



The new *Power Switch Technology* 2008/2009: Cruise, dynamic, power – one ski, three options!

Redevelopment of the first active "chassis adjustment" for skis /
Power Switch Technology now in three ski lines

Baar, January 2008 – A simple but effective option for active adjustment to the chassis – a technology better known from the domain of the modern top class automobile. This premium feature is now for the ski world: *Power Switch Technology*. This innovation from the engineers at Völkl caused quite a stir last season. For Winter 08/09, the German company rich in high-tech tradition is now presenting the next stage, a consistent re-development offering a new, three-setting system. Even more importantly, Völkl has now integrated the revolutionary *Power Switch Technology* into three premium ski lines.

The key concept behind the *Power Switch Technology* is: "Don't adjust to your ski, make your ski adjust to you!" That's because an athletic, active skiing style poses a completely different set of challenges to a ski's makeup than relaxed gliding on a flat slope. Along the same lines, an icy trail demands different ski characteristics than fluffy powder. Adjusting the skis to reflect personal preference or various external conditions using the *Power Switch Technology* is handled in one simple step – no tools, no adapter and no assembly. Quickly, easily, and reliably!

The stiffness and flex behavior are two fundamental benchmarks for every ski. Thanks to the *Power Switch Technology*, these can be adjusted from the ski's tail with the turn of a dial. The refined mechanics behind this technology consist of two high-strength carbon tubes extending along the entire length of the ski, with a progressive dampener intergrates into the tip area. When the power switch is turned, the carbon tubes are relaxed or engaged in the ski body, providing the ski with either increased or decreased overall stiffness. This allows even normal amateur skiers to now make modifications that significantly affect the quality of their experience.

The newly redeveloped second generation of the *Power Switch Technology* and its new three-stage design opens up even more options for skiers to individually adjust their skis. The "cruise" setting releases all tension in the carbon tubes, softening the flex of the ski. This is the perfect setting for relaxed skiing and effortless handling on soft terrain. The 'dynamic' mode activates the Power Switch system 50%, providing the ski with an effective mix of elasticity and energy. The 'power' mode fully loads the ski with energy for a more powerful, aggressive style. Under hard and icy conditions 'power' provides for maximum stability, grip and high speeds.

Regardless of which mode is selected, the carbon tubes provide for a smoother ride, absorbing chatter in the skis not unlike a car's shock absorbers. Because the carbon tubes are completely integrated into the sealed body of the ski, the high-tech system functions perfectly in even extreme physical and thermal conditions. Extensive testing attests to reliability; even under long-term stress, the *Power Switch Technology* never misses a beat.

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Völkl is kicking off the implementation of its premium technology with three ski lines for the 08/09 season: *TIGERSHARK*, *RACETIGER* and the all-new *THE GRIZZLY* model. The fundamental mechanics for the *Power Switch* system are identical in all three – although tuned with the individual construction for the perfect target group performance for each ski line. While the *Power Switch Technology* in the new *GS* and *SL* models from the *RACETIGER* line provides even more performance and diversity on the slopes at high speeds, the *TIGERSHARK* models featuring *Power Switch Technology* turn the whole mountain into a race course ("*Mountain Race*"). Brand new, *THE GRIZZLY* model show cases its innovation in a growing area of wide all-mountain models and boasts an 89 mm waist.



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