

ELAN MAGAZINE



70
YEARS
OF INNOVATION

N. 2

WINTER 2015/16

WINTER STORIES

70 YEARS

Pioneer & Innovator

THE GREATEST

Ingemar Stenmark, Interview

AMPHIBIO 4D

Next Chapter in the Skiing (R)evolution

AMERICAN IDOL

Glen Plake, Interview

U-FLEX

Let the Ski Bend

W STUDIO

Skiing With a Woman's Touch



WE'RE AS OBSESSED AS YOU ARE.

For over seventy years, we've dedicated every waking moment to thinking, rethinking, designing and building the best, most innovative skis in the world. Because everything comes second to skiing. Learn more at elanskis.com

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W STUDIO FROM WOMEN TO WOMEN

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COVER PHOTO

Alex Štokelj



WE BUILD SKIS

At Elan, we build skis, plain and simple. Not marketing campaigns, not slogans, not fiberglass canvasses for graphics. Skis built by the same people for more than 70 years in the same small town at the foot of the Julian Alps. A place where performance is a religion, and innovation a lifestyle. Where quality assurance means making fresh skis all morning, then skiing fresh powder all afternoon.

At Elan, we've continually (and quietly) brought skiers meaningful innovations. True difference makers, like the world's first shaped ski and first Amphibio technology, for one reason: to make a better performing ski, not just a better selling ski.

We've obsessed over the details – side cuts, rockers, angles – so you don't have to. We've dialed it in for whatever you do, whoever you are: Groomers, bumps, parks and powder. Women, kids, renters, instructors and pros. Everyone, everything, bound by one driving purpose:

To build the best damn skis we can.

At Elan, we don't build skis to impress strangers on a chair. We build skis to impress skiers on a mountain.

We build skis because you're on the first chair on a Tuesday morning in December.

Because you ski a 60-degree, blood-thinning face in the Chugach.

Because you want your kids to feel everything you feel, only better.

Because the end of the day should be even better than the beginning.

Because nothing is better than being here, right now, doing this.

So when you're ready for real skis for real skiers, come to Elan, my friend.

We'll be here when you're ready, doing what we've always done...

Building skis and having fun.

ELAN TEAM

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AMPHIBIO - THE SKI AMPHIBIAN



Amphibio is a Latin term for an amphibian. Even the rich and diverse animal kingdom does not have many heroes that could live in water and on land. The feeling of being in a body that swims like a fish and crawls like a snake must be fantastic. The world is yours, you have nothing to fear and you feel right at home everywhere. Ski gurus have strived from the beginning of the sport to make this amphibian approach a reality on snow. To create a ski that has no need for the word "compromise". To make a ski that is not just a slalom ski, giant slalom ski, or downhill ski, but all of the above in a single shape. They dreamt of a ski that can do anything at any speed, that performs flawless dynamic short turns and long giant slalom arches. They wished for something that inspires confidence on hard snow and is gentle and forgiving on soft snow. Elan started working on the concept ages ago. Decades before carving became a thing,

Elan produced the universal Uniline ski, used by the great Ingemar Stenmark to race all the slalom and giant slalom races of the season. When Elan produced the first deep sidecut ski in the nineties, a truly allround ski became an even greater challenge. The engineers from Begunje approached it like a mosaic. Two important pieces in the solution were Fusion technology, the first integrated ski-binding system, and WaveFlex technology which allows skis to flex more dynamically. Perhaps the best defining characteristic of Elan's engineers is their ability to look towards the future. They were never simply content with a successful invention but always strived for more. Amphibio has brought this circle of invention together. It is a ski that has no secrets and seeks out pleasure without limitations in all circumstances.

LOST ISLAND



Matthias Mayr is a special guy. He is a doctor of sport sciences who often lectures at universities around the world. But he is not just a theorist, and he much prefers practice. Extreme practice in fact. Matthias is also one of Austria's favorite freeriders. He has completed a number of unique, dangerous and challenging projects that he has recorded on film. This year he and a couple of friends made their way to the island of Onkotan in the Kuril islands, known for its unique geography. Mayr and his friends tackled the island on skis and made a film about their adventure titled Lost Island.



ELAN IN MONOCLE MAGAZINE

Monocle is a global magazine launched in 2007 by London based Canadian Tyler Brule. It has become a symbol of a modern magazine that researches all the main subjects of the modern world and is firmly in step with the spirit of the times. The magazine presents interesting people, their ideas and best practices. They are interested in ecology and multiculturalism and write about urban planning and architecture as well as new trends in fashion, sports, culture and living.

The main editorial office is situated in London with offices in New York, Toronto, Tokyo, Hong Kong and Zürich. The magazine also has correspondents in all major cities in the world who keep in touch with new trends and events. Monocle magazine has ten regular issues per year and two special issues - Mediterraneo and Alpino. The last instalment of Alpino published an extensive article on Elan and the ski making tradition in Begunje.

<http://monocle.com/film/business/alpino-special-slovenian-ski-makers/>



KELLY GALLAGHER

Kelly Gallagher was sure that she was not interested in sports until she discovered skiing. That changed everything. But the twenty-eight year old from Northern Ireland is not an ordinary skier. She suffers from oculocutaneous albinism that severely limits her sight so she needs to ski with a guide, a task performed very well by Charlotte Evans. Kelly's disability did nothing to stop her progress and she was a proud member of the British Paralympic Team at the 2010 Games in Vancouver.



At the Paralympic Games in Sochi in 2014 she became the first Briton to win a gold medal. She later received the honorary title of Member of the Order of the British Empire. Her Olympic glory and other skiing achievements were reached on Elan skis.



2015 CONVERSION CUP AWARD FOR KILLINGTON SKI AREA



The American National Ski Areas Association (NSAA) gives out the Conversion Cup award each year to ski areas with innovative programs that turn new skiers and snowboarders into long term ski enthusiasts. In 2015 the award went to the Killington ski area in Vermont. Killington has been known as a very friendly ski area for many years and part of its appeal is also due to Elan. In the 2013/14 winter season the ski maker from Begunje participated in the 4-Day Elan Discovery Program. In practice it meant that the first four hundred ski beginners who successfully passed the program received a free pair of skis. Last winter the program was expanded to five hundred skiers and the results were amazing as 96 percent of the participants assured that they will continue to ski in the future and most of them were planning on buying their own ski equipment.

NATIONAL
SKI AREAS
ASSOCIATION



ELAN – THE MOST INNOVATIVE BRAND IN SPORT EQUIPMENT ...

Elan long ago reached the status of an exceptionally innovative brand in skiing. Products that came from Begunje often changed the course of skiing history, changed trends and standards in skiing and changed the sport in a unique way. The achievements did not go unnoticed. In just the last decade Elan's products received over forty international awards for design, functionality, technology and innovation. The year 2015 was particularly successful.



Elan was selected as the most innovative brand for the third time in the last four years;



Amphibio 16 Ti2 Fusion
Gold Winner in the Category
of On-Piste Ski Products



Amphibio 16 Ti2 Fusion
Show Stopper Award



reddot design award
winner 2015

Amphibio 16 Ti2 Fusion
High Design Quality

SLX Fusion
High Design Quality



Amphibio 16 Ti2 Fusion
High Quality, Design and
Functionality

Spectrum 95 Carbon
High Quality, Design and
Functionality

Delight ski and boot set
High Quality, Design and
Functionality

1940s-1960s

PIONEER

RUDI FINŽGAR - SKI JUMPER, INNOVATOR, FATHER OF ELAN

Every good story begins with a blinding passion that mere mortals see as borderline obsession. At first glance individuals with such passion seem almost crazy and out of this world. But they are neither. Passion changes everything. It just does. The combination of joy, childlike enthusiasm, deft hands, a brilliant mind, sleepless nights and that special sense of excitement can create miracles. Rudi Finžgar was no stranger to these processes. He could do things others could not even dream of. He could see far into the future. And above all, he had no fear. He never stopped and never lost sight of the final goal. That is why he could overcome any obstacles in his way with ease. He knew nothing was impossible. Finžgar was a quintessential man from Gorenjska region; and embodiment of the characteristic Gorenjska hard headedness, persistence, diligence and resourcefulness.

Above all, he was in love with winter, snow, skiing, and especially ski jumping. He trained as a carpenter in his father's workshop in order to make tables, chairs and other items of furniture, but his head was full of other ideas. He was interested in skis and how to bend wood. If you could make your own skis at the time, it was a big thing. You would be the coolest cat around. And as a very good ski jumper, Finžgar knew exactly what a good pair of skis was supposed to look like.



When he was certain of his diverse knowledge and skills, he borrowed three hundred Dinars to buy ash wood and started making skis that were true works of art. Everybody loved them and hardly a day went by that there wasn't a ski enthusiast knocking on his door, wanting a pair of skis bearing Finžgar's signature.

During the Second World War, Rudi Finžgar was drafted into the German army, but he escaped and joined the partisan fighters. In Cerklje, the centre of the free territory after the Italian capitulation, he established a workshop in the ground floor of the mountain Porezen boarding house and made skis for the partisan fighters. Skiing competitions were often held in a small town called Cerklje at the time and Finžgar himself often won the ski jumping events.

It was the experience he gained in Cerklje that led Finžgar - a true visionary and strategist - to think about establishing a real ski company. The great day came in September of 1945. That is when he uttered his legendary words: "Who can think of sleep, or money? The world is waiting for me and for Elan." And thus the Elan sports equipment production cooperative was born.

Rudi Finžgar was a man who never stopped and never ceased developing new ideas. It is said that he once strolled through the fields surrounding Elan's modest workshops and said, "In the year 2000, a mighty Elan factory will stand here, you'll see". In fact, the factory had opened its doors already in 1970.

Finžgar's visionary influence is perhaps the greatest reason why the Begunje factory was never short on innovations. Elan's development institute soon earned the reputation of a trendsetter in the ski industry as it released countless inventions that changed skiing for ever.



RED DEVIL FROM TITOLAND

When Rudi Finžgar went to see a ski jumping competition on the Bloudék hill in Planica in 1936, he decided to dedicate himself to the sport with all his heart. He was a brave jumper and in 1940 he first earned a chance to try the biggest hill. He jumped 84 meters, which was the longest jump of any Slovenian jumper on that day. At the last event before the war in 1941 he set a new Slovenian record at 95 meters. He was also the first Slovenian jumper to pass the one hundred meter mark, but he touched the ground with his hand upon landing. After the war he first extended his record to 102 meters and later to 117 meters. The latter distance held for nine years. Even his ski jumping days were full of innovation. In order to achieve better aerodynamics during flight he got himself a red leather suit which earned him the nickname "Der Rote Teufel aus Titoland" (the Red Devil from Titoland).



RUDI
FINŽGAR

PARTISANS

Around 1944 the Slovenian guerilla fighters saw that they could only match the German ski units with good quality skis. They issued an order to establish a ski workshop. Under the direction of Rudi Finžgar the workshop made 170 cm long and 9 cm wide skis they called partisans.



PRODUCTION OF BOATS COMMENCED IN THE FIFTIES AND THE COMPANY ALSO MADE TENNIS AND BADMINTON RACQUETS FOR SOME TIME.



1945

24 September - Founding of the Elan collective.

First solid wood skis without edges.

12 enthusiasts in Cerklje make 15 to 20 pairs of skis a day.

1946

Elan opens its first store.

THE MODERN BIKINI WAS INVENTED



1950

Factory burns down to the ground.

1951

COLOR TV INTRODUCED



1961

Patented metal skis.

1964

Appearance of the first Elan skis in competition at the Olympic Games in Innsbruck.

1968

First medal for Elan; Balduz Preiml on ski jumping skis at the Olympic Games in Grenoble.

1969

NEIL ARMSTRONG BECOMES THE FIRST MAN ON THE MOON



1970s INNOVATOR

THE 1970S SAW ELAN BEGIN TO SOLIDIFY ITS STATUS AS AN INNOVATION BASED BRAND, WHILE ALSO MAKING ITS PRESENCE FELT ON THE WINNER'S PODIUM, THANKS TO THE EXCEPTIONAL TALENT OF A YOUNG SWEDE BY THE NAME OF INGEMAR STENMARK.

It was December 17th, 1974 when 17-year-old Ingemar Stenmark claimed his first world cup victory, beating out an elite field of the world's top skiers on the legendary slalom course of Canalone Miramonti in Madonna di Campiglio. It was the first time a pair of Elan skis were held aloft on the highest tier of the victory podium. But it would not be the last, as this win marked the beginning of a new era for both Ingemar and Elan.

The seventies were breakthrough years for our Begunje based company. This period is when Elan began to pave its way towards international glory by establishing a reputation for being an innovative ski brand. It started at the end of the sixties, when Elan was the first manufacturer to make fiberglass ski jumping skis. Austrian ski jumpers were among the first fans of the skis, and Baldur Preiml won the first medal for Elan at the Grenoble Olympic Games

Soon afterwards Elan came out with the Impuls model. The skis developed a strong following among alpine skiers, and were considered a miracle of technology for quite some time. The Impuls were fully plastic skis made according to an original Elan procedure that used unique technologies. Elan's development team always sought to equip the skis with some useful new design elements. One example is the installation of magnets in the middle of the base so that skis did not need to be bound together for carrying.

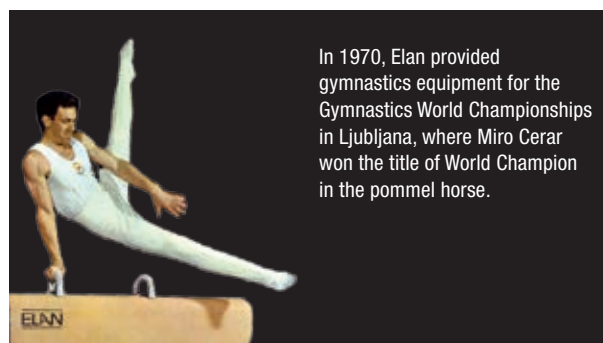
Extensive experimentation was also carried out with various modern materials. Aluminium, and fiberglass enriched with various plastic additives were developed as construction materials. In 1975 first used a polyethylene top sheet, and another new development was a transparent base, which allowed to proudly showcase the Elan logo, silkscreened under the core for the first time.

Then came the Uniline skis, a true revolution, which featured extreme sidecut for the time. This model was prized by racers, including Stenmark, who used them for both slalom and giant slalom.



ELAN UNILINE

Elan Uniline skis started a veritable revolution in the middle of the seventies. An extreme sidecut for the time, and meticulously designed flex pattern, allowed the use of the same skis for slalom and giant slalom. Unilines were first adopted and loved by competitors, starting with Stenmark and Križaj. Later, Elan applied this technology to skis for the general population.



In 1970, Elan provided gymnastics equipment for the Gymnastics World Championships in Ljubljana, where Miro Cerar won the title of World Champion in the pommel horse.

ELAN IMPULS

The minimalist aesthetic, in a gorgeous red, blue and white color scheme, was the first lady of the Elan range until the beginning of the RC era. The first pairs were produced using the so-called wet layup, but soon after they were made from hardened fiberglass laminates. Ingemar Stenmark used Elan Impuls skis in Madonna di Campiglio to win his first World Cup victory, and the first win for Elan.

1972

THE FIRST E-MAIL PROGRAM IS INVENTED

1974

First world record on Elan jumping skis (Walter Steiner).

1976

Elan receives first international award for quality.

The first series of Elan RC skis is produced.

THE APPLE COMPUTER COMPANY IS ESTABLISHED.

1978

Ingemar Stenmark becomes double World Champion at Garmisch Partenkirchen.

KAROL WOJTYLA BECOMES POPE JOHN PAUL II.

THE GREATEST

Gregor Šket Peder Sundström

INGEMAR STENMARK - THE GREATEST SKIER OF ALL TIME. HE IS A HOLDER OF RECORDS THAT WILL NEVER BE BEATEN. HE WON EVERYTHING THAT COULD BE WON - 86 WORLD CUP WINS, THREE OVERALL CRYSTAL GLOBES, TWO GOLD OLYMPIC MEDALS, A WORLD CHAMPIONSHIP TITLE ... AND HE DID IT ALL ON ELAN SKIS!

It is difficult to explain what meeting Ingemar Stenmark is like for a person who grew up in the eighties as a fan of skiing. It is a combination of a history lesson, nostalgia, a return to childhood, fulfilment of dreams ... That is why that May morning in Stockholm was no ordinary interview for me. It was much more - honor, respect, joy, pleasure, red ears ...

If I had to describe Stenmark with a single word, the choice would be simple: the Greatest. Such labels are often somewhat undesirable. I think of Muhammad Ali who yelled out he was "the greatest" so many times. Perhaps it was somewhat audacious, especially because history tends to frown upon such presumptuousness. But Ingemar Stenmark was the greatest. This is a fact that history acknowledges with an appreciative nod and a smile. History is fond of incredible individuals, exceptional talents, kinesthetic geniuses, and artists of their trade who go about their business without fuss. Stenmark was a man of few words who would never think of proclaiming himself a sporting giant. But he was perhaps too modest.

He won in the World Cup, at the Olympic Games, and World Championships. He won medals - mostly gold, crystal globes - big and small. His winning streaks were the stuff of legend. In the 1978/79 season he won all ten giant slalom races, and if we include the last win of the previous and first three wins of the following season, he won fourteen races in a row. Stenmark set records that have stood unchallenged for more than a quarter of the century and will most likely remain unbeaten forever. He won 86 World Cup races while his closest rivals, Hermann Maier and Alberto Tomba, "only" won 54 and 50. His competitors were in awe of the great man and often driven to despair by his performances. At a Kitzbühel slalom race, Stenmark beat second place finisher Phil Mahre by over three seconds and at a giant slalom in Jasna he beat Bojan Križaj by an amazing four seconds.

All his competitors could do is to start joking amongst themselves and calculating their times from the second placed racer. Skiing officials changed the rulebooks because of Stenmark, afraid that the World Cup would become a one-man spectacle for the next ten years. He was, however, completely calm and composed in the face of the changes: "It doesn't matter if you win the World Cup three, four, five or ten times." Stenmark's long time ski technician and close friend Jure Vogeltnik calculated that Stenmark stood on the podium as many as a hundred and sixty five times. This means that he spent almost half a year of his career just stepping on and off the winners' podium every day. Ingemar Stenmark was to skiing what Michael Jordan is to basketball, Wayne Gretzky to hockey, Michael Phelps to swimming, Roger Federer to tennis and Michael Schumacher to motorsport.

Stenmark skied on Elan skis throughout his entire career. Chance? Fate? Perhaps. Fact? Definitely! And it was at a time when Elan was located right smack on the wrong side of the iron curtain. Representatives of alpine skiing powerhouses could not fathom why the world's best skier uses skis stamped "Made in Yugoslavia". Once, representatives of an Austrian ski manufacturer tried to quite aggressively convince him to join their ranks.

"Do you even know how much better you could ski on our skis," they asked him.

He quickly shut them up, saying: "Could I be better than first?"

He stayed with Elan. Always. From the beginning until the end.

HE WON 86 WORLD CUP RACES WHILE HIS CLOSEST RIVAL "ONLY" 54.

INGEMAR STENMARK





**ALL I EVER WANTED WAS
THE BEST PAIR OF SKIS
FOR MY WAY OF SKIING,
AND ELAN COULD
MAKE THEM.**

Those skis were followed by the legendary Uniline series, which could nowadays be called the first all around ski. Is it true that you skied an entire season on a single pair of skis?

Yes, that is true. The edges were getting very thin towards the end of the season. At the time, edges were not made of a single part, but consisted of several shorter pieces. It often happened that I had to repair them with a hammer between the two runs. It is also true that later in my career I often used slalom skis for giant slalom races as well, the greater responsiveness suited me better.

Elan was always known as a very innovative brand. Did you cooperate with their R&D department as the company's best competitor?

Initially, not really. Well, I told the guys from the development department which skis were good and which needed improvements. I mainly discussed skis with my long time ski technician Jure Vogelnik. He and I had a special relationship. He knew my wishes, needs, requirements and odd quirks very well. Together we got the idea that it would be good if skis had a more prominent sidecut. When I got the first pair to test, I felt I was much, much faster. At the race, I didn't do so well. I had the greatest problems on the steepes, but on the flatter parts of the track they were excellent. At the time, skis were 205 centimeters long and with such length and increased sidecut, appropriate torsional rigidity was hard to achieve.

Jure Vogelnik said that you were very attached to certain pairs of skis, particularly those you won on. Supposedly he had to come up with all sorts of tricks to repair them and keep them in working order?

The belief at the time 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. Not unlike cars in those days, which had to be gently run in for the first few thousand kilometers with finesse. When it became clear which sets of skis worked for me, I only wanted to ski on those. I became very attached to them.



How important was your relationship with your ski technician? He was probably the person you spoke with the most?

Jure and I spent a lot of time together over the decade and a half. We got along very well. We were friends, sometimes even like brothers or perhaps as father and son. We talked a lot about everyday life things and we still keep in touch today.

Representatives of ski brands from traditional skiing countries could not fathom why the world's best skier used skis made in communist Yugoslavia. Dolfe Vojšk, Elan's Director at the time, has a plethora of anecdotes about how people tried to steal you away from Elan by any means necessary. Why was it that you stayed with Elan throughout your career, was it loyalty, perhaps even stubbornness or eccentricity?

Well, the main reason was the fact that Elan always made really good skis, which also suited me very well. Their slalom skis were always excellent. I did try out other manufacturers' skis twice in my career. Perhaps some were actually easier to ski, but Elans were always much faster.

Supposedly you were once even offered twice the amount you received from Elan?

It is true that I had quite a few better offers on my table. I don't really remember if the amount was indeed doubled. But it is quite unimportant. Certain things just cannot be measured in money. I was only interested in winning. What good is double the money if I came in fifth or tenth instead of winning? Even if I was offered twice the money, I certainly wouldn't have accepted it just for the money. All I ever wanted was the best pair of skis for my way of skiing, and Elan could make them. Besides, I always had an excellent and genuine relationship with Elan.

In the mid nineties, just a few years after the end of your career, Elan brought perhaps its greatest innovation to market - the SCX skis. They changed skiing and started the carving revolution. Bojan Križaj compared them to a four wheel drive car. How would you describe your feelings when you tried them?

Even during my career I always strived towards the perfect turn, especially in the giant slalom. You could say I was carving in a way with those two metre plus skis, of course when snow conditions allowed it. I used the tails of the skis and when I managed to bend them, the turns looked much like modern carving. And then the SCX skis came, making true carving possible. 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 race on such skis. Carving skis made skiing simpler and more fun, both at the competitive and the amateur level.

Fifteen years passed between your first and last victory in the World Cup. Did you ever think about the decisive moment that lifted your confidence to the highest level?

There were two such moments. The first was in 1972, when Sven Mikaelsson, a skier from my home town of Tärnaby was preparing for the Sapporo Olympics. I was sixteen and I was often faster than him during training runs. I said to my self: "Why is he going to the Olympics and I am not?"

The second moment came two years later when I was competing in the Italian national championships. I was fourth after the first run of the slalom race, only three tenths of a second behind the leader. I did not finish the second run, but it was not important. At the time, the Italians were by far the strongest team in the world. I think they had six competitors that placed in the top ten. Deep inside I had the feeling that I could have won that race. And just a month later, I stood on the podium at a World Cup race for the first time.

After that first win you very rapidly developed into a serial winner. What did a second place mean to you then?

In the beginning I was very pleased with placing in the top three. In terms of the overall title, second places brought many important points. But I soon found out that it is really only the wins that count. After winning three overall crystal globes, I stopped concentrating on the overall and only became interested in winning individual races. I wanted to win as many as I could.

FIS officials even changed the rules because of you. They were afraid that skiing would become your personal spectacle?

Yes, that is true. They limited the number of results that counted for the overall title in each discipline. In the first season under the new rule I won fourteen World Cups and the overall winner Peter Lüscher of Switzerland only won three, two of which were combined wins. I ended the season in fourth because I only raced the slalom and giant slalom while Lüscher also gained points in the downhill and combined races, while super giant slalom was not yet raced.

How did you feel about these moves which nowadays seem quite unreasonable? You probably would have won at least five overall crystal globes.

At first I thought it was all quite stupid. Later on I actually became proud of the fact that I was so good that they had to change the rules because of me. In a way, that was one of my greatest victories.

Your missing the Sarajevo 1984 Olympic Games was a similar story. It is true that you knowingly took the so-called professional B-license, but still ...

Well, that was completely my fault. I was sure that I would be ending my career before Sarajevo Olympics. I already had gold medals from the Lake Placid 1980 Olympics, so I wanted to take care of my existential needs a little. Things turned out differently in the end and I ended up racing the World Cup for another five years. Perhaps the greatest reason for that was that I simply had no idea what to do with my life after the end of my career.

Muhammad Ali often yelled: "I am the greatest!" Such statements are probably in direct contrast with your mentality and character. But still, did you deep inside ever think such things about yourself?

I would never say something like that myself. Actually, I was quite nervous before each race. I never felt I was that much better than the other competitors. That is why I tried to concentrate as best as I could before each race and give it my all.

During the exceptional 1978/79 season you won all ten giant slaloms. If we take into account the previous season, which you ended with a win, and the following season, which you started with three wins, you had a winning streak of fourteen wins. Did you at least then feel invincible?

Hard to say. My coach and I began thinking about the next race immediately after the end of a previous one, so there was really no opportunity for celebration. Perhaps this was one of the reasons for my success. It is interesting that my last defeat before the winning streak was in Waterville Valley and my next one was at the very same venue two years later.

Did you ever think about your competitors? Some were driven to despair by your wins. There were some excellent racers among them who never got a single win, perhaps because of you. Supposedly, there was an internal joke going around of competitors calculating their time gaps according to the second placed skier, as the first place was reserved for you anyway.

People often talked about my psychological advantage. I think it was actually rather a psychological barrier for my competitors than my advantage.

It did not go on just for a season or two, but for a decade and a half. How did you manage to maintain your motivation at such a high level?

Well, I have to admit I was not as motivated during the last five seasons. But before that, I always set myself very high goals. I wanted to win races and I wanted to win with as high a margin as possible. Above all, I thought a lot about skiing. For me, it was also a mental game.

Certain athletes remember most of their races in great detail. Do you remember the details of each of your 86 wins?

No, not at all. Perhaps I only remember the most important ones. The top of the list certainly contains my first World Cup win and winning the Olympic giant slalom in Lake Placid. Particularly for this second one, I was under a lot of pressure as the main favorite. Interestingly, the second run was scheduled a day later at the time. I was very happy to have been able to deal with the task as well as I did.

Do you remember certain defeats?

Yes, I remember the defeat in the parallel slalom at Val Gardena, where I was beaten by Gustav Thöni. It was a very important race as it decided the overall World Cup winner.

Which were you favorite venues?

I enjoyed the classic venues such as Madonna di Campiglio, Adelboden, Wengen, Kitzbühel. I really liked racing at home in Sweden, but also in Kranjska Gora where the numerous fans made me feel at home.

How did you face normal life after the end of your career and all the years of success?

It is a common problem for professional athletes. I had quite a lot of problems with it myself. For the last five years, I actually raced because I didn't know what to do with my life. But then I decided before the 1988/89 season to put my skis away after the end of the season, so I had a bit more time to think about the life ahead of me and didn't have much trouble with the change. I stayed in skiing, I participated as a coach in skiing events, mostly in Japan, called Racing Camps.

Do you ever catch yourself thinking about your career these days?

Never. It all seems so far away in the past. Actually, such interviews are also a chance for me to remember the events that I sometimes think I have long forgotten.

You were known also as an athlete of exceptional motor skills. How important a role do you think they played in your successes?

They certainly helped, but it was a combination of hard work and mental and psychological training.

Motor skills are important in dancing as well. You recently participated and won in the popular TV series Dancing With the Stars. How come you decided to take part?

They kept convincing me for several years, but I never decided to do it. I never danced in the past. But I tried anyway this year. My dancing partner helped me relax and I really started to enjoy it. I also found out that dancing requires an incredible amount of training. I trained for five hours a day for three months.

You will be turning 60 next year, but you still look in excellent physical condition. Which sports do you do?

I run and cycle a lot. And I ski in winter, of course ... I am lucky I never gained weight, I actually have a few kilos less than when I was twenty. Probably because I lost some muscle mass.

I ALWAYS STRIVED TOWARDS THE PERFECT TURN, ESPECIALLY IN THE GIANT SLALOM. YOU COULD SAY I WAS CARVING IN A WAY WITH THOSE TWO METRE PLUS SKIS.

How much have you skied over the last winters?

We mostly ski during my daughter's holidays. That is three weeks. Besides that, I usually go to Switzerland for a week or so with my friends. I really enjoy skiing and I do wish I skied more.

Which skis do you use?

Elan, of course. The GSX, I still like pulling those long GS turns ...



1980s GOLDEN AGE

THE EIGHTIES WERE AN INCREDIBLY FRUITFUL ERA FOR ELAN, ESPECIALLY IN TERMS OF SUCCESS IN COMPETITION

Slovenians have always been a skiing nation. For us, skiing is a special sport. But we never loved skiing as much as we did in the eighties, not before nor since. The love grew far beyond the boundaries of sport. We could even say that skiing “on the sunny side of the Alps” grew to football proportions. In our last decade as part of Yugoslavia, skiing was our national identity. The best of us, champions chosen by the people, a hand picked creme de la creme, begun winning World Cup races. Meanwhile even we, their faithful amateur imitators, could get down a hill quite well, fast and with style. When foreigners from lands of high Alpine peaks came to the local slopes of Krvavec or Kranjska Gora, they could not believe their eyes. You couldn’t see so many good skiers on a single slope anywhere else in the world.

COACH AND PROTEGE

Slovenian skiing was put on the map by a coach and his protege - Tone Vogrinec and Bojan Križaj. The latter earned the popularity of a national hero. He was cooler than Kekec or Martin Krpan, fairytale Slovenian national heroes. He was perhaps the first true Slovenian superstar. When he won his first World Cup race in Wengen in 1980, the nation cheered as one. In fact, he singlehandedly started a wave of incredible euphoria that has no equal in Slovenian sports history. Races in Kranjska Gora saw as many as thirty thousand spectators, all crowding in to see him race. It is hard to imagine the nerves of steel he needed when he gazed down into the crowded valley floor from the lonely starting hut.

And they were all there for him. Later, this one man band developed into a team. Boris Strel, Jože Kuralt, Jure Franko and others were true aces in their own right. The national team they composed was a powerhouse equal to the Austrians, Swiss, French, Dutch and Italians.

At the 1982 World Championships in Schladming Boris Strel and Križaj won the first Slovenian skiing medals in major competition. When Jure Franko won a silver medal at the 1984 Sarajevo Olympics, the whole circus was borderline crazy.

Some of the popularity of the Slovenian skiers is reflected in a song released by the popular band Lačni Franz at the time. The song White Symphony states: “We are never afraid if the skiers are with us!” When Bojan launched himself down the slope, life in the country quite literally ground to a halt. School classes were dismissed, machines stopped in factories and city streets were empty.

ELAN AS A BRAND

An integral part of the circus, of course, were Elan skis. Their tails bore a tiny inscription stating “Made in Yugoslavia”, but we all knew it actually meant made in Slovenia. That is why Elans were more than just skis, and Elan was more than just a trademark. It was national pride, a symbol. It was like a flag. “The first word of the youngest Slovenians should not be mother, but RC Elan,” sung Lačni Franz.

Truth be told, Slovenians did not have many products we could be as proud of as the Germans are of Mercedes, Italians of Ferrari and Swedes of Volvo. Elan is the exception.



BOJAN KRIŽAJ

THE RC AGE

Elan presented the RC series of skis - based on the Uniline model, as early as 1976. But the RC04, RC05 and RC08 truly embodied the eighties. That is when Ingemar Stenmark achieved most of his victories and Bojan Križaj won eight World Cup races. Besides these two, the RC skis were also used by a number of top skiers of the era. 53 competitors used RCs at the 1984 Sarajevo Olympic Games. With the RC model, Elan’s engineers announced a new era in ski construction and solidified the Uniline system as the global trend. The technological advances of the skis were perfectly matched by first-rate graphic design. Designer Janez Ravnik equipped the skis with the legendary logo of two intertwined Es. There was not a Slovenian in the country that did not wish to own a set of Stenmark and Križaj’s skis.

ELAN RC05

The “zero fives” were possibly the most popular, desired and praised Elan skis of all time. They were the skis of Ingemar Stenmark and Bojan Križaj, but they were also the pinnacle of skiing technology at the time. Their unique and innovative design established the Uniline system as a global trend.



ELAN LAUNCHED THE PRODUCTION OF SAILBOATS AND GLIDER PLANES IN THE EIGHTIES.



IF EACH ELAN SKI WAS TWO METERS LONG, THE TEN MILLION ELANS PRODUCED IN THE EIGHTIES COULD ENCIRCLE THE EARTH AROUND THE EQUATOR.

1984

First cruising yacht produced.

168 competitors use Elan skis in various disciplines in the 1984/85 season.



BOB GELDOF AND 35 OTHER MUSICIANS RECORD THE SONG DO THEY KNOW IT'S CHRISTMAS.

1987

MIKHAIL GORBACHEV ANNOUNCES PERESTROJKA AND GLASNOST IN THE SOVIET UNION.



1988

One hundredth win on Elan skis achieved (Mateja Svet, Kranjska Gora).

Beginning of snowboard production in the Brnca, Austria plant.

1989

Ingemar Stenmark achieves his final, 86th World Cup win. All of them achieved on Elan skis.

THE BERLIN WALL FALLS.





WONDER GIRL

Soon after the successes of the male competitors, Križaj, Strel and Franko, who turned the country into an alpine superpower, another star shone bright in the skiing sky. Mateja Svet was a girl who embodied skiing. She came from the capital city, but she seemed as if she was born with skis on her feet. She was one of the few people that truly possessed a natural talent. And she was so much more. Her attitude towards skiing was almost philosophical, always looking for new solutions in her mind and drawing ideal lines through her eyes.

ELAN COMPREX

The Comprex skis dominated the market at the end of the eighties. The promotional efforts of Stenmark and Križaj were reinforced by Mateja Svet. These new skis benefited from a special technique of shaping the core, which was then installed in the skis in a compressed state, thus greatly reducing weight and concentrating the mass under the skier's sole. The result was an easily manageable ski with excellent vibration damping and acceleration out of the turns.

In a sense she was like a scientist working in the field of the eternal search for the perfect turn. All these elements merged together into a winning whole in her teens when she made her first appearances at World Cup races. In the 1984 season she became the youth world champion in giant slalom and appeared in Sarajevo at her first Olympic Games. In the 1985/86 season, she achieved the first Slovenian women's World Cup victory at the giant slalom in Vysoke Tatry. And another bright moment came at the World Championships in Crans Montana where Mateja Svet won three medals - silver in the giant slalom and bronze in slalom and super G. The 1987/88 season brought her the giant slalom crystal globe and an Olympic silver medal in the slalom at the Calgary Olympics. Her greatest success came in 1989 when she became the world slalom champion.

Mateja Svet collected an impressive total of seven World Cup wins. All these impressive medals, titles and awards were collected in just a short time. At age twenty one, Mateja Svet said goodbye to active competition for ever. Her abrupt departure left behind the eternal question of what more she could have achieved, had circumstances been different and had she extended her career for a few more years. Mateja Svet was without doubt one of the most versatile skiers of all time even though she left competition long before she reached her prime.

WENGEN, KRANJSKA GORA, KITZBÜHEL, MADONNA DI CAMPIGLIO...

BOJAN KRIŽAJ, COLUMN

People often ask me if I remember most of my races. Yes, I must admit that many moments became firmly imprinted in my memory and if I recall them now, three decades later, it almost feels as if they happened yesterday. Sometimes I almost shudder when I remember every detail of a certain race course, but it is a sort of a skier's professional deformation that arises from a certain mental pattern we used to learn the combinations of those red and blue gates.

But it is hard to identify a single most important event in a career spanning almost a decade and a half. In some ways both the wins and the defeats are important stones in the mosaic. If I try really hard, perhaps I can make up a list of my own list of the top events.

I must mention the 1975 European Youth Championship, where I won the gold medal. What was before a childhood wish became a reality with this success. The title gave me the confidence to truly begin believing that I can succeed at the highest level.

Of course, the World Cup wins I achieved are important too. There were eight of them. Few or many? Depends on your point of view. Considering I competed in the era of the greatest skier of all time, Ingemar Stenmark, it is probably a pretty good number, especially considering the fact that many of my competitors, all excellent skiers in their own right, could not achieve even one. At the time, Ingemar and his series of wins were a nightmare for all of us. But, looking at it today, I'm very proud of the fact that I raced in his time. I achieved all my eight wins in the eighties. The first was in Wengen in 1980. It is like a first love - you never forget it. The second win also came on the Swiss steep. After the first run I was in tenth place, but in the second run I put up the performance of my dreams and beat Girardelli and Stenmark. I don't know what happened in my head that time. I launched myself down the run with no pressure whatsoever. In a sense it was easier than if I was in the lead after the first run. It was said then that the Wengen piste was made for me. It is so steep that many good skiers are surprised to see that it is actually a ski piste. The track is hardened using water, so it ends up like a vertical skating rink.



The race in Kranjska Gora was also steep and demanding. You could see all the way to the finish from the start hut. And during the Slovenian skiing euphoria, Kranjska Gora hosted about thirty thousand spectators.

It was crazy. It was like an anthill. Winning before a home crowd is not easy, but the emotions and feelings you get as a reward cannot be compared to anything else. My second win in Kranjska Gora was a particularly happy occasion when my younger teammate Rok Petrovič kept me company on the podium.

Defeats? There were more than a few. Perhaps the most painful one was at the Olympics in Lake Placid, where I missed a medal by two hundredths of a second and finished in the dreaded fourth place. The disappointment was that much greater because I was in really good form at the time. My body and psyche were ready for the greatest achievements. Four years later at the Sarajevo Olympics, everybody expected a medal from me. But by form could not compare to the form I was in at Lake Placid. In spite of everything I was angry and dejected, I even considered ending my career. Fortunately I decided otherwise and went on to achieve quite a few more wins. I also won the slalom crystal globe in the 1987 season and added wins at the classic races in Madonna di Campiglio and Kitzbühel to my collection.

I am not the type of person to reminisce much about the past and revive old memories. The past is in the past and I rather live in the present and think about the future. But sometimes, these sweet memories do pop up, seemingly of their own accord. That is when I realise that I have skiing to thank for just about everything good that has happened in my life.

1990s REVOLUTION

ELAN REDEFINED SKIING IN THE NINETIES.

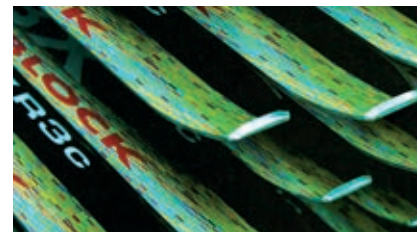
The nineties were a decade of great changes in many areas throughout the world, in Europe and also in Slovenia. Social systems fell apart, regimes fell and new countries were born. The geopolitical map of the world was drawn anew. In fact, the number of newly founded countries never before increased as much as it did in the last decade of the millennium. Among others, Slovenia also finally gained its long awaited independence.

Skiing was not exactly the first priority in these turbulent times, but tectonic shifts happened on the slopes nevertheless. Even in the early nineties, we skied on classic two meter long skis. Nobody thought then that we would derisively call them pikes and laugh at them just a few years later. And the revolution was spearheaded by Elan. We can call it carving, deep sidecut skis, butterfly or flipper skis. It doesn't really matter. The fact is, as many times before, the new industry standards were created in Begunje. It is also a fact that no other innovation changed skiing quite as profoundly as the new geometry of these skis.

Elan's engineers long ago realized that sidecut is a key characteristic of a ski. The seeds of revolution were sown in the seventies with the Uniline ski. Even then, in the old-school age, the skis had a relatively deep sidecut. Ingemar Stenmark and Bojan Križaj used them in the slalom and the giant slalom with great success. An surprising event happened at the 1977 European Youth Championships, showing just how good these new skis were. The Uniline skis were created just before the Championships and the pair that Boris Strel, one of the favorites for the title, received, was still warm from the factory. He decided to use them in the race in spite of the fact that he never even tried them before. And he won!

MBX

Even before the SCX, the skiing scene was shaken up by the MBX, a ski developed by the Elan R&D team with world renowned designer Oskar Kogoj. He once stated: "Nature rounds out everything." The MBX skis were created using revolutionary monoblock technology, which allowed for a completely different design. With an elliptical shape and structural elements running uninterrupted from edge to edge, the skis had a unique profile with no sharp edges, starting a design revolution of their own. The construction enabled an even more direct transfer of the skier's reactions to the edges, creating a more manageable and accurate ski.



The Uniline skis were the foundation of the thinking that led to carving in the nineties. Engineer Andrej Robič and his colleagues at the Elan development department tirelessly sought a way to make skis conform to the surface of the snow while they were bent. The team first created the VSS ski with an adjustable sidecut. Each ski had a slot in the middle that could be expanded or tightened, thus changing the sidecut of the ski. And in 1994, the SCX skis were born, the first carving ski ever made. They looked radically different at first sight. They were much shorter than classic skis and had a radically unusual shape. The ski was 114 mm wide at the front, 60 mm under the boot and 105 mm at the tails. Bojan Križaj said that skiing them was like driving a four-wheel drive vehicle. The general consensus was that the skis turned by themselves, a fact embraced by competitors and amateurs alike. When the news broke in the World Cup, the new skiing technique spread like wildfire, bringing forward new aces and heralding the start of a new era ...

SCX

In the mid nineties, the Elan SCX ski changed skiing forever. With the advent of carving the classic two metre long pikes were immediately relegated to the garden shed of history. A new era began, an era of skis with parabolic edges. In just a few years, this innovative shape became a global standard - both on World Cup race courses and in ski resorts on all continents.



1991

**SLOVENIA BECOMES
AND INDEPENDENT
COUNTRY**



1992

First prototype carving
skis produced.

1994

First carving skis.

1997

Primož Peterka
becomes the overall
World Cup Champion.

1999

**THE EURO BECOMES
A COMMON EUROPEAN
CURRENCY**



2000s NEW AGE

THE NEW MILLENNIUM WAS AN IMPORTANT TURNING POINT IN HISTORY. FOR THE WORLD. FOR SKIING. FOR ELAN.

Experiencing the break of the millennium is a special privilege only a few generations have experienced. In historic terms, it is certainly one of the more important turning points, made perhaps more impactful nowadays when the world appears to be spinning faster than ever before. The first decade of the third millennium has brought us new things that we immediately learned to take for granted. Focusing only on the digital domain, we now have Wikipedia, Twitter, Facebook, YouTube ... Our grandparents could scarcely believe just how fast technology is advancing these days.

And this brings us back to skiing. Here too the year 2000 is a special milestone. When Elan launched the carving revolution with the SCX ski in the middle of the nineties, it took the world some five years to shift its perspective and accept the fact that the two meter long skis of old were truly a thing of the past. We had to accept the fact that skis are no longer selected in terms of body height plus some twenty centimetres. We had to learn how to read technical data in a different way. Now the most important piece of information is listed under the letter R for radius.

ELAN SPEEDWAVE

SpeedWave skis embody carving. They are bristling with technologies that enable optimum flex and edge grip. The Fusion system increases floatation by increasing ski flexibility under the sole. WaveFlex technology allows for soft flex of the front and tail of the ski while assuring torsional rigidity.

Ski length suddenly became just a consequence of radius and sidecut. In the beginning it seemed quite strange when skis suddenly shortened from a good two meters long to about 160 centimeters. They used to tower far above skiers, but in the new era they barely reach our chins. Shapes became radically different as well. The new radius gave skis proper curves; thin in the waist with a wide muscular torso. But the best part came when we strapped them to our feet. Compared to the old straight planks, the new skis seemed to turn on their own. Skiing suddenly became the source of a whole new range of feelings. In a way, skiing down groomed pistes became like riding a rollercoaster with the trails left by the skis looking like railway tracks. Yes, carving is just like skiing on rails.

NEW CHALLENGES

On the heels of initial excitement came new challenges. The defining characteristic of the new skis was excellent flexibility, which allowed edges to grip the snow surface during turns. It soon became clear that the main issue lay in the section of the ski beneath the ski boot which could not flex in line with the front and back of the ski. Characteristically, Elan's R&D team soon came up with an effective solution. If ski bindings could flex at the front or back, it would greatly increase the flexibility of the middle part of the ski. The idea culminated in the development of the Fusion system, the world's first integrated ski and binding system. An innovative interior sliding mechanism enabled the binding to truly become part of the ski, greatly improving turn initiation and power transfer. But the development did not stop there. It was as if Elan's engineers were obsessed with the flex of the skis. Such challenges are often a matter of bridging the incompatible. In this case, it was a case of making a ski with a soft flex and a high degree of torsional stiffness; a flex pattern that is soft and hard at the same time. The solution was WaveFlex technology, allowing skis to be soft on the one hand and torsionally stiff and stable on the other. The technology was based on a special wave profile, which brought new dimensions to the carving world. It served as a starting point and basis for later technologies that increased ski efficiency even more, thus increasing the pleasure in their use.



AMPHIBIO

Amphibio technology was launched several years ago. Again it proved to be a unique and revolutionary solution, this one based on a dedicated left and right ski that combined rocker and camber. Camber provides good edge grip while rocker eases the transitions between turns, allowing for faster turns and more direct lines. The diverse set of characteristics gave Amphibio skis unparalleled versatility. They felt equally good in short or long turns, on piste and even in the sidecountry and they could ski on soft or hard snow, in the morning as well as late in the afternoon.

Design by
**PORSCHE DESIGN
STUDIO**



2001

LAUNCH OF THE
WIKIPEDIA ONLINE
ENCYCLOPEDIA.

2002

Presentation of the
revolutionary Fusion
integrated ski
binding system.

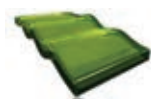
2004



LAUNCH OF THE
FACEBOOK ONLINE
SOCIAL NETWORK.

2006

WaveFlex™ ski technology
is presented.



2011

New revolutionary
Amphibio® Profile
technology
is presented.

2013

Lightest women's
skis in the world
are presented -
the Elan Delight.

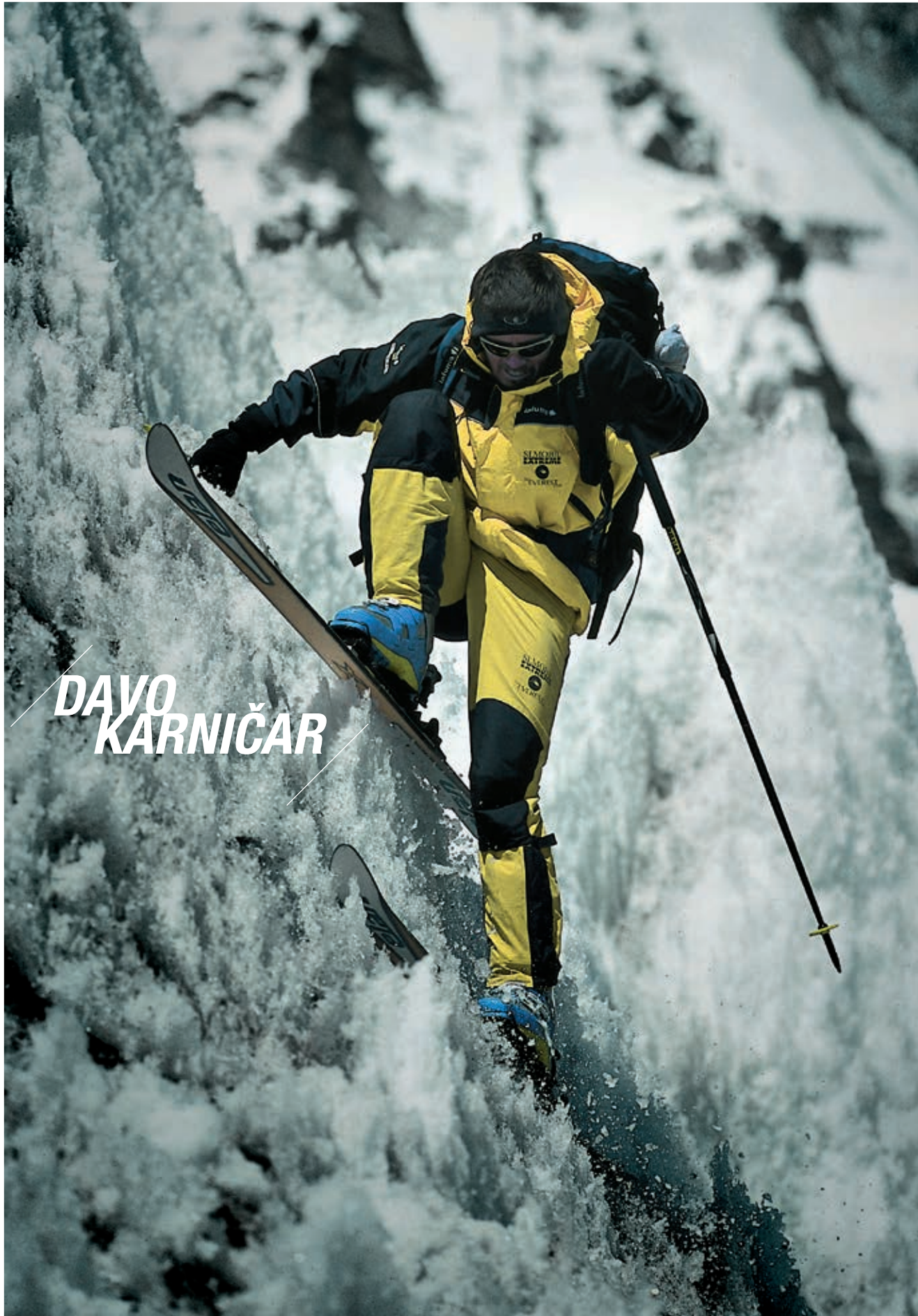
New U-Flex children's
ski technology presented.

2015

NEW AMPHIBIO 4D
SKI TECHNOLOGY.



Elan celebrates
70 years
of innovation



**DAVO
KARNIČAR**

SKI DESCENT OF EVEREST

DAVO KARNIČAR - MOUNTAINEER, SKIER, FIRST MAN TO SKI FROM THE SUMMIT OF EVEREST.

Davo Karničar is a ski mountaineer, a man of nature and mountains. He is a man of extremes, a special type who prefers mountains to valleys and feels just at home in the most remote wilderness as he does in his own living room. He is also the first man to ever ski from the summit of Everest. His successfully completed 7 Summits project saw him ski off the highest peaks of all the continents of the world, but looking at him, you could never tell he turned fifty quite some years ago. His eyes have a youthful spark, his body is that of a fit teenager and when people fix their gaze on the two missing fingers of his right hand, he just waves it off. In his words, the two fingers he left in the Himalayas are reasonable payment for all the joy, happiness and adventure he experienced.

Over the years, Davo has amassed a wealth of experience and knowledge he is more than happy to share with the world. Any visitor to his house in Jezersko is met with a smile and open arms. For some years now, Davo has been involved in the creation of a mountaineering centre where he will be able to teach aspiring mountaineers everything he learned through countless hiked, climbed and skied kilometers and meters of altitude.

Of course, the questions he answers most often have to do with his feat on Everest. "Well, Everest didn't happen just like that. You see, this type of skiing is addictive, it leaves you wanting more and more and you set yourself ever higher goals. Much has changed for me since the days when I first skied off the peak of Grintovec above my home in the valley. I should emphasise, however, that my development was very gradual. I first skied almost all the Slovenian peaks and only then ventured further in Europe, towards the world renowned slopes of the Matterhorn and Eiger.

Only then did I consider peaks further from home, the Andes and the Himalayas. That is where I successfully completed the Slovenian project 14 times 8000 meters, culminating in the ski descent from Annapurna. I then started thinking about Everest. But skiing off the highest mountain of the world was just part of the 7 Summits project - skiing down the highest peaks of all continents of the world, a project that took until 2006 to successfully complete. Yet it is not only the extreme goals and projects that fulfill a person. After the 7 Summits project I immensely enjoyed exploring Durmitor, the Tatras and Olympus in Greece."

Ski mountaineering is one of those activities where one must never forget the proximity of that thin invisible line separating life and death. Davo always knew how to stay on the right side.

"The saying that you need to be in the right place at the right time holds especially true in what we do. I often say that you can never be smart enough to accurately assess yourself. A certain degree of luck is always involved. But the key thing is to look deep inside one's own consciousness. My way of going into the mountains abroad was always based on a very strong internal sense of being able to face a certain challenge. I always thought about whether what I plan to do is responsible or not. If the answers to all of these questions are positive, then you go and do what you have set out to do, not just to try it. It is also true that you always need to accurately gauge the circumstances and if they aren't good enough to climb, you need to know how to turn back and throw all the provocative thoughts to the wind. You must never forget that snow holds many unknowns which can never be foreseen."

The specially made Elan skis Davo Karničar used to descend down Everest are exhibited in the Alpine museum in Mojstrana. Meanwhile, he is hard at work planning new challenges. He says he has set his sights on K2. We sincerely wish that he finds a line that safely brings him back down.

**FOR A FEW YEARS
IN THE FIRST DECADE
OF THE NEW MILLENNIUM
ELAN PRODUCED TOP
OF THE RANGE
FULL SUSPENSION
MOUNTAIN BIKES.**



LHOTSE

It is the ski for dedicated mountaineers and nature lovers. It will fulfill the needs of every freeride oriented touring skiers. We developed Bridge Technology to reduce weight and to enhance performance.

Check more on www.elanskis.com.



LEFT, RIGHT, CONVEX, CONCAVE

AMPHIBIO 4D - THE FIRST SKI WITH FOUR DIMENSIONAL TECHNOLOGY

It was in the middle of the nineties when skiing was turned on its head almost overnight. The length of skis shortened by almost half a metre, but the greatest change came in the shape. The emphasized sidecut that enabled skiers to carve turns in the snow was apparent at first glance.

But in fact the revolution started some twenty years earlier. Top skiers, with Ingemar Stenmark leading the charge, were trying to make their way between the gates using a carving technique with the skis they had at their disposal back then. This led Elan's R&D department to start researching sidecut and its effects. Their ideas and research culminated in the development of the Uniline skis in the mid seventies. Their emphasized sidecut allowed skiers to ski using slalom and giant slalom turns, making them the first truly all around skis. The ideas of Elan's engineers were validated as skiing evolution naturally went in the same direction. The VSS skis were born a decade later. They had a slot in the front and back of the ski that could be expanded or compressed to change the sidecut. Then came the SCX ski, which marked the beginning of the carving era.

When it became clear that a perfect ski flex was hindered by the section of the ski under the boot, Elan's engineers solved the problem by creating the Fusion system - a fully integrated safety binding that could flex in line with the rest of the ski. The next step in the evolution was WaveFlex technology, which joined together two seemingly incompatible characteristics in a single ski; soft flex and torsional stiffness.

FOUR DIMENSIONS

Amphibio technology was launched several years ago. Again it proved to be a unique and revolutionary solution, this one based on a dedicated left and right ski that combined rocker and camber. Camber provides good edge grip while rocker eases the transitions between turns, allowing for faster turns and more direct lines. The diverse set of characteristics gave Amphibio skis unparalleled versatility. They felt equally good in short or long turns, on piste and even in the sidecountry and they could ski on soft or hard snow, in the morning as well as late in the afternoon.

After a few years of existing in two dimensions, Amphibio technology made another leap forward and became four dimensional for the 2015/16 season. If Amphibio skis used to have a dedicated left and right ski, they now also differ radically from the front to the back. The 4D designation is a lot more revolutionary than the simple number and letter combination would appear. The front of the ski is actually convex and the rear is concave. The convex front allows for more precise entry into turns and the concave rear helps in exiting the turn and setting up for the next one more efficiently. At the heart of the construction is a Dual Shaped Titanium support element that gives the ski its unique response and stability. A bent titanium reinforcement may seem like a simple solution at first glance, but it is actually quite a complex element in terms of production. It delivers a distinct influence on the ski's feel and performance characteristics. It greatly increases torsional stiffness while reducing weight by ten percent, and its greatest strength lies in its damping properties. The titanium spar decreases vibration by a massive thirty percent. The new Amphibio line also features an attractive minimalist design and form.

AMPHIBIO



TECHNOLOGY

FOUR BENEFITS FOR 4 DIMENSIONAL TECHNOLOGY



AMPHIBIO PROFILE

EDGE GRIP, EASY TURNING



DUAL SHAPED TI

PRECISE ENTRY, EXIT ON DEMAND



"AMPHIBIO SKIS WITH 4D TECHNOLOGY ARE THE BEST SKIS WE CAN MAKE BECAUSE THEY ARE BASED ON ALL OF OUR KNOW-HOW THAT WE HAVE LEARNED AFTER 70 YEARS OF MAKING SKIS."

Glen Plake



"AMPHIBIO 4D SKIS ARE FLAWLESS. THEY ARE RESPONSIVE, DYNAMIC AND POWERFUL. THEY INITIATE EACH TURN EFFICIENTLY AND LAUNCH YOU OUT INTO THE NEXT ONE. FOR ME THEY ARE THE BEST SKIS."

Christian Mayer

Learn more on amphibio4d.elanskis.com



AMPHIBIO 16 Ti2 FUSION



AMPHIBIO 14 Ti FUSION



AMPHIBIO 88 XTi FUSION



AMPHIBIO 84 XTi FUSION

THE MOST AWARDED TECHNOLOGY IN SKI INDUSTRY.



Amphibio 16 Ti2 Fusion



Amphibio 16 Ti2 Fusion



Amphibio 16 Ti2 Fusion



Amphibio 16 Ti2 Fusion



Amphibio 16 Ti2 Fusion
Amphibio 88 XTi Fusion



Amphibio 14 Fusion
Amphibio 84 XTi Fusion



Amphibio 88 XTi Fusion



Amphibio 16 Ti2 Fusion



Amphibio 84 XTi Fusion



Amphibio 14 Fusion
Amphibio 84 XTi Fusion



Amphibio 84 Ti Fusion



Amphibio 14 Fusion
Amphibio 84 XTi Fusion



Amphibio 14 Fusion



Amphibio 84 XTi Fusion

LET THE SKI BEND!

Georgie Bremner Klemen Razinger



WHY A SKI NEEDS TO BEND? U-FLEX SKI AND SKIBOOT SET MAKES KIDS SKIING LIFE EASIER AND SO MUCH MORE FUN.

Learning to ski never became easier for the little people in our lives. Up till now the smallest skis and boots for children have been stiffer, making it tough for our youngest skiers who lack the weight, muscle power and fine motor skills to bend their boots and skis, and utilize ski design while they're creating turns.

Why does restricting our ability to bend boots and skis make learning to ski harder? If we can't bend our boots or skis because they are stiff, we require: more strength, weight or momentum to influence the ski bending, and be able to take advantage of the skis shape and design.

Anyone learning to ski builds upon learned skills to gain confidence in utilizing more strength, speed or fine motor skills. Young children developmentally have yet to cultivate fine motor skills. For say three or six year olds to have boots where they are able to easily access ankle bend, positive skiing movements are promoted. These easily achieved movements start to bend the front of the skis.

For any of us on modern shaped skis: when the combination of our body weight, gravity and muscles firing, allows our skis to bend at the start of a turn, then the skis shaped design can assist and will further turn our skis. This is particularly impactful for children where shorter ski lengths and the need for durable plastics in boots have meant their skis and boots have been less flexible. This is why U-Flex technology is changing the way children can learn to ski.

Children learn by doing. Skilled instructors set up an environment where budding young skiers in the making are encouraged to make movements on skis that result in them feeling what the ski can do for them, no matter how small they are, with their own power! Now instructors can focus on fun games and activities that stimulate children's interest with body movements that will help them turn the skis.

We'll always meet children that only want to ski straight down the hill, the trick always is to have them discover how much more there is to explore when they know how to turn! The outcome equals our smallest guests, quickly identifying with movements that will help them to turn and happily exploiting these movements.



U-FLEX

The awarded ski and skiboot system U-Flex revolutionary improve the ease of ski learning. The boots are made of softer plastic material, which allows softer flex. Together with specially constructed skis they reach up to 25 % softer flex.

Check more on www.elanskis.com.



LET'S GO SKIING!

Gregor Šket Jeremy Swanson

SKIING IS ONE OF THE FEW SPORTS ACTIVITIES WHERE THE ENTIRE FAMILY CAN TAKE PART. IT IS AN ACTIVITY FULL OF JOY, HAPPINESS AND POSITIVE ENERGY.

Winter months in the valley can be long and dull. Low grey clouds cover everything for weeks on end, sometimes for so long that we forget what a clear blue sky looks like. Of course it influences our moods. The sun has proven positive effects on the psyche and general well being and vice versa, of course. Fog is a downer, it makes people irritable, unproductive at work and cranky at home.

But there is a cure! Nature, snow, fresh winter air, skiing. All you have to do is get up in the mountains where the peaks bask in sunshine and the vast expanse of white shines like diamonds and ten degrees below freezing actually feel warm.

The moment when the lift emerges from the clouds and drifts upwards into sunshine is glorious, almost an epiphany.

After exiting the gondola the familiar butterflies in the stomach set in. You don't want to miss a second, all you want to do is race down that perfect track that master groomers have meticulously prepared all night long just for you, or that fresh powder that gently covered the slopes over night. The family then slides over to the first chairlift and hopes the operator will crank it up as fast as it goes so that they can reach the top as fast as possible.

After the obligatory stretching it is finally time for that magic click signalling that ski boots have made their way into the bindings. The first morning run is always special. What could be better than cutting fresh tracks into virgin snow? The skis make a special sound as they cut across the grooves made by the groomers, it is as if they are purring with pleasure. Families usually take the first few runs together, before each member drifts off towards their favorite part of the mountain. Children often venture into the snow park to play around in the waves, jumps and other features that let their imaginations run free. Meanwhile mum and dad explore the rest of the slopes together, taking the most pleasure from the particularly challenging ones marked as black. The family comes together at midday for a snack in the mountain hut. Their cheeks are red and their faces smiling. Hot tea and a warm meal are just the ticket, and everyone's legs don't mind half an hour's rest. But there are still hours of fun to be had. Skiing in the afternoon is a slightly different matter. The slopes are starting to show signs of wear, the snow is slowly turning soft and the odd mogul springs up. But it is not a problem for modern skis that work in any conditions.

Just as the first, the last run also carries a certain magical element. The sun is slowly setting and the snow is taking on a golden hue. In the gondola back to the valley, everybody feels their batteries have recharged as a wave of positive energy sweeps through the body. Thoughts of a day well spent even makes the grey fog seem a little less oppressive. The family knows that when the next weekend comes, it will again be time to lift out of the gloom and enjoy some fresh air, snow and skiing.



AMPHIBIO 16 T12 FUSION

All around cruiser with cutting edge Amphibio 4D technology. Power and stability in short and long turns at all speeds.



AMPHIBIO 84 XT1 FUSION

These are the perfect all around ski, stable and dynamic in fast long sweepers and agile short turns. Amphibio 4D technology enables excellent response in all snow conditions.



SLX FUSION

Skis for racing inspired skiers who enjoy dynamic short turns.



DELIGHT QT

Lightness on snow personified. These skis will save lady skiers a lot of energy as they enjoy everything the mountain has to offer.



DELIGHT 65 INTEMP

The ski boots with integrated heaters for comfort skiing all day long.



INSOMNIA FUSION

Girl skiers like high tech too. That is why we based the Insomnia ski on cutting edge Amphibio 4D technology. These skis can do anything you can think of on snow.



TWILIGHT 84

Groomers? Fresh powder? No problem. The Twilight 84 is at home anywhere. These are skis for ladies looking for joy and fun all over the mountain.



MAXX, SKY AND U-FLEX BOOTS

Creating sufficient flexibility was always a major challenge in designing children's skis. U-flex technology is the solution for that challenge. The revolutionary ski construction increases flexibility by 25 percent. Combined with specifically developed ski boots that have a certain degree of flexibility, this setup allows children to quickly find the confidence to learn true carving turns.



PINBALL PRO, TWIST PRO

Pinball Pro and Twist Pro are the right choice for young imaginative skiers who only needed a few ski days to find out that skiing is a combination of art, creativity, adrenalin and acrobatics.

Check more on www.elanskis.com

Check more on www.elanskis.com

HOW TO MAKE THE TRANSITION FROM SLIDING TO CARVING.

📷 Georgie Bremner 📷 Klemen Razinger

What is needed; preferably having some miles of sliding on skis under your belt, good ability to promote your body to stay balanced over the moving platform of skis, a forgiving ski, smart terrain choices and willingness to learn different movements and experiment with them – accelerated by an instructor who can manage your learning experience based on what you bring and how you learn. The art of carving, usually becomes a realistic goal for skiers once they have skills that make them confident to explore steeper groomed terrain and can balance on top of their skis on this terrain without feeling like they are doing hundreds of squats at the gym! If your legs are already exhausted why add more forces to your already tired muscles? Sliding gives us a smooth and gentle ride. The ski is generally less tipped on edge and this is what allows us to guide and glide the ski throughout a turn. As soon as we tip a ski up onto a higher edge angle, we can expect speed to increase. We will need to manage greater forces pushing back into our body from the ski that slides sideways less as it is moving forwards over the snow. This is something skiers find exhilarating and exciting. It creates feelings of energy and speed that are addictive and adds to our skills as skiers. These skills help us in many different parts of the mountain. Did I mention how much fun carving is?

THE RIGHT PAIR OF SKIS

Ski design can help or hinder us in learning how to apply different movement blends to get different results from our tools in the snow. A carefully selected ski will compliment learning to carve. I prefer starting such learning on a ski that comfortably perform with both more or less edge. A ski that is stiffer and designed for aggressive edge engagement, expects more precise movements to have it successfully slide through a turn. As sliding is the fallback skill blend, learners should be able to resort to what they know already, as needed, and confidence and carving ability can be built more swiftly.

CHOICE OF TERRAIN

Terrain choice should be selected and managed as we learn to ski on more edged skis. As we feel the effects of edge engagement and commit to maintaining positive body movement into and throughout the turn, learning to carve is easiest on; quieter, wider, flatter and groomed terrain – less likelihood to lose our efforts to promote continually balancing over the moving platform of the skis (remember the reference to tired leg muscles!). On steeper terrain although the slope can contribute to a higher edge angle it takes more commitment, trust, familiarity with speed and managing the resulting forces in pressure, to maintain higher edge angles throughout the turn and leave clean, carved, arced tracks in the snow.

Learning to carve opens up a whole new facet of our sport. Feeling a skis design is wonderful and addictive. Appreciating what it takes for a ski racer to balance over their edges on steep, icy courses can make us feel awe inspired. It can motivate us to get a little bit better at carving on the slopes we get to enjoy outside of the race course or potentially have us start to dabble in racing. It is a practiced skill that will deliver many, many runs of euphoria - did I mention how much fun carving is?

EXPLORE 10 TI QT

Ski learning is a fun process. With the right equipment, of course. Explore 10 Ti QT is the perfect ski for this purpose. It is easy to handle. It is the source of the right feelings. We say it simplifies learning processes. It enables easy transition from sliding to carving.

Check more on www.elanskis.com

MULTITALENTED, HYPERMOTORIC

© Andrej Dekleva © Klemen Razinger, Rok Lah, GEPA pictures

FILIP FLISAR, THE MUSTACHIOED WORLD SKI CROSS CHAMPION IS NEVER SHORT OF TALENTS AND SURPRISES. AND SURPRISE HE DOES... BUT NEVER HIMSELF.

When we speak about the promise an athlete holds, we often use the term "package". Do they have all it takes to achieve top results or are they missing a part of the puzzle? As a member of the youth national team, and in the sights of the fast disciplines team, Filip Flisar was not seen as a complete package. Physical abilities galore, amazing motor skills, relaxed demeanour, winning mentality ... Checks all around. But...

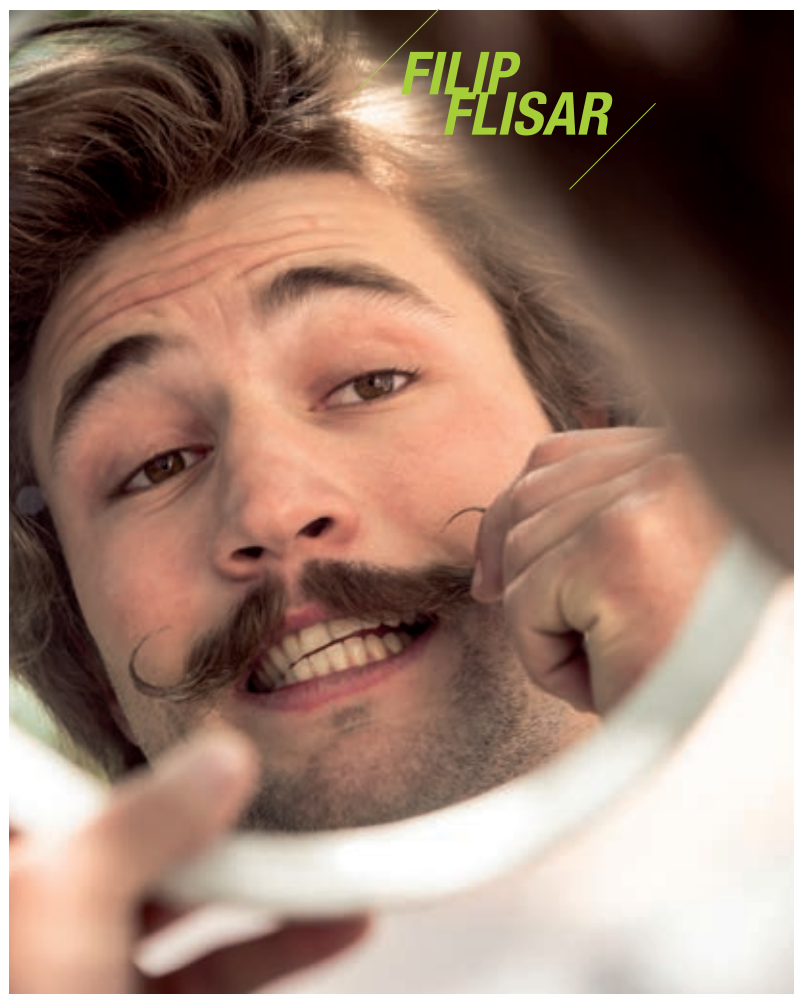
Filip had more than that. He was restless, always searching for the next thing. He wanted everything at once, starting with skis - he did tricks, ripped around the park, jumped over cliffs ... When the winter was over, he pulled out his bike and rode dirt jumps, downhill, it never stopped.

"Some coaches just couldn't accept that I would go and do backflips after a giant slalom race. They couldn't see that it was a plus, not a minus," says now 27-year-old Filip, who is now the reigning World Ski Cross Champion.

Despite their dissatisfaction, the downhill and super G team coaches were not pleased when the promising young talent left Alpine skiing and spent the next season trying out any discipline he could think of. At twenty years old he participated in slopestyle and halfpipe events, tried ski cross towards the end of the season, and ended up joining the ski cross team just before the following winter. That is, if you can consider one female World Cup racer, the occasional hopeful, one coach, one assistant, and a van a proper team.

But the moment was right for entering the ski-cross world. The coming Olympic premiere of the discipline at the Vancouver Games gave it credibility and drive, and attracted better and stronger competitors.

"I thought it was cool, I wouldn't want to do a lame sport. Freestyle was too free for me, but ski cross was the right mix. It was different, but with clear goals," said Filip.



FILIP
FLISAR

**SOME COACHES JUST COULDN'T
ACCEPT THAT I WOULD GO
AND DO BACKFLIPS AFTER
A GIANT SLALOM RACE.
THEY COULDN'T SEE
THAT IT WAS A PLUS.**



MR. MOUSTACHE IS THE WORLD CHAMPION!

Seven years, two Olympic semifinals, one X Games silver, four World Cup wins, a crystal globe and tons of moustache wax later, the man from Maribor is now a proud owner of a golden snowflake on a rainbow ribbon, the mark of a FIS World Champion.

In the second part of the season, which until then did not exactly go as Filip had planned, he surprised everyone at the World Championship in Kreischberg by crossing the finish line in first place in the final dramatic battle of the day. Celebrations of his fans, wearing not much more than moustaches of their own, could finally begin in earnest! Filip entered the Olympic season as the World Cup winner from the past winter but only made it to the semifinals in Sochi, where he injured himself and prematurely retired for the season, and his performance in the 2014/2015 season was also somewhat lackluster.

"You are out of the top ten a few times and people forget about you," says Filip. "The win was no surprise for me, I invested everything into it. I was not worried, I knew I was in good shape physically and technically. But there was still a lot to do. The hardest thing is building the daily form, the right feeling. But I caught it all."

"The title changed nothing, my world views are still the same. I have a bit more metal stored at home which helps a little with the sponsors," he says.



AS LONG AS THERE IS AN X IN THE NAME

Let us get back to the beginning, the endless search for the next thing. Filip's talents may stop with the ball - pass him one and it will probably hit him in the face - but he is more than at home in any sport that includes movement and speed and requires careful line selection and coordination of the body in the air. This year, Filip surprised everybody by taking on a new challenge - BMX racing. Athletes switching sports always makes for interesting stories, more so if the changes are from a winter to a summer sport or vice versa. Perhaps Filip's adventure was spurred on by the wish to become the new Eric Heiden (Olympic speed skating champion who had a professional career in road cycling) or Shaun Palmer (world snowboarding and boarder cross champion who was also one of the best mountain bike downhill riders in the world). Well, perhaps the status of wild man Palmer, whom Filip has met, would be the most appropriate.

"I don't have any idols to copy. I want to achieve something of my own. I like doing things that make me happy. Bikes make me happy. I'm not doing it to achieve anything special. Primarily I decided for myself, just spontaneously. I do respect Palmer, of course. He always seemed like he didn't care about anything, but he always sought to make the best of his skills and do away with his weaknesses, even through equipment when his sports were still young. I am trying to do all of this myself as well." Filip's path in BMX racing is far from easy, but he is making progress.

NEW WINTER

Skiing of course remains his primary objective. Filip is not letting his training and racing on the bike interfere with his preparations for the winter. A potential injury on the bike would be the worst possible scenario.

The coming winter will be another one without major contests, with the exception of the X Games which Filip would certainly like to visit. "I am not planning anything special for the coming winter."

I had a mad schedule for a number of years and now I want to slow down a little in the absence of major races," explains the champ. "I will strive for constant results. Not for the overall title, mostly for consistency."

My first seasons were very consistent but last year I was all over the place. The first fifteen skiers are really close now so achieving constant results is hard for everybody. At the same time, constant results now mean that you just make it to the semi final all the time because being in the final or on the podium constantly is practically impossible. Nobody can be that consistent. In this sport anything can go wrong at any race, there are just so many factors." Filip has set himself different goals then, but they are by no means low.

RIPSTICK FUSION

Flisars Ripstick Fusion is the giant slalom ski for advanced skiers who prefer racing down the groomed slopes with long and fast turns. It provides a perfect combination of comfort, stability and agility.

Check more on www.elanskis.com





**MAX
BLARDONE**

MR. GS

Gregor Šket GEPA pictures, Walter Zerla

MAX BLARDONE IS ONE OF THE BEST GIANT SLALOM SKIERS OF ALL TIME. HE HAS WON SEVEN WORLD CUP RACES IN HIS CAREER SO FAR AND IS ONE OF THE MOST POPULAR ITALIAN SKIERS. HE'S AN INTERESTING GUY BOTH ON AND OFF THE SLOPES.

They call you Mr. GS. Why is giant slalom considered the fundamental skiing discipline?

I am very proud of the nickname because giant slalom truly is the fundamental skiing discipline. It contains technical elements as well as speed, courage and physical strength. At thirty five I am now considered a kind of veteran in the discipline. I have been racing in the World Cup for fifteen years and have sprung out from the start hut more than 130 times.

Which is your favourite track?

Gran Risa in Alta Badia, no doubt about it. It's a track that I simply love and it always brings out very special emotions. There are also many happy memories I have of this track because my name was up at number 1 three times (in 2005, 2009 and 2011). The many fans make me feel right at home. But Gran Risa is a very demanding track that requires an exceptional combination of concentration, physical strength, technical skill and courage. It's an adrenaline bomb!

What is your definition of speed?

If I focus solely on the giant slalom, than speed is the ability to accelerate from turn to turn. Every time I set the skis on edge I want to gain a few millimeters or centimeters. All this requires very good physical condition so I continuously expose my body to maximum loads. A lot of it is down to the little secrets that have to merge together into a winning whole.

Which ski disciplines do you like beside the giant slalom?

Well, I grew up racing slalom. I even won the title of youth World Champion in Pra Loup in 1999. I always loved slalom but problems with my back made me focus on giant slalom. I also keep up with the achievements of ski mountaineers, cross country skiing races, particularly sprints, and ski jumping and flying. Because of my colleagues from the Italian Ski Federation I also have a lot of contact with other winter athletes. Damiano Lenzi, for example, is a friend of mine.

What about skiing powder?

Unfortunately I rarely get the chance to ski powder because I mostly train for World Cup races during winter. Lately I have been really enjoying spending time on snow with my three year old son Alessandro who is starting to learn the true values of skiing. Occasionally I get invited to ski instructor seminars where I'm more than happy to share the knowledge and experience I gained through my racing career.

Were you ever tempted to try ski cross?

Competition is in my genes and giant slalom and ski cross have a lot in common. Maybe sometime in the future I'll try this dynamic discipline full of jumps and other challenges.

Which are your favourite skis?

My GSX competition giant slalom skis of course. I also really loved the new Amphibio 4D 16 Ti. The stability, speed and power is amazing. Elan's products are always full of innovation. Modern technology is very important in competition skiing.

What would you do if you were not a skier?

Well, I'd most likely still be a skier. I grew up on snow and skis and it was love at first sight. Skiing has allowed me to make a profession out of my hobby and I'm immensely grateful for it. That's why it was never hard for me to get up in the dark and cold and go up to the top of a mountain.

I do have to admit I have a secret passion for rally racing. As a teenager I tried out as a rally driver a few times. Car racing gives you the same dose of adrenalin and speed as skiing.

You are also a great fan of motorbikes?

That's right. I follow Moto GP races and I'm a big fan of my friend Valentino Rossi who I've known for twenty years. I go and see the Mugello race every year if I can, it's a true Italian motorbike festival. Otherwise I'm a motorbike traditionalist, I'm not interested in setting any speed records. As a true Italian I have my Vespa that I ride to town to go shopping ...

Do you and Valentino ever ride together?

We haven't done it yet. I hope we can do it some time in the future.

Who is better, you as a bike rider or he as a skier?

He as a skier, definitely.

EVERY TIME I SET THE SKIS ON EDGE I WANT TO GAIN A FEW MILLIMETERS OR CENTIMETERS. ALL THIS REQUIRES VERY GOOD PHYSICAL CONDITION.



Which song do you listen to when you go really fast on skis, in the car or on a motorbike?

Music is always with me. I love Italian authors and I'm a fan of the musical poetry of Malika Ayane. During training I listen to rock music to get me into a fighting mood.

What kind of books do you like to read?

I like biographies. The ones I read most recently were about Alberto Tomba, Novak Djokovic and Roger Federer. I was also very impressed with the biography of Andre Agassi.

What about film, theatre, concerts?

Lately I have been watching cartoons about Masha and the bear with my son Alessandro. The last book I read was some technical literature on didactics for ski instructors. I was one of the lucky invitees to the opening concert of the World EXPO in Milan with Italian singer Andrea Bocelli, Chinese pianist Lang Lang and the choir and orchestra of the Scala from Milan.

GSX FUSION/SLX FUSION

GSX Fusion and SLX Fusion show their racing spirit with every move they make. Starting with their aggressive graphics and design. Precision, dynamics, power and energy are their main attributes no matter how hard and steep the terrain is.

Check more on www.elanskis.com



reddot design award
winner 2015



FIRST HUMAN TO FLY 250 METERS

Andrej Dekleva GEPA pictures

PETER PREVC, SKI JUMPING ACE WHO IN VIKERSUND BECAME THE FIRST PERSON IN HISTORY TO FLY 250 METERS ON SKIS.

In Slovenia, there is only room for a single true sports superstar at a time. A star so big that five year olds know their names. For the past two years, the name on every Slovenian's lips was certainly Peter Prevc. The 22-year-old has completed six seasons in the Ski Jumping World Cup, with the last few being absolutely stellar by any standard: Peter has six silver and bronze medals from World Championships and Olympic Games, six victories at Word Cup events, two second place overall classifications and two ski flying overall titles. And, he was the first to fly over the magic limit of 250 meters, a quarter of a kilometre.

For the past two years, Peter Prevc was selected as athlete of the year by the Slovenian press and won the prize for the best sports brand at the Sporto conference. Is being a brand a burden?

It is both a burden and motivation. When you wish for a moment of peace in public, it's impossible since everybody knows you. But it is also a responsibility to all those who follow your performances. The public and the kids are certainly a great motivation for me. Do you hope to see others try their best in sport if you set a good example and show that you can succeed? It doesn't matter if they make it or not, I think it is more important for children to take part in any sport and develop through it.

The world will most likely not remember you as the first human to jump over 250 meters?

I hope the world can remember me for something else. It is certainly a milestone, but I think I still have a long way ahead of me and can achieve much more. I will probably see many more seasons of competition in the future. Noriaki Kasai is 43 years old ... I hope I don't get injured. That sets things back a year or two. You lose contact with the competition and it is a long way back. I hope all my coming seasons are successful.

Do you feel that your record of 250 meters is less valuable because it only held for one day?

If it was still holding today, it would certainly be more valuable. But perhaps I'm a little lucky to cross the milestone of 250 meters. If I had jumped 249 m and somebody jumped 250 m the next day, nobody would know about my jump.

You finished the World Cup in second for two years running. How do you see it now that several months have passed.

I'm very critical of how my results couldn't improve in time (laughter). I collected much more points than the year before. But at the end it's still stagnation. It was not enough to get ahead of the competition. When you are tenth, you have nine places to advance to, but when you're second, there is only one place left to advance to. For this year I set myself the goal of making more changes, more progress and to perfect more details. There are always so many factors at work. 50 men start, 30 make it into the final and six or seven compete for

**SKI FLYING IS AN UPGRADE
OF SKI JUMPING. THERE
ARE SOME DIFFERENCES,
BUT THE BASIC TAKEOFF
IS THE SAME, MAYBE
SOME COMPETITORS
CHANGE SKIS.**

**PETER
PREVC**

the win at each event. And of course, there is no way for me to know what the competitors are doing during the summer. You have to believe in yourself and look for problems in yourself first. I can't influence others, but I can change myself.

Along with your historic record-breaking jump in Planica last year, you also scored a "perfect" jump with 20 points awarded by all five judges.

Yes, Planica was the first time I achieved that. When it happens you know you satisfied everyone around you, that you made a perfect jump that was also very good visually. Once you achieve it, you just become even stricter with yourself and want to do it more often.

Could I be more perfect? Could I also be the longest?

It depends, sometimes with very long jumps the forces are so high there is no option of doing the telemark. But if the takeoff speed is limited, a jump can be both the longest and perfect.

Do you see ski jumping and flying as two separate disciplines?

Ski flying is an upgrade of ski jumping. There are some differences, but the basic takeoff is the same, maybe some competitors change skis. Some flying experience is needed to do good in competition, because a flyer needs to maintain several things at once, perhaps take more risks in order to succeed. That is why some skiers don't do it, because they know how to take risks within acceptable bounds.

You come from Dolenja Vas, not traditionally a ski jumping place.

No, we only have one small hill where the sports club organises a village ski jumping competition once each winter. When my father saw he could not contain me any longer, he took me to the club in Kranj, as if to say "here, you deal with him now".

You have three strong channels in social media, do you publish content yourself?

Yes, I do Facebook, Twitter and Instagram myself. They are well integrated so you don't need to publish on each separately. Now, during the low season of endurance training I'm not really having many experiences interesting enough to share. I feel basic preparations at the stadium and the gym are just too monotonous for daily sharing. I did get into arguments before when people took pictures of my food. Some things I just don't want to publish. During events I do like to share some images so people can see things from my point of view. I share my whereabouts, what I'm up to. Maybe I don't publish very often, but what I do is truthful and sincere.



ONE PLANK OR TWO, AND WHY IT DOESN'T MATTER.

Blaise Rosenthal ELAN

THE WHAT, WHY, HOW AND WHEN LOWDOWN ON ELAN'S FREERANGE COLLECTION

So, ok, let's start at the beginning, because we know you're all wondering, what exactly is this new Freerange Collection? Well, in some ways it's simple really. Freerange is Elan's new collection category, which combines equipment designed and produced for snowboarding and freeskiing into a single program within the broader Elan Winter Sports Collection. The brain-child of Matjaz Meglic, Elan's winter sports division manager, Freerange is focused on addressing the shared technologies, riding styles and cultural tendencies between the contemporary snowboarding and freeskiing scenes. As snowboarding and freeskiing have moved closer together than ever, new opportunities have opened up to use the distinct advantages Elan can offer as a brand and producer of both product categories to support this on-snow situation.

But more about that later... For now, let's dive further into the what (is Freerange?) details by saying that the Freerange Collection features a full line of snowboards, snowboard boots and bindings, and freeskis for riders of every age, gender, riding style and ability level. These are the choicest cuts, superior products, designed, developed and produced to deliver the highest levels of performance. Aesthetically, these products feature graphics that are both a representation of Elan's brand values, as well as elements focused on the values of the subcultures of snowboarding and freeskiing. Our Freeski collection features Camouflage inspired graphics. Though Camo is a highly technical pattern developed to conceal, we subvert its covert nature by combining it with highly visible neon colors, creating a timeless aesthetic. The snowboard collection features photorealism, images of natural forces and elements, combined with highly visible Elan branding. Elan's respect for nature is a key aspect of our company's philosophies. We strive to protect our natural resources and habitat by practicing environmentally responsible manufacturing practices. And we look to nature's power for inspiration when developing new technologies and designs. So these images of simple archetypal subjects such as fire, water, wind and metal, combined with the Elan Freerange logo, reflect our values and pride in our brand, while adding aesthetic excitement to the collection.

EL GRANDE

The El Grande is designed to deliver Ultra-wide all mountain performance. We made this board for the big guys out there, the shredders with the boot sizes that a Sasquatch would wear. The El Grande delivers precision control that works great anywhere on the mountain.

Check more on www.elansnowboards.com

WHY?

Alright, now we've given you some idea of what this whole Freerange thing is about, and what we're making. Now it's time to move onto the why question. Why Freerange? First let's back up a second and focus on a small bit of very simplified on-snow history. Skiing has been around for ages. Snowboarding is much newer. For a long time, the differences between these two activities and their participants created on-snow and cultural conflict. But somewhere along the line all of that changed for the better.

The Love of sliding on snow overcame the fear of diversity. The term "snowboard park" gave way to that of "terrain park" as bold pioneers of freeskiing rapidly developed their sport, using snowboarding as an influence to create a whole new way of skiing. Their level of commitment and ability was undeniable, as was the importance of snowboarding's role in the creation of this new on-snow phenomenon. A mutual respect among one and two plankers in the freestyle world developed. We use the term Freerange to represent the freethinking open mindedness of these riders, as well as the way they ride terrain. We say that it doesn't matter if you chose to snowboard or ski. What matters is how you think about sliding on snow. Instead of the Fall Line, Freerange is about riding the FULL Line. Regular and switch, and all terrain is open. Freeriding, freestyle, and everything in between, Free Range is about progression over tradition, and the freedom to ride however and wherever you choose.



HOW?

The next aspect of our line of investigation into Freerange is the How? How to do this right? And why Elan is uniquely qualified to lead the industry in developing this kind of program. As a brand and manufacturer, we have all the resources at our immediate disposal to take on this challenge and do it right. First and foremost, as a manufacturer we have our own factory for producing both skis and snowboards. This has allowed us to learn from each segment, incorporating shared technologies that enhance the performance of both our snowboards and freeskis. We are able to fine tune things to perfectly meet the performance needs of each product in the collection, creating absolutely superior products in both areas. As a brand we also have another important resource needed to do this right, people power! Our team of athletes is the model we draw from when making our decisions. These guys and gals are on-snow shredding every day, and they keep us in tune with the cultural, and equipment related developments happening in both segments to ensure that we're up to date and ahead of the curve with everything we do.

PUZZLE TBT

The Elan Puzzle TBT with triple-base technology is a park, pipe, and street focused freestyle shred machine. TBT provides unbelievably smooth catch-free performance as well as stability and responsiveness that is perfect for any situation.

Check more on www.elanskis.com

WHEN?

Finally, we come to the question of when. Since "when" is a function of time, and the time is always now, let's talk about now. Why is now the right time to launch Freerange, and why is this new program relevant right now. Again, the answer is simple. We are responding to the reality on the slopes. There has been a constant merging for years, between snowboarding and freeskiing, and the relationship is too close to be ignored. The clothes, aesthetics and terrain choices are intertwined, and more importantly, so are the participants. Every time we go riding, we see the same scene. A vehicle pulls up in the parking lot. Five riders get out. Some pull snowboards out of the vehicle, and some grab their skis. One rider usually has a camera. And the group of them all goes riding together. We have not created this relationship, but Elan is leading the industry response to this great reality, that kids don't care weather their friends are sliding on one or two planks. They are just having fun together, and that's what really counts. The Freerange Collection drops in the fall of 2015.

WHO?

One last bonus question relates to the who. Who do we make this program for? We make Freerange for the shredders, the rippers, and the everyday riders who work to progress their skills whenever they can. We do this for skiers and snowboarders who want to maximize their experiences on snow, and have the most fun possible, riding every bit of terrain they can find. We do this for riders everywhere, and we do this for you. Enjoy!



GRAND GIVEAWAY

Visit www.elanskis.com and enter to win one of the fabulous prizes:

VOGEL
SKI CENTER

**1x WEEKEND
ACCOMMODATION
AT SKI RESORT
VOGEL, SLOVENIA:**
accommodation and
ski tickets included
(2 adults and 2 children)



**3x PAIRS OF
ELAN SKIS**



**1x ELAN
SNOWBOARD**



**3x ELAN
BACKPACKS
AND MORE!**

The giveaway will take place between **15 October 2015 and 15 February 2016.**



**GLEN
PLAKE**

**ABOVE ALL SKIING
IS JUST THE
BEST WAY TO
PASS THE TIME.**

AMERICAN IDOL

Gregor Šket Ben Tibbets, Klemen Razinger, Julbo

GLEN PLAKE, THE SKIER WHO MADE TEARING DOWN SNOW COVERED SLOPES INTO A MULTIMEDIA SPECTACLE.

Glen Plake the punker, inside and out. The mohawk is his trademark and loud music is his inspiration. But Glen Plake is first and foremost a skier. He's had a taste of just about every type of skiing there is; he raced the alpine disciplines, did freestyle aerials, thrashed his knees around in the moguls and discovered routes through uncharted expanses of white as a ski mountaineer. He skis in the rhythm of both punk and classical music. Plake was born in Northern California and spends most of his winters in Chamonix where he has found hundreds of kindred spirits. Fundamentally, he is a skier of the world whose skis have graced snow crystals of all shapes and sized.

He is a truly amazing man, a guy in his fifties who looks and thinks as if he were not a day over thirty. His skiing is an uncanny mix of adrenalin, art, creativity, imagination, daring, alpine classic, loud punk, and above all his unique brand of shenanigans. He uses Elan skis, and he often comes by our part of the world to say hello. He likes Slovenia and has even been known to put on our national costume ...

How did you end up in skiing? Did you decide on making a living from skiing as a kid?

I grew up in a skiing community in Northern California. I think I was about twelve when I first saw skiing as something more than just a sport. When the resorts around Lake Tahoe hosted World Cup races and occasionally pro races, I first started thinking about how cool a life those guys were leading. Soon after I saw professional freestyle skiers for the first time at Mammoth Mountain and they made a massive impression on me. Most of all, it was then that I got to see the difference between the classical World Cup racers and the free spirited freestyle skiers. Northern California was also home to many pro skiers who worshipped the NorCal snow and basked in the local skiing scene. Looking at the whole thing as a kid I knew I too will someday become a skier. I wasn't sure which type of skiing I would go for, but I was certain I would be a skier. No doubt about it.

Have you ever thought about what skiing means to you?

Skiing is just about everything to me; a lifestyle, fun, joy ... Above all skiing is just the best way to pass the time. They say time is money and if I bring this old saying together with my ideas, you could say that skiing is a massive waste of money. But you know, it's not all about the money.

Skiing for me is an activity like no other. It happens in beautiful nature which is also just about the rawest environment you can find yourself in. Maybe only the desert is worse than endless snow covered mountains far away from any civilization. And you are there completely alone, with those funny wooden planks strapped to your feet that we call skis and they don't even have any brakes on. You are left only to yourself and your imagination. It's up to you just how much fun you are going to have.

I know it sounds like a cliché but skiing really is an activity for everybody - kids, their grandpas and grandmas and everyone in between. That's why skiing is more than just a sport for me. You could compare it to fishing, which is also sport in a way, but fundamentally much more. It is a philosophy, a way of thinking, meditation, creativity and an excellent way to spend some time.

You were one of the best skiers in the moguls but then dedicated yourself completely to what we now call freeride. How come you switched disciplines?

For me, the more important change happened when I switched from racing alpine disciplines to freestyle skiing. From then on I see it just as a logical evolution.

As a racer I was known as a very strong skier but unfortunately I was never fast enough to win regularly. Perhaps it was down to me being quite confused as a young skier, wanting to try it all and not being able to focus on a single discipline. I was a difficult guy to have in the team because I was always doing things my way. Coaches were angry with me because I'd use every opportunity to do something stupid. I enjoyed free skiing the most even then. That's where all of my imagination could come out. What I liked most was the fact that there were no gates and I could do what I wanted. It turned out that my supposed confusion was not confusion at all and it made me what I am when I became a successful freestyle skier.

Looking back at it now I often find that guys who were much better and more promising than me in the youth divisions now aren't even close to the skier I've become. Many just didn't make it into the World Cup at sixteen and then had no idea how to organise their lives on their own. In these moments your love for skiing is tested to the limit. Mine was immense, theirs I guess, was not. That is why they were the kids who won youth races and I became a world renowned and recognized skier.

But nevertheless, how did you start competing in the moguls?

It was a complete coincidence. A friend who organized moguls events asked me what I was doing next season. I started telling him about my training schedule, endurance training and other stuff without any real conviction. He proposed I enter a moguls race. So I did. I was third at the first race and I won the second one. I asked him whether these races were held every week. My knowledge and experience finally found a place in the moguls where there is a lot more room for creativity and imagination.

Were you always into skiing in virgin powder?

Even though guys from Northern California went on climbing trips to Yosemite national park, mountaineering was not as well developed in the USA as it was in Europe. There was also no ski mountaineering in the classic sense. Getting up to the top of a mountain on your own and then skiing down into the valley was just not our thing. But over time we got that too. We'd look over to the other side of lake Tahoe, choose a peak we wanted to climb and do it the next day. When we discovered skiing off piste it was a whole new world. Even the few limits we had in our heads disappeared into thin air.

You are known for your distinctive relaxed style, but the mohawk has become your trademark over the years. How did it come about?

I am proud of the fact that I had something to do with changing people's perspective of what a professional athlete should look like. In this sense my mohawk has a symbolic meaning. Even as a kid I was irritated with the fact that I needed to look like a Ken doll to be a ski competitor. You know the Ken doll, the male version of the Barbie? But I was never a Ken. I was a Glen, and a pretty far out Glen at that.

The mohawk is an expression of my personality, the music I listen to and the life I live. Many people don't know that we had a very strong punk scene in Northern California at the time. I'm told that the area between Sacramento and Reno Nevada had the greatest density of good punk bands in the world. Some of the guys I skied with later went on to become quite well known artists in the punk scene. I skied a lot with Troy Mowat from Seven Seconds before he fully focused on music. All these bands that later became famous around the world used to play in garages and backyard parties in Tahoe.

SPECTRUM 95 CARBON

Finding the right balance between lightweight and performance is one of our bigger challenges. With Spectrum 95 Carbon we managed to unify these two extreme factors.

Check more on www.elanskis.com



Wild partying during the week used to be pretty much the norm those days, with racing at the weekends. Then came the National Championships at the end of a season. I thought it would be my last race, so I came to the start with my mohawk and a leather jacket. They looked at me like I fell from the sky. In the end it turned out that the race that was supposed to be my last was just the start ...

So called freeride skiing has become very popular in recent years and even developed into a whole lifestyle. But it is not really a new thing, is it?

Absolutely not. It is the foundation of skiing. That's why I'm always surprised when I'm introduced as a pioneer of freeride skiing. It's a mistake because I certainly did not invent freeride. Guys have been doing it for decades, possibly centuries before me. Carving is a new type of skiing, freeriding is the foundation.

What is your opinion on the intensive division of skiing in recent years? It is almost hard to find the right pair of skis ...

I agree. The industry and technology have advanced a lot and now offer products we could only dream about back in the day. There's a lot of good in this because everybody can find the right set of skis for their skill, wishes, needs and skiing style. On the other hand, getting new skis is a daunting task with new styles of skiing popping up all the time. And the true skiers now need more than a single pair of skis.

I don't just ski fat skis, I love carving turns on piste with short radius carving skis. Many guys don't think this way and it's fun watching them tool around on the pistes with fat planks that were made for deep powder. Natural snow is much more than just deep powder. Natural snow can be a nasty and even dangerous surface to ski on.

Lately you have been spending your winters in Chamonix. If I'm not mistaken, your move to the Savoy Alps was quite an adventure?

That's right. It happened at a time when I got into some problems with the law and it even looked like I might have to spend some time in jail. Then I got an offer to film a ski movie in Chamonix. I had no idea where that was, but I was more than happy to do it to stay out of jail. Then I came to Chamonix and I was blown away. It was the first time that I found myself in an environment where skiing was an important part of culture and tradition. We have beautiful ski playgrounds in California, but we don't appreciate skiing as profoundly as the people living in certain Alpine parts of Europe. Even though I grew up in a skiing community I often felt like a black sheep back home, but in Chamonix I was finally among people who thought like I did.

People in Europe still think that skiing is a second tier sport in the USA, but there is great skiing to be found in your home country.

Well, America is a big country. People often forget that we have plenty of top skiers, Olympic and World champions, World Cup winners ... But there is still a lot of funny nonsense in American skiing. Colorado is generally recognised as the go-to state for skiing. While Colorado does have great resorts, we also ski in Wyoming, Oregon, Northern California ... We have four thousand meter peaks in all of those states. The ski areas in Northern California get over eight meters of snowfall in a good winter.

You have been skiing on Elan skis for a while now. What do you think of them?

Oh, Elans are great! I have been a fan of the brand for a long time. A friend of mine once signed with Elan and I remember how much I envied him, looking at about ten pairs of the same skis. Elan is known in the ski world for its innovations and it's certainly had a great influence on the evolution of skiing. I am very proud to be a part of the family. Working with the ski experts from Begunje is a pleasure.

THE MOHAWK IS AN EXPRESSION OF MY PERSONALITY, THE MUSIC I LISTEN TO AND THE LIFE I LIVE.



"spurbar"



FASCINATION WITH TRACKS IN VIRGIN SNOW, A SYMBOL OF BEAUTY AND AESTHETICS.

"Spurbar" is a composite of two German words which in themselves include a great deal of positive attitude. "Spur" is a track or trail and "bar" means something doable. Therefore, "spurbar" is something tracking and doable.

Just like every skier, Daniel Falk, a freerider from Austria, has his own view of skiing and his fascination. For him, the lines left by skis in virgin white snow are the most beautiful thing in the world. For him, the lines are an inspiration in sports and art, a theme for films and countless photos. Daniel has realised a long time ago that freeride is much more than just the search for barely accessible slopes far off the beaten track, but above all the ability to enjoy the uniqueness of each moment experienced in movement through snow covered nature. Freeride is therefore not just the domain of the most daring few, but an activity for all those who enjoy snow, winter and, of course, skiing.

This led Daniel and his friend, young filmmaker Bastian Meier, to start the "Spurbar" project. Throughout last year's winter, they worked on "Spurbar" (die Faszination), a film that transcends the limitations of conventional ski film production and favors a more documentary approach.

The film stars eight skiers who could not be more different from one another. Michaela Schneebacher, Michael Kapper and Stefan Schrey are complete beginners who never before ventured outside the pistes. Their goal is to use the winter season to learn all the necessary skills required to admire their own tracks in fresh powder.

Katharina Maschke, Peter Neugebauer and Bernhard Rossegger are Daniel's friends who enjoy skiing off piste, but are far from those extremists that are willing and able to risk everything for thrills on snow. Even so, they were curious enough to discover Alaska-like snow conditions in the middle of Austria.

Lukas Böhm and Benjamin Meier are Daniel's companions in the search for new steepes and challenges. Together they scope out new lines that continuously test the limits of their abilities. Before any attempt at a new challenge, they meticulously dissect the terrain from a safe distance and plan the line they will take from top to bottom.

In spite of their differences, all eight protagonists share a sense of joy, happiness and satisfaction found in skiing. For all of them, skiing is a combination of sport, philosophy and passion. That is why "Spurbar" is the answer to the question: "Why does skiing make us happy?" And above all, it shows that skiing can be a source of pleasure for everybody ... Daniel even compares it to Aikido, a Japanese martial art he has been practicing for a long time. The main principle of Aikido is that everybody should use their body to the point where it still feels comfortable. If we approach skiing in a similar manner, we will find great relaxation while also learning to admire nature and, naturally, our own tracks in the snow. Spurbar (die Faszination) is coming this fall.

www.spurbar.at



SPECTRUM 105 CARBON

Skiing in deep fresh snow is the ultimate skiing pleasure. Spectrum 105 Carbon is with its characteristics a responsive and dynamic ski created for pure big mountain adventure.

Check more on www.elanskis.com





Ooo

WE'RE AS OBSESSED AS YOU ARE.

For over seventy years, we've dedicated every waking moment to thinking, rethinking, designing and building the best, most innovative skis in the world. Because everything comes second to skiing. Learn more at elanskis.com

elan



MELANJA ŠOBER

HEAD OF PRODUCT MANAGEMENT

Elan's W Studio is celebrating its tenth birthday. The group of active and dynamic ladies has been busy developing and designing new, better, lighter and more efficient skis that transform skiing into pure pleasure and joy. Members of the team come from different walks of life. They are designers, architects, entrepreneurs ... But they all share a common passion - an active lifestyle and a love of skiing.

This of course applies to Melanja Šober. Saying that she is the Product Manager of W Studio is telling only half the story. Melanja has been in love with skiing for as long as she can remember, and her love runs very deep. She was a successful alpine and telemark racer, winning three medals at the youth world championships. Then she began passing her knowledge on to others, working as a ski instructor in Slovenia and other Alpine countries. But skiing was never just a race for her, it was - and remains - a way of life. It is also why she understands skis not just as sporting equipment but as integrated products, with a specific use and function, as well as a unique form, image and beauty.

"Skiing for me is much more than just a sport or recreation. It is the epitome of motion and being. It helps me become one with nature, set myself new challenges and learn something new. It can be a descent from a mountain peak, linking turns down a narrow couloir, or teaching kids how to ski and answering their millions of questions. Skiing is an endless source of tough but fundamentally fulfilling challenges. And last, but not least, skiing is also my job. What could possibly be better than thinking about the perfect pair of skis everyday."



GEORGIE BREMNER

MANAGER OF THE BUTTERMILK MOUNTAIN SKI SCHOOL

There are some serious ski girls around who would gladly settle for twelve straight months of winter. In the case of Georgie Bremner it could even be done. She comes from New Zealand and has been living in Aspen, Colorado for a long time. If she decided to move between her two homes, she could easily stretch her winters to 365 days. Georgie is one of those people that seem to just radiate a love of skiing. For her, skiing is a special type of freedom that fills her heart and soul. She is a freeride enthusiast first and foremost but never limits her skiing to a single style or discipline. She was a member of the Aspen Ski Divas racing team and organised dedicated ski workshops for ladies in order to promote skiing and present the process of learning to ski in a fun and accessible way.

In recent years, Georgie spends most of her time teaching others. She is the Manager of the Buttermilk Mountain ski school and watching her at work is a wonderful sight. Georgie is dedicated, patient and attentive and makes her clients feel right at home so that skis can become their best friends as soon as possible.

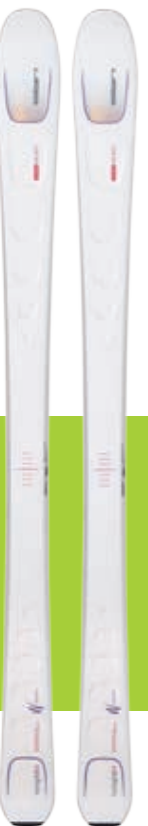
"Skiing to me is about being in the mountains with my mountain community - whatever their age or ability. The outdoors, nature and connecting with people is a perfect combination that offers me tons of variety, depending on who I am skiing with; from training ski instructors, sliding with my kids and teaching guests it's all fabulous!"



ELAN TWILIGHT 84

"I love the Twilight 84 because it's so versatile. It works on any kind of snow, from moguls to powder. Then there's the low weight and forgiving nature. It really is a ski for ladies on the lookout for snow all over the mountain."

Check more on www.elanskis.com





W
studio

SONNIA HÖFFKEN

FREERIDE SKIER AND YOGA INSTRUCTOR

Skiing is far more than just the means of getting down a mountain in the easiest way possible. We each shape our own definition as we each find our own place in the sport. For some, it is a philosophy and meditation. The conditions in snow covered mountains are often very harsh, even cruel, but we are still drawn up there by an unstoppable attraction. The harder things get, the more the mental aspect takes over. Of course, physical fitness is key, but it is the head that guides and makes decisions. Sonnia Höffken is definitely a skier with her own view and her own approach. She tends to see things a bit differently.

When she looks at a slope she clearly sees the line that will take her down to the valley, and it's not always the shortest. It may not even be the safest, but it is always filled with those special feelings and emotions you can't get anywhere else.

Sonnia's meditative approach is not surprising considering the fact that her skiing is closely intertwined with yoga. Over the last few years she has brought together these two seemingly incompatible concepts which deep down have a lot in common. If you are ready to see things differently, skiing can become nirvana and yoga can become a source of thrills.

www.SkiYo.info

ELAN INSOMNIA FUSION

"The Elan Insomnia seems to be perfectly tailored to my personal expectations for a highly active, versatile and fun ski. The Insomnia also matches the needs of almost all my female ski clients, friends and event participants. The edge grip is powerful, but never rough or catching. Turn initiation is quick, yet smooth. Grip on icy runs seems unbeatable, and in faster turns the ski just seems to carve by itself - but it also a calm and stable cruiser on any other terrain regardless of speed and snow conditions. Even in a top-up of fresh powder, the Insomnia floats with ease and lightness."

Check more on www.elanskis.com



LISA DENSMORE BALLARD

A WOMAN WITH A THOUSAND AND ONE SKIING EXPERIENCES.

There are people who dedicate their entire lives to a single activity. For Lisa Densmore Ballard, the activity is skiing. She knows everything there is to know about it. Over nearly four decades, Lisa has tried and tested skiing in every way, shape and form. In the second half of the seventies she was a member of the American national team and in the eighties she raced as a professional in the Pro Ski Tour. She continued racing well into her masters years and often won in her age group. The American skiing federation USSA named her the Masters Skier of The Year five times.

Lisa has always loved sharing her knowledge and experience with others. She is a ski instructor with many international qualifications, and has written many expert articles for ski magazines about her views on skiing and teaching. Lisa is also a regular technical contributor for many TV stations such as ESPN, Fox Sports, ABC, NBC, Travel Channel, Outside TV ... She has written seven books on skiing with the newest titled Ski Faster coming out this winter.

Over her two decades as a ski instructor Lisa has organized a number of ski clinics for women. Perhaps the best known is her Your Turn program, organized in cooperation with Elan.

"Over the years more than six thousand women took part in my ski clinics and programs and like me, most of them fell deeply in love with skiing. It gives me immense pride."

www.lisadensmore.com



ELAN TWILIGHT 90 CARBON

"The Twilight 90 is sheer fun on the slopes! I like how light and playful it feels underfoot. It's wide enough for a powder day, but I've skied it in the bumps and in variable conditions, too. There's enough rocker in the tip that it turns easily anywhere on the mountain and rides up and over bumps and clumps. I always finish a run on this ski with a smile on my face."

Check more on www.elanskis.com



ELAN SKIS COLLECTION 2015-2016

SLOPE RACE SERIES

GSX FUSION



PROFILE
Amphibio

TECHNOLOGY
Powerspine,
Stranica RST,
Lesena sredica
Response Frame,
Dual Ti,
gigodesigned

GEOMETRY
114/70/99

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



RIPSTICK FUSION



PROFILE
Amphibio

TECHNOLOGY
Powerspine,
Stranica RST,
Lesena sredica
Response Frame,
Dual Ti,
gigodesigned

GEOMETRY
114/70/99

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



SLX FUSION



PROFILE
Amphibio

TECHNOLOGY
Powerspine,
Stranica RST,
Lesena sredica
Response Frame,
Dual Ti,
gigodesigned

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

LENGTH RADIUS
155(11.7),
160(12.0),
165(12.4),
170(13)



SL FUSION



PROFILE
Amphibio

TECHNOLOGY
Powerspine,
Stranica RST,
Lesena sredica
Response Frame,
Dual Ti,
gigodesigned

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

LENGTH RADIUS
155(11.7),
160(12),
165(12.4),
170(13.0)



SLOPE EXPLORE

EXPLORE 10 TI QT



PROFILE
Parabolic Rocker

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

GEOMETRY
125/76/104

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

EXPLORE 8 QT



PROFILE
Parabolic Rocker

TECHNOLOGY
WaveFlex™,
PST sidewall,
Dual Woodcore,
Fibreglass

GEOMETRY
125/76/104

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

EXPLORE 6 GREEN QT



PROFILE
Parabolic Rocker

TECHNOLOGY
WaveFlex™,
Full Power Cap,
Dual Woodcore,
Fibreglass

GEOMETRY
125/76/103

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

EXPLORE 6 ORANGE QT



PROFILE
Parabolic Rocker

TECHNOLOGY
WaveFlex™,
Full Power Cap,
Dual Woodcore,
Fibreglass

GEOMETRY
125/76/103

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

EXPLORE 4 GREEN PLATE



PROFILE
Early Rise Rocker

TECHNOLOGY
WaveFlex™,
Express,
Full Power Cap,
Comprex Woodcore,
Fibreglass

GEOMETRY
114/70/100

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

EXPLORE 4 RED PLATE



PROFILE
Early Rise Rocker

TECHNOLOGY
Express,
Full Power Cap,
Comprex Woodcore,
Fibreglass

GEOMETRY
114/70/100

LENGTH RADIUS
144(10.7),
152(12.2),
160(13.7),
168(15.4)

SKI&HIKE SPECTRUM

SPECTRUM 115 ALU



PROFILE
Amphibio

TECHNOLOGY
ALUblade,
SST sidewall,
Laminated
Woodcore

GEOMETRY
145/115/130

LENGTH RADIUS
185(20.4),
193(23.4)

SPECTRUM 105 ALU



PROFILE
Amphibio

TECHNOLOGY
ALUblade,
SST sidewall,
Laminated
Woodcore

GEOMETRY
142/105/120

LENGTH RADIUS
173(16.5),
180(18.1),
187(20.3)

SPECTRUM 95 ALU



PROFILE
Amphibio

TECHNOLOGY
ALUblade,
SST sidewall,
Laminated
Woodcore

GEOMETRY
142/105/111

LENGTH RADIUS
173(16.5),
180(17.5),
187(19.1)

SPECTRUM 85



PROFILE
Amphibio

TECHNOLOGY
PST sidewall,
Power Woodcore,
Fibreglass

GEOMETRY
127/85/110

LENGTH RADIUS
170(15.0),
176(16.3),
182(17.6)

SPECTRUM 105 CARBON



PROFILE
Amphibio

TECHNOLOGY
SST sidewall,
TubeLite,
Fibreglass

GEOMETRY
126/87/112

LENGTH RADIUS
163(16.5),
180(18.1),
187(20.3)

SPECTRUM 95 CARBON



PROFILE
Amphibio

TECHNOLOGY
SST sidewall,
TubeLite,
Fibreglass

GEOMETRY
126/87/112

LENGTH RADIUS
163(16.5),
177(18.0),
184(21.0)

W STUDIO SLOPE

SPEED MAGIC FUSION



PROFILE
Amphibio

TECHNOLOGY
Powerspine,
Stranica RST,
Laminated
Woodcore,
Mono Ti

GEOMETRY
117/67/98,
119/69/102,
120/69/103,
122/69/104,
123/69/107

LENGTH RADIUS
145(10.9), 150(11.0),
155(11.7), 160(12.0),
165(12.4)

INSOMNIA FUSION



PROFILE
Amphibio 4D
Technology

TECHNOLOGY
Stranica RST,
Trulite Woodcore,
Dual Shaped Ti

GEOMETRY
121/73/104

LENGTH RADIUS
152(12.2), 158(13.3),
164(14.5)

INSPIRE FUSION



PROFILE
Amphibio

TECHNOLOGY
WaveFlex™,
Stranica RST,
Dualite Woodcore,
Dual Shaped Ti

GEOMETRY
127/78/107

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

ILUMINA QT



PROFILE
Early Rise Rocker

TECHNOLOGY
WaveLight,
HSS sidewall,
Dualite Woodcore,
Fibreglass

GEOMETRY
124/75/104

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

DELIGHT QT



PROFILE
Early Rise Rocker

TECHNOLOGY
WaveLight,
Trulite Woodcore

GEOMETRY
126/77/103

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

BLACK MAGIC QT



PROFILE
Early Rise Rocker

TECHNOLOGY
WaveFlex™,
Monoblock,
SupraLite Core,
Fibreglass

GEOMETRY
119/72/100

LENGTH RADIUS
140(10.0),
146(11.0),
152(12.1),
158(13.2)

SLOPE AMPHIBIO

AMPHIBIO 16 TI2 FUSION



PROFILE
Amphibio 4D
Technology

TECHNOLOGY
Stranica RST,
Lesena sredica
Response Frame,
Dual Shaped Ti2

GEOMETRY
121/73/104

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



AMPHIBIO 14 TI FUSION



PROFILE
Amphibio 4D
Technology

TECHNOLOGY
Stranica RST,
Lesena sredica
Response Frame,
Dual Shaped Ti

GEOMETRY
121/73/104

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



AMPHIBIO 88 XTI FUSION

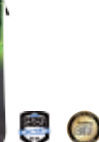


PROFILE
Amphibio 4D
Technology

TECHNOLOGY
Stranica RST,
Lesena sredica
Response Frame,
Dual Shaped XTI

GEOMETRY
135/88/116

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



AMPHIBIO 84 TI FUSION



PROFILE
Amphibio 4D
Technology

TECHNOLOGY
Stranica RST,
Power Woodcore,
Dual Shaped XTI

GEOMETRY
131/84/112

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



AMPHIBIO 84 TI FUSION



PROFILE
Amphibio 4D
Technology

TECHNOLOGY
Stranica RST,
Power Woodcore,
Dual Shaped Ti

GEOMETRY
131/84/112

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



AMPHIBIO 78 TI FUSION



PROFILE
Amphibio

TECHNOLOGY
WaveFlex™,
Stranica RST,
Power Woodcore,
Mono Ti

GEOMETRY
127/78/107

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



SLOPE JUNIOR

RC RACE QT



PROFILE
Conventional

TECHNOLOGY
WaveFlex™,
Full Power Cap,
Dual Woodcore,
Fibreglass

GEOMETRY
111/70/98,
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)

JETT QT



PROFILE
Early Rise Rocker

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

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(7.0)*, 120(8.6)*,
130(9.4), 140(11.2),
150(13.1)

STARR QT



PROFILE
Early Rise Rocker

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

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(7.0)*, 120(8.6)*,
130(9.4), 140(11.2),
150(13.1)

SKY QT



PROFILE
Early Rise Rocker

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

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(7.0)*, 120(8.6)*,
130(9.4), 140(11.2),
150(13.1)

MAXX QT



PROFILE
Early Rise Rocker

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

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(7.0)*, 120(8.6)*,
130(9.4), 140(11.2),
150(13.1)



EZZY & BLOOM

TECHNOLOGY
U-Flex, Volume
Control Plate (VCP),
CONSTRUCTION
Cabrio construction

SHELL
Polipropylene

LINER
Thermo Insulation

SIZE RANGE
16.5, 17, 17.5;
(17, 17.5, 18);
(18.5, 19, 19.5),
(20, 20.5, 21),
(21.5, 22, 22.5)

BUCKLES
1 nylon buckle (16.5- 19.5)
2 nylon buckles (20-22.5)

BENEFITS
Easy skiing - Size fitting -
Warm feet - Easy entry

SKI&HIKE TOURING

LHOTSE



PROFILE
Mountain Rocker

TECHNOLOGY
Bridge technology,
PST sidewall,
Laminated Woodcore,
Fibreglass

GEOMETRY
125/86/110, 126/86/112,
127/87/112, 128/88/112

LENGTH RADIUS
163(15.1), 170(16.0),
177(18.0), 184(21.0)

WEIGHT
1450g ± 20g

HIMALAYA



PROFILE
Mountain Rocker

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

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

LENGTH RADIUS
163(20/18), 170(22/20),
177(23.5/21.5),
184(24.5/22.5)

WEIGHT
1450g ± 40g

ALASKA PRO



PROFILE
Mountain Rocker

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

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

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

WEIGHT
1140g ± 40g

KARAKORUM



PROFILE
Mountain Rocker

TECHNOLOGY
Monoblock,
Laminated Woodcore,
Fibreglass

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

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

WEIGHT
1340g ± 40g

TRIGLAV



PROFILE
Conventional

TECHNOLOGY
Bridge Technology,
Monoblock,
Laminated Woodcore,
Carbon

GEOMETRY
89/66/80

LENGTH RADIUS
161(27.6)

WEIGHT
730g ± 20g

W STUDIO SLOPE

ZEST QT



PROFILE
Parabolic Rocker

TECHNOLOGY
WaveFlex™,
Full Power Cap,
Dualite Woodcore,
Fibreglass

GEOMETRY
125/76/103

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

SNOW QT



PROFILE
Early Rise Rocker

TECHNOLOGY
Express,
Full Power Cap,
Monolite,
Fibreglass

GEOMETRY
115/70/100


LENGTH RADIUS
140(9.7),
146(10.7),
152(12.3),
158(13.7)

TWILIGHT 90 CARBON



FREE RANGE FREESKI

BOOMERANG




PROFILE
BC Rocker

TECHNOLOGY
SST sidewall, Laminated Woodcore, Fibreglass

GEOMETRY
138/117/128, 140/120/130

LENGTH RADIUS
180(21.0), 190(27.7)

PUZZLE TBT




PROFILE
TBT

TECHNOLOGY
SST sidewall, Laminated Woodcore, Fibreglass

GEOMETRY
118/84/110, 119/85/111, 120/86/112, 121/87/113, 122/88/114

LENGTH RADIUS
161(13.8), 166(14.9), 171(16.1), 176(17.3), 181(18.5)

SLING SHOT




PROFILE
JIB Rocker

TECHNOLOGY
Monoblock, Laminated Woodcore, Fibreglass

GEOMETRY
114/82/109, 115/83/110, 116/84/111, 117/85/112, 118/86/113, 119/87/114

LENGTH RADIUS
149(11.9), 156(12.9), 161(14.0), 166(15.2), 171(16.3), 176(17.5)

PINBALL




PROFILE
JIB Rocker

TECHNOLOGY
Full Power Cap, Dual Woodcore, Fibreglass

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

LENGTH RADIUS
145(12.3), 155(13.8), 165(16.1), 175(18.4)

TWIST




PROFILE
JIB Rocker

TECHNOLOGY
Full Power Cap, Dual Woodcore, Fibreglass

GEOMETRY
114/82/109, 115/83/110, 116/84/111

LENGTH RADIUS
145(12.3), 155(13.8), 165(16.1)

PINBALL PRO




PROFILE
Early Rise Rocker

TECHNOLOGY
U-Flex*, Full Power Cap, Syntflex, Fibreglass

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



PROFILE
Early Rise Rocker

TECHNOLOGY
U-Flex*, Full Power Cap, Syntflex, Fibreglass

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)

2015-2016 ELAN SNOWBOARDS

FREESTYLE SNOWBOARD COLLECTION



ELEMENT

AVAILABLE SIZES
147, 151, 155

TECHNOLOGY
ChromoTech, GruvLite LRT



INVERSE

AVAILABLE SIZES
151, 155, 159

TECHNOLOGY
HyperCamber, DG Top Omega Sidecut, GruvLite LRT



CIPHER

AVAILABLE SIZES
148, 152, 156, 159

TECHNOLOGY
HyperCamber GruvLite LRT



FIGMENT

AVAILABLE SIZES
148, 152, 156, 159

TECHNOLOGY
Response Rocker



PRODIGY

AVAILABLE SIZES
148, 152, 156, 159

TECHNOLOGY
Jib Rocker



POP ROCKER

AVAILABLE SIZES
152, 156, 160

TECHNOLOGY
HotRocker FlexLite



ALT ROCKER

AVAILABLE SIZES
152, 156, 160

TECHNOLOGY
All Terrain Rocker FlexLite



LIRA

AVAILABLE SIZES
140, 146, 152

TECHNOLOGY
ChromoTech GruvLite



LEELO0

AVAILABLE SIZES
138, 142, 146, 150, 154

TECHNOLOGY
Jib Rocker GruvLite

ALL TERRAIN SNOWBOARD COLLECTION



EL GRANDE

AVAILABLE SIZES
159, 163, 167, 171

TECHNOLOGY
HyperCamber, Omega Sidecut



AERO

AVAILABLE SIZES
151, 155, 159, 163, 167, 171

TECHNOLOGY
HyperCamber



R.A.M.

AVAILABLE SIZES
149, 153, 157, 161

TECHNOLOGY
All Terrain Rocker, FlexLite



ERAGON

AVAILABLE SIZES
149, 153, 157, 161

TECHNOLOGY
HyperCamber DG Top, FlexLite



AURORA

AVAILABLE SIZES
138, 143, 148, 153

TECHNOLOGY
All Terrain Rocker DG Top, FlexLite



WAVE RIDER

AVAILABLE SIZES
154, 158, 162

TECHNOLOGY
Pow Rocker, All Mountain Fish Design



U.F.O.

AVAILABLE SIZES
172

TECHNOLOGY
Pow Rocker Plus, DG Top GruvLite, Powder Fish Design



STRIDER

AVAILABLE SIZES
159, 163

TECHNOLOGY
Pow Rocker, Split Board Design, DG Top



PRODIGY MINI

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

TECHNOLOGY
HotRocker



PRODIGY MICRO

AVAILABLE SIZES
75

TECHNOLOGY
U-Flex, HotRocker

TEST THE LATEST AND GREATEST

JOIN US AT ONE OF THE TOP EUROPEAN SKI RESORT AND TEST THE NEWEST ELAN SKIS FOR FREE





NOV. 2015 - MAR. 2016

ELAN'S EUROPEAN WINTER TOUR

A winter tour entitled the White Elements Tour is set to take place across 12 European countries between December 2015 and March 2016. Visitors will be able to test Elan skis free of charge at 2 indoor ski centers and on 25 ski slopes. If they are lucky, they just might meet one of Elan's ambassadors, as Christian Mayer, Bojan Križaj, Urška Hrovat and other legends will be making an appearance at some of the events. One thing is certain – we are going to have a lot of fun out on the snow. Feel the winter and take part in Elan's winter tour at your nearest ski slope.

SKI RESORT	COUNTRY	DATE	IN PARTNERSHIP WITH
SNOWWORLD ZOETERMEER	HOLLAND	NOV 21	
KRANJSKA GORA	SLOVENIA	DEC 19-20	
GRÜSCH DANUSA	SWISS	DEC 19-20	Webasto
AVORIAZ	FRANCE	DEC 20-21	
MÉRIBEL	FRANCE	DEC 22-23	
SCHEFFAU	AUSTRIA	DEC 28-29	Webasto
LENZERHEIDE	SWISS	JAN 2-3	Webasto
MASELLA	SPAIN	JAN 3	
VILLARS (BRETAYE)	SWISS	JAN 9	Webasto
GARMISCH-PARTENKIRCHEN	GERMANY	JAN 9	Webasto
LES CROSETS	SWISS	JAN 10	Webasto
FELDBERG (SCHWARZWALD)	GERMANY	JAN 16	Webasto
PASSO TONALE	ITALY	JAN 16-17	
MARIBOR	SLOVENIA	JAN 16-17	
BAQUEIRA BERET	SPAIN	JAN 16-17	
ARBER (NIEDERBAYERN)	GERMANY	JAN 23	Webasto
IGLU DORF GSTAAD	SWISS	JAN 23-24	Webasto
ZAGREB	CROATIA	JAN 24	
NASSFELD	AVSTRIJA	JAN 30	Webasto
IGLU DORF ENGELBERG	SWISS	JAN 30-31	Webasto
FLACHAU	AUSTRIA	FEB 2-3	Webasto
THYON	SWISS	FEB 6	Webasto
CRANS MONTANA	SWISS	FEB 7	Webasto
ROGLA	SLOVENIA	FEB 8	
ELLMAU	AUSTRIA	FEB 9-10	Webasto
AIROLO	SWISS	FEB 13-14	Webasto
SIERRA NEVADA	SPAIN	FEB 13-14	Webasto
KÖNIGSLEITEN	AUSTRIA	FEB 16-17	Webasto
MONTAFON	AUSTRIA	FEB 23-24	Webasto
FORMIGAL	SPAIN	MAR 5-6	
GRANDVALIRA	ANDORRA	MAR 12-13	
GROSSARL	AUSTRIA	MAR 16-17	Webasto

Visit www.white-elements-tour.com to find more locations and dates for this year's unique winter experience.

GORENJSKA, SLOVENIA

THE ALMOST FAIRYTALE HOMELAND OF ELAN

“Almost heaven, dear Gorenjska, grey mountains and green rivers. Here life hides its treasure, you are as old as the sun and younger than the spring,” wrote Gorenjska native Aleksander Mežek. These few lines say it all. Gorenjska is nestled in the northwest of Slovenia, a land of mountain peaks, lakes, rivers, fresh mountain air and a sense of unlimited freedom. This is where Elan skis were born and where they have been made for seventy years. Gorenjska is our home, our essence and Elan has spread its name around the world.

BEGUNJE

It is difficult to say where it all begun, perhaps in the village of Kropa, home of our founder Rudi Finžgar. Perhaps in the Porezen boarding house in Cerklje where a workshop was set up during the second world war to make skis for the partisan fighters. But our home has been in Begunje for decades. This is the site of our factory. It is where engineers come to work day after day to think about creating skiing wonders. It is the place for our workers, artisans with skilled hands that can make all the innovative ideas and blueprints come to life. It is quite incredible that this little village has written skiing history so many times.



Begunje

TRIGLAV

On a clear day - and there is hardly a shortage of those in Gorenjska - the view from Elan's offices stretches all the way to the Julian Alps. The highest peak is Triglav at 2864 meters. Mount Triglav, conquered on 26 August 1778 by four hardy men, Luka Korošec, Matevž Kos, Štefan Rožič and Lovrenc Willomitzer, is much more than a mountain for the Slovenian people. It is a national symbol, a source of pride ... It is part of the Slovenian national coat of arms and its silhouette is imprinted on the fifty cent piece. There is a tradition that every true Slovenian must climb Triglav at least once in their life.



Triglav



SLAVKO AVSENIK

Begunje was also the home of the most popular Slovenian musician, Slavko Avsenik. Although he was first and foremost an accordion player and composer, he was also an excellent ski jumper and was even a member of the Yugoslavian national team. The Brothers Avsenik Ensemble presented Slovenian popular ethnic music to the world and became immensely popular in Central Europe. In German speaking countries they were known as the Oberkrainer. Their greatest hit Na Golici (Trompeten-Echo) is among the most played instrumental songs in the world. Its refrain is actually played when goals are scored in the NHL ice hockey league.

BLED

“When you stand on the viewing platform at Bled castle and look down at the idyllic lake with the island and church, you think you are in heaven,” once exclaimed a happy visitor. Bled is the Alpine pearl of Slovenia. It is the sight tourists most often send home on postcards from Slovenia.

I FEEL
SLOVENIA



Bled

KRANJSKA GORA

Kekec, one of Slovenia's national folk heroes performed his antics in the mountains around Kranjska Gora. His opportunities for all sorts of fun were limitless. That is why stories about him, written by Josip Vandot, have remained among the most popular children's stories for generations. But Kranjska Gora is best known for its World Cup races which have been a mainstay of the winter season for over half a century. The Vitranc cup is a classic stop on the alpine skiing circuit and the steeps of Podkoren are known as some of the most difficult in the world, posing an eternal challenge for the slalom and giant slalom races.

PLANICA

The valley under the Ponce range is a cornerstone of Slovenian snow sports. Ski jumping and flying competitions have been held there since the nineteen thirties, first on the Rožman hill, then the Bloudek hill and now on the modern ski jump created by the Gorišek brothers. Planica is the place where the most world ski jumping records were broken and set anew. Both the first jump over one hundred and the first over two hundred meters were performed in Planica.



Planica



70
YEARS
OF INNOVATION

THE DAY I BECAME AN ELAN SKIER

GLEN PLAKE, COLUMN

70 years of manufacturing skis, memories, milestones...

"Where do you start?" Surely everyone thinks of the racing days, Elan and Ingemars dominance, unless you are Slovenian, then it was all Bojan, or maybe Davos' exploits around the world on the highest mountains, amazing moments of sport and passion for sure, but we can't forget the efforts of the Partisans during the war years, and the social changes "the skis" had an effect on. From a personal perspective I certainly cherish the day I became an Elan skier. On the business side, Elan's list of technical milestones is long: 'Uniline - SCX - carve - Waveflex - Amphibio - rental technology that has influenced industry wide changes.

All of these "things" can be traced back to one "thing", the Factory. It is the one constant throughout Elan's history, the place where the skis are made, the place where the "people" work and in some cases lived. It is the people that make the factory "the place" that makes "the skis". It is those people who have the visions of what's next?

How to? A better way ... The life of skis is amazing, assembled usually by an individual using parts created by many - shipped to a ski shop ... then purchased by an individual who makes the decision to "buy" the skis maybe it's an impulse, maybe it's waiting/saving for the new model, then they are "skied", sometimes on holidays, sometimes everyday, for hundreds of days - sliding down the mountain giving the skier wings, providing joy, happiness and freedom. At some point, the skis skiing days are over and they are saved, "those were my favorites"; maybe they end up on a fence or some are simply thrown away without regard of the joy they gave "their" skier ... I think back to the person who assembled the skis, I am a hopeless romantic I know, but is he or she aware of the "life" that the skis they are building will have?!

My greatest memory at the Elan factory was the chance to attend a simple lunch party for a retiring worker, 40 years at the ski factory, what an interesting and specialized career, for sure, "making skis", providing "Vehicles of freedom" for the skier. It is the people of the factory, designers, engineers, managers, assembling, athletes and everyone else that has made every moment and milestone possible. Every Elan innovation has been and will be because of them. Since Rudi hired his first assistant, to a time many years in the future, Elan will continue doing what we've been doing all along, creating the best skis in the world.

Glen Plake

MORE Winter.

The Longest Season in the East starts when we say so.



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WE'RE AS OBSESSED AS YOU ARE.

For over seventy years, we've dedicated every waking moment to thinking, rethinking, designing and building the best, most innovative skis in the world. Because everything comes second to skiing. Learn more at elanskis.com

elan