roadmap and product-related initiatives. She is the founding member of the W Studio contributing her ideas from the very beginning a decade and a half ago.



## JULIETTE WILLMANN

Juliette was born in the south of France in Marseille and grew up south of the Alps in Barcelonnette. Juliette calls Praloup her home ski area and started skiing at 2.5 years old with her parents. Her father is a ski coach, currently coaching the women's French Alpine Ski team, while her mother is a ski instructor in Barcelonnette. Juliette ski raced for 10 years, spending 2 years racing FIS. Four years ago, at the age of 17, Juliette entered her first freeride contest and in 2015, she took her "first start" on the Freeride World Qualifier. The very next year she finished second on the European Freeride World Qualifier tour. Recovering from a knee injury, she took a break from the Freeride tour, but still promotes her sponsors including Elan, Mammüt, Uvex, Praloup and Crosscall. She is currently enrolled in the University of Annecy, finishing her last year of a Marketing and Communication degree.



## KRISTA CRABTREE

Krista grew up in the White Mountains and Lakes Region of New Hampshire, skiing every winter weekend and waterskiing, playing tennis and hiking all summer. Since her parents raced in the masters ski race circuit, it was natural for her to race as well. At Bates College, she was a member of the Division I ski race team and also coached junior racers. After college, Krista took a coaching job at Ski Club Vail in Colorado and also taught at the Vail ski academy. She later attended graduate school at the University of Colorado and received her MA degree in creative writing. At that time, she coached ski racing and received an internship at SKI Magazine. The internship lead to a full-time job as an editor, where she covered fashion, gear and instruction and also ran the SKI Magazine Women's Ski Test. In 2006, Krista launched a freelance career, which included creating a women's ski testing clinic in Vail called She Skis and directing the women's program at Eldora Mountain Resort. She ran several ski tests and published articles in multiple magazines on several websites. She currently coaches for Vail's Her Turn women's ski camps and organizes Skadi Vail, the largest women's consumer ski demo event in the U.S. (Elan is a participant) as well as directing Eldora's women's program.



## ANA PIŠOT

Ana was born in Koper, on the Adriatic coast of Slovenia. Her father, Rado Pišot, is an examiner for ski instructors, and wrote a book called "Skiing is Game" with Ron Kipp, Alpine Sports Education Manager for the U.S. Ski Team. Ana's mom was a ski racer, and in fact her parents met during their instructor exam. Ana first skied at age 2 in Forni di Sopra, Italy. At an early age, Ana became a ski instructor at the highest level and has taught in Italy, Austria, Australia and Slovenia. She conducted research with her mother about how different cultures are connected with skiing. Ana joined the W Studio team after meeting Melanja Šober, Head of Elan's Product Management, at Interski in Serbia, where Ana's father was one of the organizers.



## RIPSTICK 94W

Perfect for every type of adventure; front side, back side, chutes, steeps and trees, the Ripstick 94W takes progressive ladies anywhere and everywhere they want to go.





### SONNIA HÖFFKEN

Sonnja was born and raised in Munich, a city where most kids grow up skiing. After attending university, Sonnia started working in PR and advertising, and spent all her free time in the French Alps - but something was always missing: more skiing! So, she decided to take “just one winter season” in Val d’Isère, to check this box before entering “real life”. The best thing Sonnia ever did and ever since, was spending her winters in the French and Swiss Alps. In 2002, Sonnia began intensive yoga teacher training. In 2003, she founded her yoga company “Call-a-Yogi” in Munich. Then, in 2006, Sonnia combined skiing & yoga and established a program called “SkiYo – feel the flow!”. Sonnia not only combines her two biggest passions, skiing and yoga, but also is constantly studying sports, physiology, psychology, health and recreation. In 2009 Sonnia became a member of the Elan “family” – happily riding and promoting Elan skis to her broad target group of customers in the Alps.



### MJ CARROLL

MJ grew up in the San Juan mountains of Colorado, in Durango. She learned how to ski on a rope tow two blocks from her house. This local hill called Chapman had night skiing, and MJ skied often with her father and developed a deep passion for freeskiing. MJ attended the University of Colorado in Boulder, where she studied Journalism. After working for a PR firm in Durango, she moved to Jackson Hole, WY, where she advanced her backcountry skills in the Tetons. She worked with Verde PR and became account manager for some ski companies. Currently, MJ works as a freelance marketing and PR consultant in the outdoor and ski industry. Since December 2016, she has been working with Elan Skis on both the PR side and for the W Studio women’s program.



### ŽANA VLAISAVLJEVIČ

Žana was born in Maribor, Slovenia. She lived 10 minutes away from a small ski area and started skiing when she was 3 with her dad, who was an avid recreational skier. When Jana was 6, her father, a diplomat, moved the family to London. It was there that Žana developed a passion for tennis. When she moved back to Slovenia, it was still part of Yugoslavia. She competed there and started to play in European tennis tournaments, even traveling to the U.S. to play in the Orange Bowl, an international tournament for juniors where she competed against Anna Kournikova. Žana was recruited to Texas Tech on a full tennis scholarship. Her sophomore year, however, she transferred on a full scholarship to UCLA. She retired after a back injury, but finished UCLA and went on to USC to get her Masters in Strategic PR. Now she owns an advertising agency with her husband. They have two daughters: Ela, who is passionate about volleyball, and Mila, who loves ski racing

# ELEGANCE

Elan Delight Prime is the embodiment of winter elegance. Not every piece of accessories matches the product that sophisticated. With that reason we selected a few pieces of skiing gear that suits this white beauties perfectly.

**FJÄLL RÄVEN**  
Duffel No. 4 Large  
[www.fjallraven.com](http://www.fjallraven.com)

**ELAN**  
Delight Prime  
[www.elanskis.com](http://www.elanskis.com)

**LEVEL**  
Bliss Dakota  
[www.levelgloves.com](http://www.levelgloves.com)

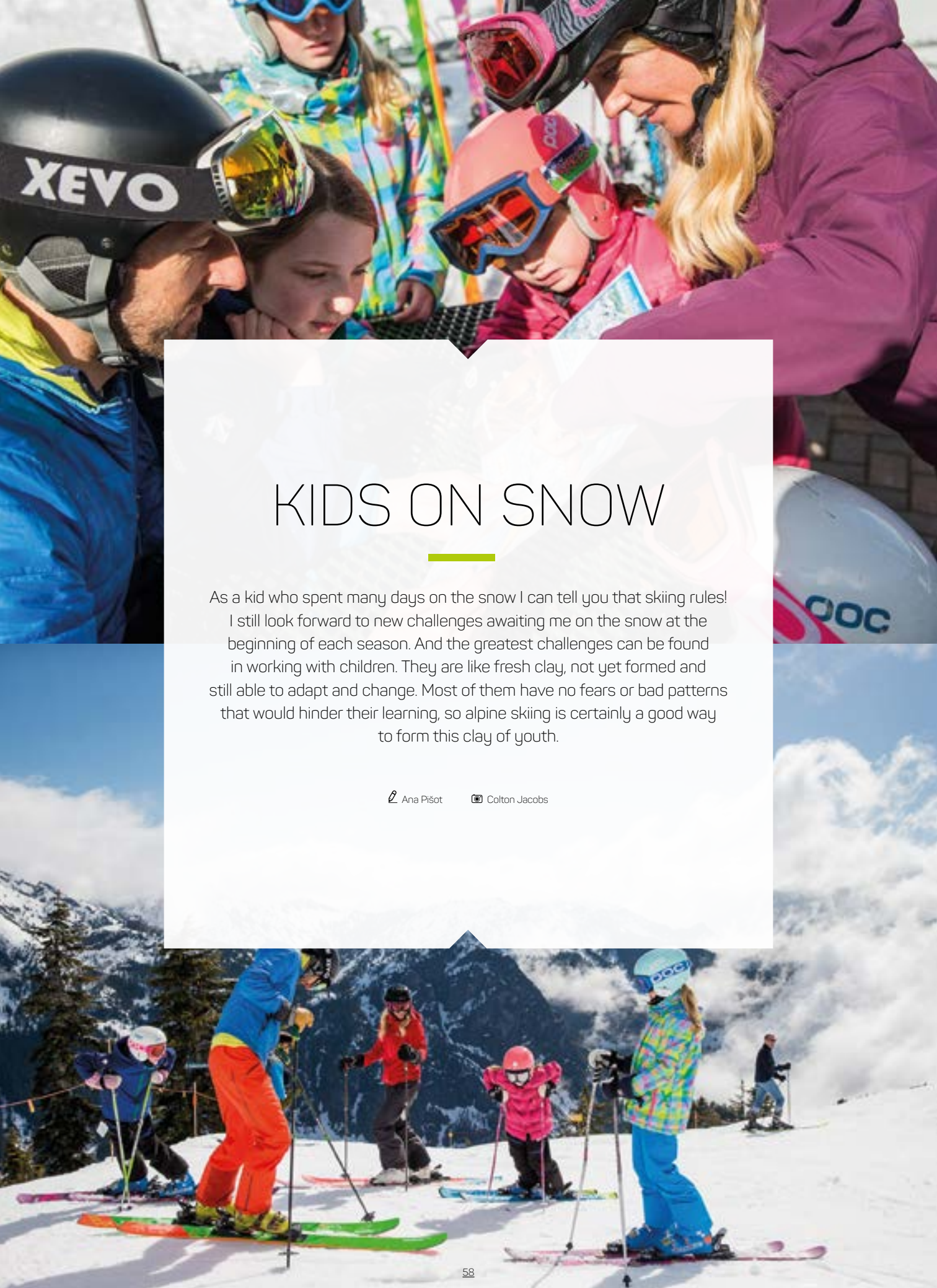
**GIESSWEIN**  
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[www.giesswein.com](http://www.giesswein.com)

**COLMAR ORIGINALS**  
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[www.sigg.com](http://www.sigg.com)

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Reflective Buff®  
R-Saphi Multi  
[www.buffwear.com](http://www.buffwear.com)





# KIDS ON SNOW

As a kid who spent many days on the snow I can tell you that skiing rules! I still look forward to new challenges awaiting me on the snow at the beginning of each season. And the greatest challenges can be found in working with children. They are like fresh clay, not yet formed and still able to adapt and change. Most of them have no fears or bad patterns that would hinder their learning, so alpine skiing is certainly a good way to form this clay of youth.

✍ Ana Pišot    📷 Colton Jacobs

Most of us can remember the first dive into water and the first successful swimming strokes or the first unsteady meters on a new bike, and the first steps in skiing can become just such a pleasant memory. A winter family vacation can become a new learning environment for a child and a skiing instructor is a very important factor in the child's attitude towards skiing.

## But why skiing?

Skiing is a sport that begins with a major event. It is something completely new and unknown. Something that starts off small but can be explored and expanded beyond any limit. The first steps in skiing can be slightly challenging to master but once the skills are learned they are never forgotten and can be built upon for years and years. Skiing has that power and also the power to entertain. A child does not think like an adult and does not need much information. Children are simply not interested in whether their knees are pushed outside or inside. What they want to know is, is it fun?

## What do you need to know?

Any parent who is a good skier wants to share the experience, joy and, of course, knowledge with their child. Many of us could make good teachers, but trust me - properly trained ski instructors will always do a better job. But it is the duty of the parents to select an instructor your child is comfortable with, one that shows your child the joys of skiing so they will want to ski for years to come.

## When is the right time?

One of the most common questions is: "What is an appropriate age to start skiing?" There is no set answer here because the truth depends on many factors and each individual has different needs. Some children develop the necessary abilities earlier than others and the proper time to start varies accordingly, but early experiences are certainly the most valuable.

We often hear the saying: "The more they ski, the better they will be." That is absolutely true. Mileage on the pistes is the best gift you can give your child, of course once they can ski independently. Once they reach this phase experience on the slopes becomes invaluable and it will also facilitate further learning. I believe the appropriate amount of skiing exactly corresponds to the child's wishes.

And there is another thing parents need to know. Children find it much more difficult to work with an instructor if you are present. Of course it is hard to separate from your kids, but they are much more productive, attentive and manageable without you around, and they also gain the opportunity to develop their confidence and independence.

## EQUIPMENT

You cannot have a perfect ski day without good equipment. Proper ski equipment is a prerequisite for safety and gives skiers the ability to learn correctly. Ski equipment is quite specific so there is a certain period of adjustment.

Starting with the boots - even adults find them heavy and uncomfortable and they are more so for the kids. Walking and running, jumping, spinning around and other such exercises help kids get a feel for moving around in ski boots. Of course, boots must fit the feet. They should not be too big or too small and should grip the feet firmly enough to prevent injury.

Skis must be appropriate for the height and abilities of the child. The bindings must create a firm interface between the boot and ski and be adapted to the weight of the kid so they open in case of a fall. Modern skis have appealing designs that kids can find motivating. It is recommended that skis are soft and flexible so kids can manage them easier.

A helmet is immensely important for safety because it protects a child's head and gives an added sense of security and warmth. I recommend all skiers to wear a helmet because it not only protects us but also shows a good example for the kids.

Warm winter clothing is another major factor, especially proper skiing gloves that provide important protection from cuts and scrapes and which parents sometimes forget. Ski goggles are another protective piece of equipment that prevent eye damage and inflammation due to reflected sunlight, wind and flying debris that is kicked up during skiing.

Properly selected and fitting equipment is half of the success. Elan has developed unique U-Flex technology to bring comfort and joy in skiing to the youngest skiers. We have developed a full range of skis and boots especially for children. Skis are 25% more flexible compared to the competition and enable faster learning and easier turning. The U-Flex ski boots flex in accordance with the foot's anatomy and provide a more natural support when walking and flexing during skiing. The flexible boot design also helps retain body heat and allows the boots to expand and adapt to a range of foot sizes. Changing the position of the boot insole allows the fit to be adapted across three standard boot sizes



## U-FLEX™ IN THE REAL WORLD

When we developed U-Flex™, our goal was nothing short of revolutionizing the way boys and girls learn to ski. A new report by the Austrian ski school Schneeschule Klinger suggests that we have done just that. The method called SkiEdina was developed by the ski school's team of instructors, and aims to redefine the learning process by teaching parallel turns from the start, instead of focusing on the snowplow. In this study a group of children 3-6 years old using U-Flex equipment were compared to a similar control group using traditional equipment. The results clearly showed that U-Flex construction provided significant enhancement to the learning process.



# LOVE YOUR SKIS

Well tuned and maintained skis are a guarantee for long term satisfaction and joy on the snowy slopes.

✍ Martin Tekše

📷 Nikola Miljković

**Let's start off with that famous question: What's in the box? Speaking metaphorically of course. Elan's don't come in a box. But when you buy a pair and become their proud owner, you get a product that is exceptional in all respects. The skis are beautifully designed and formed, full of cutting edge technology and functionality and are friendly to the owner. They are designed to give you as much joy as possible. This has been a tradition of ours for many years. The skis are actually ready to hit snow as soon as you take them out of the box. Your authorized expert dealer will install and set up your bindings and that is it. Everything else has been taken care of. The edges are tuned to the correct angle to carve perfect arcs and the base is ground and waxed. All there is left to do is point them down to the valley.**

Of course any skier with a new pair of skis needs some time to adjust to the equipment and become one with the new gear. The process is like getting to know a new friend, slowly exploring all the characteristics of the skis and trusting them more and more each run. But the skis also go through certain changes during the process. Maintaining constant characteristics of a ski requires a certain degree of care and attention. But not every skier is the same and not all skiers treat their skis equally. Racers and advanced skiers work on their skis before each day on the slope while average weekend warriors tend to be somewhat less involved. It is a fact that using skis causes edges to lose their sharpness and wax to be stripped away from the base. Not to mention the occasional scrape and gouge. But all of this can be fixed and taken care of.

How, then, do we take care of our skis to assure they keep serving their purpose as long as possible and provide maximum performance throughout their service life?

## REGULAR SERVICE

Skis are like your car. They too need a regular service once a year. It is recommended to treat your skis to a full service before the beginning of each season. This includes grinding

and repairing the base and tuning the edges to the desired angle. A two degree edge tune is a good starting point for recreational use.

## EDGES

Edges dull with use but the speed with which they lose their ability to grip depends on many factors. The foremost is certainly the number of days on snow. Snow structure also plays an important part - artificial snow is much more abrasive than natural snow and wears edges away faster. A lot also depends on the skill level of each skier. Generally speaking edges last at least ten days on natural snow and about half that on artificial or icy snow. After that they will need sharpening. More demanding users tune their edges every second ski day. Edges usually last a good number of tune jobs so the possibility of a recreational skier using up all their edge material is minimal.

## BASE

The base has two main characteristics - structure and impregnation with wax. The wax has a much shorter life. Skis should generally be re-waxed every five days on the snow. Yet the base itself also loses tension and structure through use. This can be restored with the use of a special machine that skis are fed through. The frequency of that procedure again depends on the number of days spent on snow. A good base generally keeps its tension and structure for at least twenty ski days.

## REPAIRING DAMAGE

Unfortunately no ski is immune to physical damage. The most common areas to get damaged are the base and the edges. Scrapes and gouges in the base are reasonably easy to fix. Smaller ones are filled with a special material while larger ones require a section of the base to be cut out and replaced with a new one. Repairing edges is a more daunting prospect. Certain types of deformations can be repaired using specialist procedures, but if a part of the edge breaks off, the ski is usually beyond repair.

## WHAT CAN WE DO OURSELVES?

When we take our freshly serviced skis out for a week of skiing we always hope for seven days of sunshine and epic snow conditions, as well as perfect arcs and effortless glide from our skis. The first two wishes are well beyond

our control, but we can certainly take care of the skis. We can use a handheld diamond file to deburr the edges every evening and preserve their sharpness. Care must be taken during the procedure not to file down the edges and harm the basic tune. It is also easy to wax the skis on your own every few days.

## STORAGE

Skis should be wiped thoroughly with a dry cloth and stored in a dry area after each use. This helps prevent corrosion on the edges and other metal parts of the bindings. The same applies both for temporary storage during winter and off-season storage over the summer.

## INSPECTION

It makes sense to thoroughly inspect your skis every now and then. Pay particular attention to the joint where the edge sits between the sidewall and the base. The structural glue in the ski can let go and allow water or moisture into the ski. If a defect is found early, the ski can be repaired.

## TRANSPORT

Skis are best transported inside vehicles or in special roof boxes. This is particularly important on longer trips during which skis could be exposed to salt.

## HOW TO SET UP YOUR BINDINGS

When you purchase a pair of skis, you also get the accompanying bindings. They will be installed on your skis immediately by a properly trained technician. There are two important factors regarding ski bindings. Bindings must be properly adapted to the size of your ski boots. Each boot has a marked center and a notation of the length of the sole in millimeters. The bindings are then set to the corresponding length. The last thing to adjust is the binding release value. This depends on the weight and skill level of the skier. Average recreational skiers should set their bindings to their body weight in kilograms while better skiers can tighten the bindings up another step.



ELAN  
SKIS  
COLLECTION  
2017/2018

ALL MOUNTAIN AMPHIBIO



**AMPHIBIO**  
16 TI2  
FUSION

**PROFILE**  
Amphibio

**TECHNOLOGY**  
Amphibio 4D  
Technology,  
Nano Running Base,  
RST Sidewall,  
Response Frame  
Woodcore,  
Dual Shaped Ti2

**GEOMETRY**  
121/73/104

**LENGTH RADIUS**  
160(13.3),  
166(14.5),  
172(15.7),  
178(17)



**AMPHIBIO**  
14 TI  
FUSION

**PROFILE**  
Amphibio

**TECHNOLOGY**  
Amphibio 4D  
Technology,  
Nano Running Base,  
RST Sidewall,  
Response Frame  
Woodcore

**GEOMETRY**  
121/73/104

**LENGTH RADIUS**  
160(13.3),  
166(14.5),  
172(15.7),  
178(17)



**AMPHIBIO**  
12 TI  
POWER  
SHIFT

**PROFILE**  
Amphibio

**TECHNOLOGY**  
Amphibio 4D  
Technology,  
RST Sidewall,  
Power Woodcore

**GEOMETRY**  
125/78/107

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



**AMPHIBIO**  
88 XT  
FUSION/  
FLAT

**PROFILE**  
Amphibio

**TECHNOLOGY**  
Amphibio 4D  
Technology,  
RST Sidewall,  
Response Frame  
Woodcore

**GEOMETRY**  
135/88/116

**LENGTH RADIUS**  
170(15.5),  
176(17.2),  
184(19)



**AMPHIBIO**  
84 XT  
FUSION/  
FLAT

**PROFILE**  
Amphibio

**TECHNOLOGY**  
Amphibio 4D  
Technology,  
RST Sidewall,  
Power Woodcore

**GEOMETRY**  
131/84/112

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



**AMPHIBIO**  
84 TI  
FUSION/FLAT/  
POWER SHIFT

**PROFILE**  
Amphibio

**TECHNOLOGY**  
Amphibio 4D  
Technology,  
RST Sidewall,  
Power Woodcore

**GEOMETRY**  
131/84/112

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



**AMPHIBIO**  
80 TI  
POWER SHIFT  
/FLAT

**PROFILE**  
Amphibio

**TECHNOLOGY**  
Technology 4D,  
RST sidewall,  
Power Woodcore,  
Dual Shaped Ti

**GEOMETRY**  
126/80/108

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



**AMPHIBIO**  
76 TI  
POWER SHIFT

**PROFILE**  
Amphibio

**TECHNOLOGY**  
Amphibio 4D  
Technology,  
WaveFlex™,  
DST sidewall,  
Power Woodcore,  
Mono Ti

**GEOMETRY**  
125/76/105

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



**AMPHIBIO**  
76  
POWER SHIFT

**PROFILE**  
Amphibio

**TECHNOLOGY**  
Amphibio 4D  
Technology,  
WaveFlex™,  
DST sidewall,  
Power Woodcore,  
Fibreglass

**GEOMETRY**  
125/76/105

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



ALL MOUNTAIN EXPLORE



**EXPLORE**  
10 TI  
POWER  
SHIFT

**PROFILE**  
Parabolic  
Rocker

**TECHNOLOGY**  
WaveFlex™,  
PST Sidewall,  
Dual Woodcore,  
Mono Ti

**GEOMETRY**  
125/76/104

**LENGTH RADIUS**  
152(12),  
160(13.5),  
168(15.1),  
176(16.7)



**EXPLORE**  
8 GREEN  
LIGHT  
SHIFT

**PROFILE**  
Parabolic  
Rocker

**TECHNOLOGY**  
WaveFlex™,  
Full Power Cap,  
Dual Woodcore,  
Fiberglass

**GEOMETRY**  
125/76/103

**LENGTH RADIUS**  
152(12.3),  
160(13.9),  
168(15.4),  
176(17.2)



**EXPLORE**  
8 ORANGE  
LIGHT  
SHIFT

**PROFILE**  
Parabolic  
Rocker

**TECHNOLOGY**  
WaveFlex™,  
Full Power Cap,  
Dual Woodcore,  
Fiberglass

**GEOMETRY**  
125/76/103

**LENGTH RADIUS**  
152(12.3),  
160(13.9),  
168(15.4),  
176(17.2)



**EXPLORE**  
6 GREEN  
LIGHT  
SHIFT

**PROFILE**  
Parabolic  
Rocker

**TECHNOLOGY**  
Dynaflex  
Technology,  
Full Power Cap,  
Synflex Core,  
Fiberglass

**GEOMETRY**  
114/72/103

**LENGTH RADIUS**  
138(9.7),  
144(10.7),  
152(11.9),  
160(13.4),  
168(15)



**EXPLORE**  
6 ORANGE  
LIGHT  
SHIFT

**PROFILE**  
Parabolic  
Rocker

**TECHNOLOGY**  
Dynaflex  
Technology,  
Full Power Cap,  
Synflex Core,  
Fiberglass

**GEOMETRY**  
114/72/103

**LENGTH RADIUS**  
138(9.7),  
144(10.7),  
152(11.9),  
160(13.4),  
168(15)



**GSX**  
FUSION

**PROFILE**  
Early Rise  
Rocker

**TECHNOLOGY**  
Arrow Technology,  
RST Sidewall,  
Response Frame  
Woodcore,  
Dual Ti

**GEOMETRY**  
110/68/94\*,  
110/69/94

**LENGTH RADIUS**  
170(17.4)\*,  
175(19),  
180(21.2)



**SLX**  
FUSION

**PROFILE**  
Early Rise  
Rocker

**TECHNOLOGY**  
Arrow  
Technology,  
RST Sidewall,  
Response  
Frame  
Woodcore,  
Dual Ti

**GEOMETRY**  
119/68/102,  
120/68/103,  
121/68/104,  
122/69/105

**LENGTH RADIUS**  
155(11/10),  
160(12/11),  
165(14/12),  
170(15/13)



**SL**  
FUSION

**PROFILE**  
Early Rise  
Rocker

**TECHNOLOGY**  
Arrow  
Technology,  
RST Sidewall,  
Response  
Frame  
Woodcore,  
MonoTi

**GEOMETRY**  
119/68/102,  
120/68/103,  
121/68/104,  
122/69/105

**LENGTH RADIUS**  
155(11/10),  
160(12/11),  
165(14/12),  
170(15/13)



ELANSKIS.COM



FREERIDE



**RIPSTICK**  
116

**PROFILE**  
Amphibio

**TECHNOLOGY**  
TNT technology,  
SST sidewall,  
Tubelite  
Woodcore,  
Vapor Tip,  
Fiberglass

**GEOMETRY**  
143/116/132

**LENGTH RADIUS**  
185(20.3),  
193(22.9)



**RIPSTICK**  
106

**PROFILE**  
Amphibio

**TECHNOLOGY**  
TNT technology,  
SST sidewall,  
Tubelite  
Woodcore,  
Vapor Tip,  
Fiberglass

**GEOMETRY**  
138/104/117\*,  
140/106/122

**LENGTH RADIUS**  
167(15.8)\*,  
174(16.2),  
181(18.1),  
188(20.4)



**RIPSTICK**  
96

**PROFILE**  
Amphibio

**TECHNOLOGY**  
TNT technology,  
SST sidewall,  
Tubelite  
Woodcore,  
Vapor Tip,  
Fiberglass

**GEOMETRY**  
135/95/110\*,  
134/96/113

**LENGTH RADIUS**  
167(14.9)\*,  
174(16.2),  
181(18.1),  
188(19.5)



**RIPSTICK**  
86

**PROFILE**  
Amphibio

**TECHNOLOGY**  
TNT technology,  
SST sidewall,  
Tubelite  
Woodcore,  
Vapor Tip,  
Fiberglass

**GEOMETRY**  
127/86/106,  
128/87/108,  
130/88/110

**LENGTH RADIUS**  
168(16.2),  
176(17.6),  
184(19.2)



**RIPSTICK**  
86T

**PROFILE**  
Mountain  
Rocker

**TECHNOLOGY**  
SST sidewall,  
Laminated  
Tubelite  
Woodcore,  
Fiberglass

**GEOMETRY**  
119/84/108,  
121/85/110,  
123/86/112,  
125/87/114

**LENGTH RADIUS**  
138(11.5),  
148(12.9),  
158(15),  
168(16.7)



**IBEX 94**  
CARBON XLT

**PROFILE**  
Mountain  
Rocker

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

**GEOMETRY**  
131/93/110,  
130/94/111,  
132/94/112,  
132/95/113

**LENGTH RADIUS**  
163(18.9),  
170(20.1),  
177(21.2),  
184(22.7)



**IBEX 94**  
CARBON

**PROFILE**  
Mountain  
Rocker

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

**GEOMETRY**  
131/93/110,  
130/94/111,  
132/94/112,  
132/95/113

**LENGTH RADIUS**  
163(18.9),  
170(20.1),  
177(21.2),  
184(22.7)



**IBEX 84**  
CARBON XLT

**PROFILE**  
Mountain  
Rocker

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

**GEOMETRY**  
116/83/101,  
118/84/103,  
120/84/105,  
120/85/106

**LENGTH RADIUS**  
156(17/16),  
163(18/17),  
170(19/18),  
177(20/19)



**IBEX 84**  
CARBON

**PROFILE**  
Mountain  
Rocker

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

**GEOMETRY**  
116/83/101,  
118/84/103,  
120/84/105,  
120/85/106

**LENGTH RADIUS**  
156(17/16),  
163(18/17),  
170(19/18),  
177(20/19)



**IBEX 84**

**PROFILE**  
Mountain  
Rocker

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

**GEOMETRY**  
116/83/101,  
118/84/103,  
120/84/105,  
120/85/106

**LENGTH RADIUS**  
156(17/16),  
163(18/17),  
170(19/18),  
177(20/19)





ELAN  
SKIS  
COLLECTION  
2017/2018

W STUDIO ALL MOUNTAIN



**DELIGHT  
BLACK  
EDITION**

**PROFILE**  
Early Rise  
Rocker

**TECHNOLOGY**  
SlimShape Technology,  
RST Sidewall,  
TubeLite woodcore,  
Fiberglass,  
Embellished with  
crystals from Swarovski®

**GEOMETRY**  
125/78/107

**LENGTH RADIUS**  
152 (11.7),  
158 (12.8),  
164 (14.4)



**SPEED  
MAGIC  
POWER SHIFT**

**PROFILE**  
Early Rise  
Rocker

**TECHNOLOGY**  
SlimShape Technology,  
RST Sidewall,  
Response Frame  
woodcore,  
MonoTi

**GEOMETRY**  
115/66/98,  
117/67/100,  
119/68/102,  
120/68/103,  
121/68/104

**LENGTH RADIUS**  
145(10.5),  
150(10.5/9.5),  
155(11.3/10),  
160(12.5/11),  
165(14/12)



**INSOMNIA  
POWER  
SHIFT**

**PROFILE**  
Amphibio

**TECHNOLOGY**  
Amphibio 4D  
Technology,  
RST Sidewall,  
TruLite woodcore,  
Dual Shaped Ti

**GEOMETRY**  
121/73/104

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



**INTERRA POWER  
SHIFT/FLAT**

**PROFILE**  
Amphibio

**TECHNOLOGY**  
Amphibio 4D  
Technology,  
RST Sidewall,  
Dualite woodcore,  
Dual Shaped Ti

**GEOMETRY**  
129/82/111,  
130/83/112,  
131/84/112

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



**DELIGHT  
SUPREME  
POWER SHIFT**

**PROFILE**  
Early Rise  
Rocker

**TECHNOLOGY**  
SlimShape  
Technology,  
RST Sidewall,  
TubeLite woodcore,  
Fiberglass

**GEOMETRY**  
125/78/107

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



**DELIGHT  
PRIME  
LIGHT SHIFT**

**PROFILE**  
Early Rise  
Rocker

**TECHNOLOGY**  
SlimShape  
Technology,  
PST Sidewall,  
TruLite woodcore

**GEOMETRY**  
126/76/103

**LENGTH RADIUS**  
146(10.5),  
152(11.5),  
158(12.6),  
164(14.1)



**DELIGHT  
STYLE  
LIGHT SHIFT**

**PROFILE**  
Early Rise  
Rocker

**TECHNOLOGY**  
SlimShape  
Technology,  
Supralite  
woodcore

**GEOMETRY**  
124/74/102

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



**DELIGHT  
MAGIC  
LIGHT SHIFT**

**PROFILE**  
Early Rise  
Rocker

**TECHNOLOGY**  
SlimShape  
Technology,  
Supralite  
woodcore

**GEOMETRY**  
124/74/102

**LENGTH RADIUS**  
146(10.3),  
146(10.3),  
152(11.3),  
158(12.4)



**ZEST  
LIGHT SHIFT**

**PROFILE**  
Parabolic  
Rocker

**TECHNOLOGY**  
WaveFlex™,  
Full Power Cap,  
SupraLite Core

**GEOMETRY**  
125/76/103

**LENGTH RADIUS**  
140(10.2),  
146(11.3),  
152(12.3),  
158(13.9)

W STUDIO ALL MOUNTAIN



**BLACK MAGIC  
LIGHT SHIFT**

**PROFILE**  
Parabolic  
Rocker

**TECHNOLOGY**  
WaveFlex™™,  
Full Power Cap,  
SupraLite Core

**GEOMETRY**  
125/76/103

**LENGTH RADIUS**  
140(9.7),  
146(10.7),  
152(11.9),  
158(13.4)



**SNOW  
LIGHT SHIFT**

**PROFILE**  
Parabolic  
Rocker

**TECHNOLOGY**  
Dynaflex Technology,  
Full Power Cap,  
Monolite Core

**GEOMETRY**  
114/72/103

**LENGTH RADIUS**  
140(9.7),  
146(10.7),  
152(11.9),  
158(13.4)



**SNOW BLACK  
LIGHT SHIFT**

**PROFILE**  
Parabolic  
Rocker

**TECHNOLOGY**  
Dynaflex Technology,  
Full Power Cap,  
Monolite Core

**GEOMETRY**  
114/72/103

**LENGTH RADIUS**  
140(9.7),  
146(10.7),  
152(11.9),  
158(13.4)



**RIPSTICK  
102W**

**PROFILE**  
Amphibio

**TECHNOLOGY**  
TNT technology,  
SST sidewall,  
TubeLite  
woodcore,  
Vapor Tip,  
Fiberglass\*

**GEOMETRY**  
136/102/115,  
138/104/117,  
143/105/120

**LENGTH RADIUS**  
156(15),  
163(15.8),  
170(17)\*,  
177(18.1)\*



**RIPSTICK  
94W**

**PROFILE**  
Amphibio

**TECHNOLOGY**  
TNT technology,  
SST sidewall,  
TubeLite  
woodcore,  
Vapor Tip,  
Fiberglass

**GEOMETRY**  
133/93/108,  
134/94/109,  
135/95/110,  
136/96/111

**LENGTH RADIUS**  
156(14),  
163(15),  
170(16.2),  
177(18)



**RIPSTICK  
86W**

**PROFILE**  
Mountain  
Rocker

**TECHNOLOGY**  
SST sidewall,  
TubeLite  
Woodcore,  
Vapor Tip,  
Fiberglass

**GEOMETRY**  
125/86/104,  
125/87/106,  
128/88/108

**LENGTH RADIUS**  
158(15.4),  
166(16.2),  
174(17.6)

KIDS



**RC RACE**

**PROFILE**  
Conventional

**TECHNOLOGY**  
WaveFlex™,  
Full Power Cap,  
Dual Woodcore,  
Fiberglass

**GEOMETRY**  
114/70/98,  
114/70.5/99,  
115/71/100,  
116/71.5/101,  
117/72/102

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



**RC BLUE**

**PROFILE**  
Conventional

**TECHNOLOGY**  
WaveFlex™,  
Full Power Cap,  
Dual Woodcore,  
Fiberglass

**GEOMETRY**  
114/70/98,  
114/70.5/99,  
115/71/100,  
116/71.5/101,  
117/72/102

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



**PINBALL  
PRO QUICK SHIFT**

**PROFILE**  
EarlyRise  
Rocker

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

**GEOMETRY**  
105/72/97\*,  
110/81/105,  
112/81.5/107,  
114/82/109

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



**TWIST PRO  
QUICK SHIFT**

**PROFILE**  
EarlyRise  
Rocker

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

**GEOMETRY**  
105/72/97\*,  
110/81/105,  
112/81.5/107,  
114/82/109

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

KIDS



**JETT  
QUICK SHIFT**

**PROFILE**  
EarlyRise  
Rocker

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

**GEOMETRY**  
101/69/90\*,  
105/68/90\*,  
109/67/95

**LENGTH RADIUS**  
70(2.5)\*, 80(3.5)\*,  
90(4.8)\*, 100(6.2)\*,  
110(7)\*, 120(8.6)\*,  
130(9.4), 140(11.2),  
150(13.1)



**STARR  
QUICK SHIFT**

**PROFILE**  
EarlyRise  
Rocker

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

**GEOMETRY**  
101/69/90\*,  
105/68/90\*,  
109/67/95

**LENGTH RADIUS**  
70(2.5)\*, 80(3.5)\*,  
90(4.8)\*, 100(6.2)\*,  
110(7)\*, 120(8.6)\*,  
130(9.4), 140(11.2),  
150(13.1)



**MAXX  
QUICK SHIFT**

**PROFILE**  
EarlyRise  
Rocker

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

**GEOMETRY**  
101/69/90\*,  
105/68/90\*,  
109/67/95

**LENGTH RADIUS**  
70(2.5)\*, 80(3.5)\*,  
90(4.8)\*, 100(6.2)\*,  
110(7)\*, 120(8.6)\*,  
130(9.4), 140(11.2),  
150(13.1)



**MAXX  
BLACK RED  
QUICK SHIFT**

**PROFILE**  
EarlyRise  
Rocker

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

**GEOMETRY**  
101/69/90\*,  
105/68/90\*,  
109/67/95

**LENGTH RADIUS**  
70(2.5)\*, 80(3.5)\*,  
90(4.8)\*, 100(6.2)\*,  
110(7)\*, 120(8.6)\*,  
130(9.4), 140(11.2),  
150(13.1)



**SKY  
QUICK SHIFT**

**PROFILE**  
EarlyRise  
Rocker

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

**GEOMETRY**  
101/69/90\*,  
105/68/90\*,  
109/67/95

**LENGTH RADIUS**  
70(2.5)\*, 80(3.5)\*,  
90(4.8)\*, 100(6.2)\*,  
110(7)\*, 120(8.6)\*,  
130(9.4), 140(11.2),  
150(13.1)

KIDS BOOTS



**EZY 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**  
15, 15.5, 16, 16.5 (BLOOM XS),  
16.5, 17.5, 18.5, 19.5 (BLOOM 1),  
20.5, 21.5, 22.5 (BLOOM 2)

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



EZY 1



EZY XS



**BLOOM**

**BLOOM 2**

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

**CONSTRUCTION**  
Cabrio construction

**SHELL**  
Polypropylene

**LINER**  
Thermo insulating,  
Junior Comfort,  
Junior Last

**SIZE**  
15, 15.5, 16, 16.5 (EZY XS),  
16.5, 17.5, 18.5, 19.5 (EZY 1),  
20.5, 21.5, 22.5 (EZY 2)

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



BLOOM 1



BLOOM XS



ELANSKIS.COM



# Always Good Times



IBEX 94 CARBON XLT  
featuring

**BRIDGE**  
TECHNOLOGY

BRIDGE TECHNOLOGY

Bridge technology reduces weight and provides torsional stability and unparalleled power transfer to the edges. Innovative and unique 3D shape improves snow shedding and the wood core profile is reinforced with Vapor Tip inserts for smooth ride and further weight reduction.

- EFFORTLESS MOVEMENT
- STRONG AND RELIABLE EQUIPMENT

**elan**

WWW.ELANSKIS.COM

## WHAT IF...

COLUMN BY  
INGEMAR STENMARK

*I was never one to reminisce much about the past and think about the glory days. It seems as if it all took place in a different lifetime. It is the past and I prefer to live in the present.*

*But it's a fact that skiing is a very important part of my life. When I compare the days of my skiing career to the present I find just how much the sport has changed in the tree decades since I finished my career. The skis have seen the most changes. I always had a special relationship with them. I didn't care much for design and colour, but I was quite particular and demanding about their ride characteristics. I could feel the smallest of details even in my early teenage years. At the time the rule was that skis become good after they were used for a while. It was as if after a certain time all the layers of materials merged into a perfectly balanced whole. When it became clear which sets of skis worked for me, I only wanted to ski on those. I became very attached to them. This meant that I often got very used to a particular pair that I skied on throughout the entire season. At the last races of the season the edges were ground down to the thickness of a hair and I sometimes had to hammer them straight between the two runs.*

*I had the good fortune of working with my long time ski technician and friend Jure Vogelnik who was very aware of my wishes, needs and quirks. Together we came upon the idea that it would be interesting if skis had a more prominent sidecut. When the guys from the R&D department got me the first set to test, I immediately felt much faster. But at the race I didn't do so well. I had problems on the steeps, but on the flatter parts of the piste they were excellent. Skis at the time were 205 centimeters long and it was very difficult to achieve the necessary torsional stability at such length with the increased sidecut. But what mattered was the feeling, and it was great.*

*Throughout my career I always sought for that perfect turn, especially in giant slalom. You could say I was carving turns in a way with those two metre plus skis. Well, when the snow conditions allowed it. I rode the tails of the skis hard and when I managed to bend them, the whole thing looked much like modern carving.*

*And just a few years after the end of my career the skiing world had its revolution. Elan and its SCX ski found a way to turn fantasy into reality. Those skis changed skiing forever. They actually enabled perfect turns. I thought they were fantastic. At the time I wished that Elan's engineers would have come across the solution some ten years earlier so that I could have raced them. Of course it is hard to say whether I could have won as many races as I did on them, but I am certain that skiing would have been a lot more fun. I think that is the key difference. It is not a matter of half a metre of difference in length and different geometry. It is about what modern skis allow, what you can do on them on snow and what sort of feedback they give to the skier. That is the main difference. And the difference is not reserved just for racers, it is there for any recreational skier.*

*I am not a man of nostalgia and old memories, so I do not dwell upon the question of what could have been. I rather enjoy the present, skiing with my family and friends on modern state of the art skis. I still like to carve a fast GS turn. And I still really love skiing.*

*Ingemar Stenmark*



Peder Sundstrom



*Always Good Times*



**RIPSTICK 96**  
featuring



**TNT TECHNOLOGY**

Elan's TNT technology is a unique and innovative combination of a TubeLite Woodcore, featuring tip-to-tail carbon tubes, Vapor Tip inserts, and advanced composites that are integrated into the tip of the ski's woodcore.

- QUICK RESPONSE
- EASY TURNING
- STABLE AT SPEED

**elan**

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