

Highlights of the Stöckli Ski Collection 2013/2014 – Perfected Ski Design

Once again Stöckli's innovative spirit and entire ski construction know-how find expression in its 2013/2014 collection. The newest ski models make a strong impact with their convincing technical solutions. However difficult the terrain, it becomes a playground for Stöckli skis that are made with a precision visible at first sight. Their ingenious design, extremely creative surfaces and optimized interior construction are what make this Swiss ski so unique. The early successes celebrated at the start of the Alpine World Cup season not only spur on the athletes but also inspire ski engineers to continuously develop new world class ski models for the market. This pioneering spirit and unique know-how exhibited by the Swiss ski manufacturer Stöckli will help secure further success in 2013/2014.

CONTENTS OF PRESS RELEASE ON SKI COLLECTION 2013/14



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THE NEW LASER LINE – FIRST CLASS SKI TRADITION

The specially handcrafted ski worked out in great detail is always the best choice to meet the most diverse piste conditions. You as our customer benefit 1:1 from the technical innovations derived from the racing sport and based on the motto: Created by winners for winners – that's our Laser line.

LASER GS

A high performance giant slalom ski with super versatile character. The perfect ski for medium to long turns.

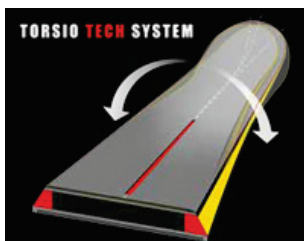


"Under way with a world champion! This world champion ski driven by Tina Maze has a new, fresh look. Nothing stands in the way of the next title thanks to ongoing design tuning!" Dani Züger, Stockli Racing Director



Length	Sidecut	Radius (m)
165	115 – 68 – 96	15.0
170	115 – 68 – 96	16.1
175	115 – 68 – 96	17.1
180	115 – 68 – 96	18.2
185	115 – 68 – 96	19.4

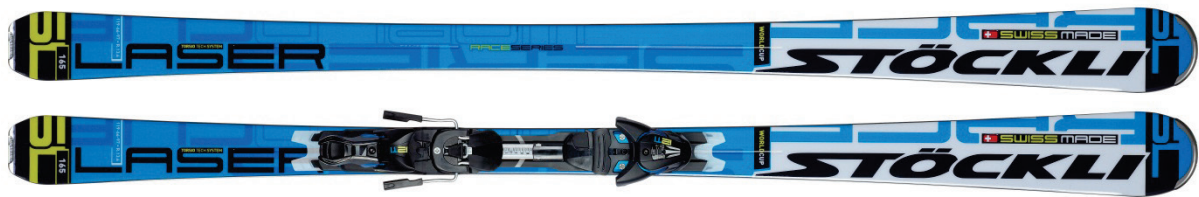
TORSIOTECH System:



Derived from established polyamide-insert technology (PIT) and racing experience, the TORSIOTECH system provides a decisive advantage. Lasered cuts made in the ski's Titanal layer ensure that flex and torsion are evenly distributed over the entire length of the ski, allowing smooth and absolutely precise cornering. Perfect adaptation to the terrain is the result.

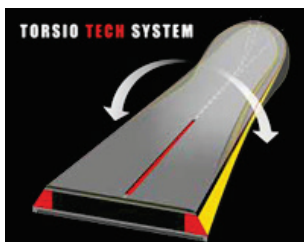
LASER SL

Skiers will love the perfect geometry of this recently revised high performance slalom ski designed especially for short and medium-long turns.



Length	Sidecut	Radius (m)
150	119 – 66 – 97	11.0
155	119 – 66 – 97	11.8
160	119 – 66 – 97	12.7
165	119 – 66 – 97	13.6
170	119 – 66 – 97	14.5

TORSIOTECH System:



Derived from established polyamide-insert technology (PIT) and based on racing experience, the TORSIOTECH system provides a decisive advantage. Lasered cuts made in the ski's Titanal layer ensure that flex and torsion are evenly distributed over the entire length of the ski, allowing smooth and absolutely precise cornering. Perfect adaptation to the terrain is the result.

LASER AR

At high speeds this sporty all-mountain ski leaves clear tracks in the snow on and off the piste.

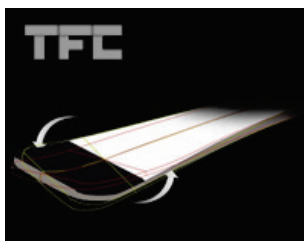


"Laser AR – the racing ski under the all-mountain skis! With its rocker design and Tail Flex Control (TFC) it can master any terrain." Walter Reusser, Stöckli Brand Manager



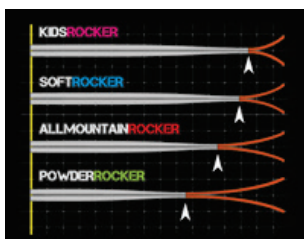
Length	Sidecut	Radius (m)
159	123 – 78 – 109	12.9
167	123 – 78 – 109	14.4
175	123 – 78 – 110	15.8
183	123 – 78 – 110	17.5

Tail Flex Control:



Specially placed rubber inserts on the ski's tail provide ease of turning. The tail adapts itself to the moment when the turn is initiated until it is released, thus preventing the edges from gripping the snow too long. The shovel thus steers the entire turn.

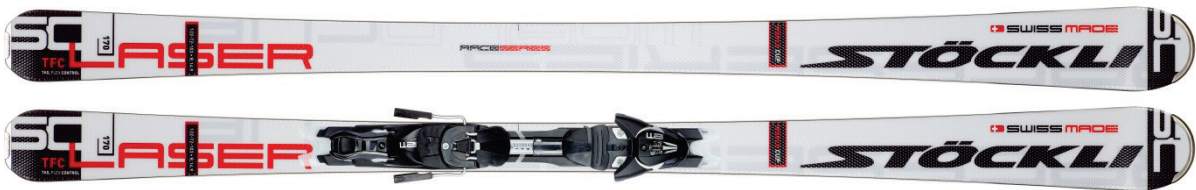
All-Mountain Rocker:



The longer curvature in the shovel improves lift in powder snow and prevents the ski from burying itself so easily underneath the snow. The early curvature also reduces the gliding surface – the ski feels shorter and is thus more maneuverable. On the slope the shorter running surface makes carving easier, requiring considerably less effort especially with wider skis. Newly added to the already existing soft and powder rockers are the all-mountain and kids rockers.

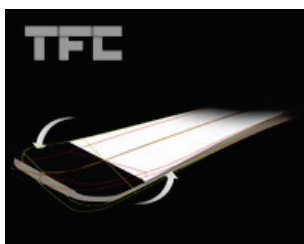
LASER SC

A ski with inherent racing quality that masters all piste conditions thanks to its versatile character.



Length	Sidecut	Radius (m)
149	122 – 72 – 103	11.1
156	122 – 72 – 103	12.3
163	122 – 72 – 103	13.5
170	122 – 72 – 103	14.9
177	122 – 72 – 103	16.2

Tail Flex Control:



Specially placed rubber inserts on the ski's tail make turning easier. The tail adapts itself to the moment when the turn is initiated up until its release and thus prevents the edges from gripping the snow too long. The entire turn is thus steered via the shovel.

Soft Rocker:



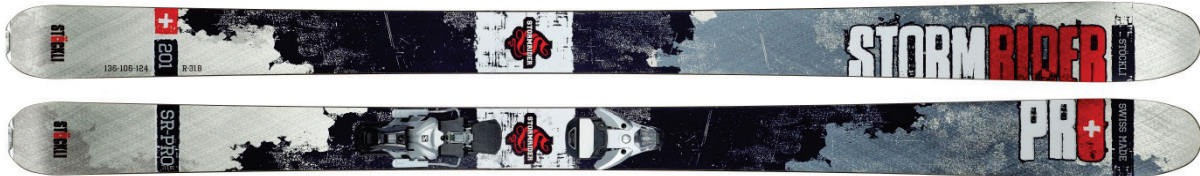
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STORMRIDER – YOUR GREEN LIGHT TO SNOW-COVERED SLOPES

To freeride forever – what skier does not dream of pristine slopes just waiting to be rocked. The Stormrider’s driving features provide unlimited driving pleasure in powder snow and with Stöckli’s touring models the climb is a breeze.

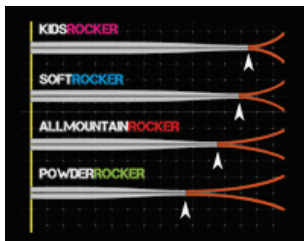
STORMRIDER PRO

This ski is designed for high-speed downhill racing in the deepest powder. The faster and wider the turns, the more one literally flies over the powder snow.



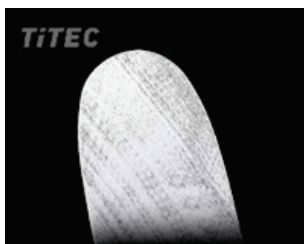
Length	Sidecut	Radius (m)
190	136 – 105 – 123	27.5
201	136 – 106 – 124	31.8

Powder Rocker:



The longer curvature in the shovel improves lift in powder snow and prevents the ski from burying itself so easily underneath the snow. The early curvature also reduces the gliding surface – the ski feels shorter and is thus more maneuverable. On the slope the shorter running surface makes carving easier, requiring considerably less effort especially with wider skis. Newly added to the already existing soft and powder rockers are the all-mountain and kids rockers.

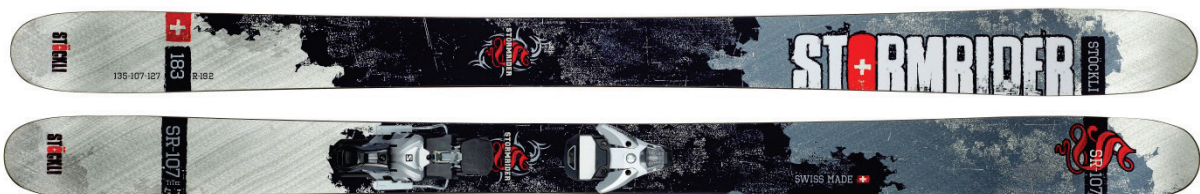
Titalan Technology (TiTEC):



This not only looks like metal – it is metal! The Titanal material is cross-ground and the design is then sublimated. This saves weight and gives the surface a unique touch!

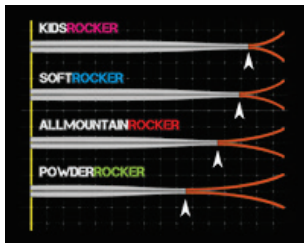
STORMRIDER 107

This freeride ski captivates the skier with its playfully simple and fast-reacting handling features designed for driving far off prepared pistes.



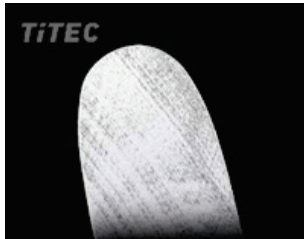
Length	Sidecut	Radius (m)
174	135 – 107 – 127	16.6
183	135 – 107 – 127	19.2
192	135 – 107 – 127	22.0

Powder Rocker:



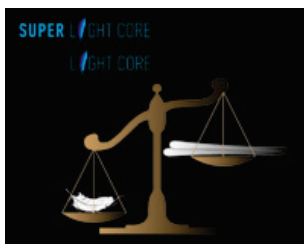
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Light Core:



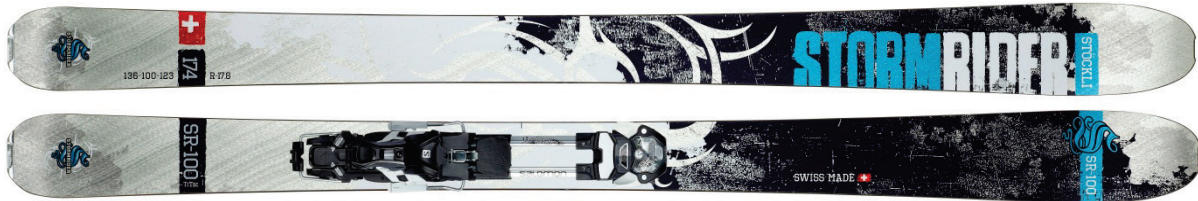
Light and stable – the new wood combination of Sabei (fuma) and ash that form the lightweight core fulfill just these criteria. Even lighter is balsa wood – one of the lightest woods available and yet best suited for ski construction. The super light core is made of linen-reinforced balsa wood combined with the other two woods. Together with the TiTEC surface the result is a perfect lightweight and yet stable freeride ski.

STORMRIDER 100

A super light and yet stable free touring ski designed to function in all types of conditions, be it on touring trips or on the piste.



"Save energy in the ascent and experience pure thrills on the descent" – this is the motto of the new Stormrider 100. The novel construction with its super lightwood core and TiTEC Technology makes the Stormrider 100 a light and maneuverable ski which also exhibits sensational stability." Mathieu Fauvre, Stöckli Research & Development



Length	Sidecut	Radius (m)
166	136 – 100 – 123	15.9
174	136 – 100 – 123	17.8
182	136 – 100 – 123	19.8
190	136 – 100 – 123	22.0

Powder Rocker:



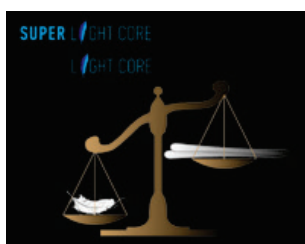
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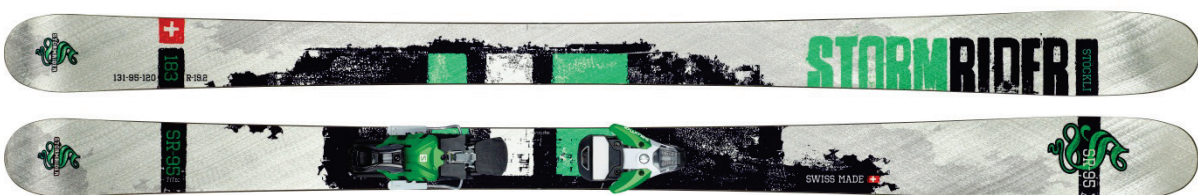
Light Core:



Light and stable – the new wood combination of Sabei (fuma) and ash that make up the lightweight core fulfill just these criteria. Even lighter is balsa wood – one of the lightest woods available and yet best suited for ski construction. The super light core is made of linen-reinforced balsa wood combined with the other two woods. Together with the TiTEC surface the result is a perfect lightweight and yet stable freeride ski.

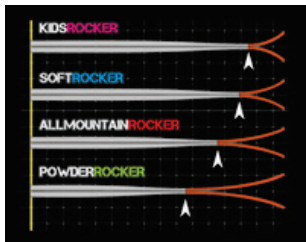
STORMRIDER 95

The redesigned Stormrider 95 provides optimal lift and perfect steering, both on and off the piste.



Length	Sidecut	Radius (m)
174	131 – 95 – 120	16.9
183	131 – 95 – 120	19.2
192	131 – 95 – 120	21.6

Powder Rocker:



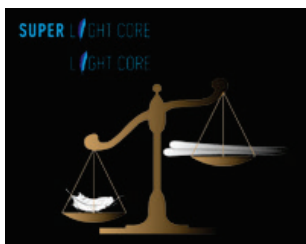
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Titanal Technology (TiTEC):



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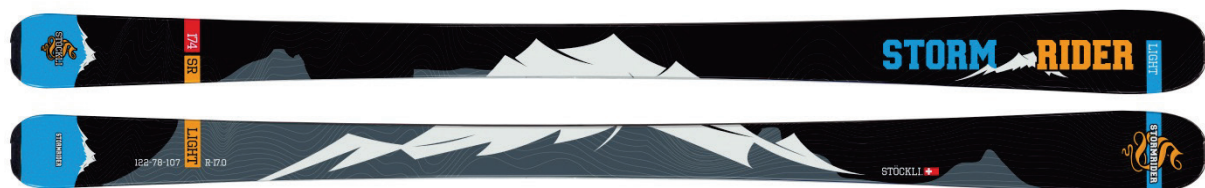
Light Core:



Light and stable – the new wood combination of Sabei (fuma) and ash that make up the lightweight core fulfill just these criteria. Even lighter is balsa wood – one of the lightest woods available and yet best suited for ski construction. The super light core is made of linen-reinforced balsa wood combined with the other two woods. Together with the TiTEC surface the result is a perfect lightweight and yet stable freeride ski.

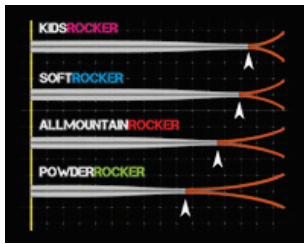
STORMRIDER LIGHT

With this multifunctional touring ski you can climb a mountain with minimal effort and descend with maximum enjoyment.



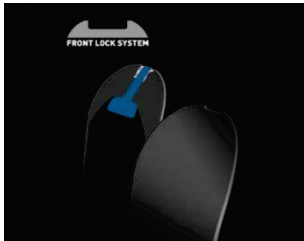
Length	Sidecut	Radius (m)
159	122 – 78 – 107	14.5
167	122 – 78 – 107	15.5
174	122 – 78 – 107	17.0
181	122 – 78 – 107	18.5

Soft Rocker:



The longer curvature in the shovel improves lift in powder snow by preventing the ski from burying itself so easily underneath the snow. The early curvature also reduces the gliding surface – the ski feels shorter and is thus more maneuverable. On the slope the shorter running surface makes carving easier, requiring considerably less effort especially with wider skis. Newly added to the already existing soft and powder rockers are the all-mountain and kids rockers.

Front Lock System:



Notches in the shovel allow convenient fixation of touring skins from the front and prevent the ski from getting stuck or the skins from slipping accidentally. Compatible skins complete the touring package.

Light Core:



Light and stable – the new wood combination of Sabei (fuma) and ash that make up the lightweight core fulfill just these criteria. Even lighter is balsa wood – one of the lightest woods available and yet best suited for ski construction. The super light core is made of linen-reinforced balsa wood combined with the other two woods. Together with the TiTEC surface the result is a perfect lightweight and yet stable freeride ski.

SPIRIT – THE TRENDSETTER IN THE STÖCKLI COLLECTION

With Spirit you can experience even more comfortable skiing but still with smooth elegance. Agile handling features packed in a simple design make these skis the number 1 choice of sporty urban trendsetters.

Spirit O^{TWO}

Marked by a simple and ecological optic combined with easy handling this ski delivers top performance and excellent turning response.



"Sustainability and ecology – the materials used in the new Spirit O^{TWO} were very carefully selected and included many sustainable raw materials, while the Spirit's unique design is sure to draw envious glances." Ruedi Arnet, Stöckli Research & Development



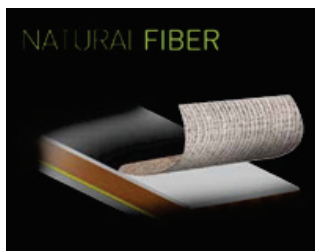
Length	Sidecut	Radius (m)
156	126 – 75 – 108	11.6
163	126 – 75 – 108	12.8
170	126 – 75 – 108	14.0
177	126 – 75 – 108	15.3

Bamboo Sidewalls:



Bamboo is a very robust and elastic natural raw material which makes it perfectly suitable for the sidewalls of a ski.

Natural Fiber:



With Spirit O^{TWO} the focus remains on the usage of natural materials, but here we go even one step further: Next to the already applied Bamboo sidewalls, linen is now used instead of fiberglass because it is lighter. Ecologically, linen fibers stem from plants and can be used directly without being treated with any chemical solvents. It also has a distinctive and unmistakable look which now turns the Spirit O^{TWO} into an eyecatcher on the piste.

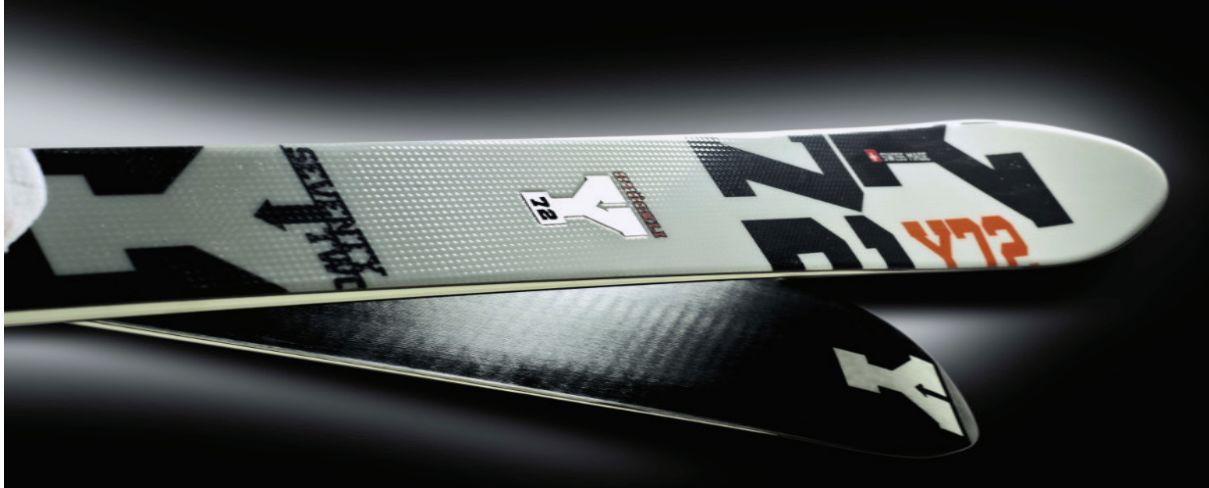
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Y72

The newest Y family member is also the perfect ski on or off the piste thanks to its typical y-shape.

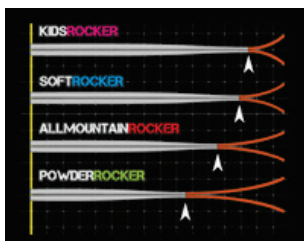


"The latest addition to the Y family is just as impressive with its super all-mountain features. The slender waist allows easy edging on the piste and the broad shovel always keeps the ski swimming on top of deep snow." Roman Arnold, Stöckli Junior Product Manager



Length	Sidecut	Radius (m)
157	129 – 72 – 99	11.4
166	129 – 72 – 99	13.0
175	129 – 72 – 99	14.8
184	129 – 72 – 99	16.4

Powder Rocker:



The longer curvature in the shovel improves lift in powder snow and prevents the ski from burying itself so easily underneath the snow. The early curvature also reduces the gliding surface – the ski feels shorter and is thus more maneuverable. On the slope the shorter running surface makes carving easier, requiring considerably less effort especially with wider skis. Newly added to the already existing soft and powder rockers are the all-mountain and kids rockers.



SKI PRODUCTION - SWISS MADE

Made in Central Switzerland, each handcrafted Stöckli ski is visible, tangible evidence of legendary Swiss quality – and this for more than 75 years at its production site in Switzerland. High quality materials, extreme precision and clever technologies form the main pillars of a real Stöckli ski.

Our proximity to World Cup athletes as well as cooperation with the WSL Institute for Snow and Avalanche Research Center in Davos and the ETH (Federal Institute of Technology) allow us to carry out research on the highest level. Thanks to the manageability of production the development department can react flexibly to trends and inputs and quickly implement innovations.

Each Stöckli ski is honed to perfection, showing the precise processing that goes into a ski that is especially adapted to specific areas of application and users. The demand for perfection ranges from the durability of finished surfaces made especially for Stöckli, shock-resistant sidewalls, classy aluminum inserts, all the way up to functional and aesthetic tips and metal end protectors.

But that's not all: Top performance and perfect gliding properties are achieved thanks to a complex grinding process which entails several process steps.

Once a prototype is built, it undergoes extremely hard endurance tests through our athletes, skiing instructors and employees before it returns to production where it is improved until the perfect ski is born for our customers.

TECHNOLOGY

1 SANDWICH SIDEWALL TECHNOLOGY

Many years of experience and continual development of sandwich sidewall technology enable us to precisely determine the flex curve for optimal load transmission on snow.

2 TORSIOTECH

Derived from established polyamide-insert technology (PIT) and racing experience, the TORSIOTECH system provides a decisive advantage. Lasered cuts made in the ski's Titanal layer ensure that flex and torsion are evenly distributed over the entire length of the ski, allowing smooth and absolutely precise cornering – perfect adaptation to the terrain is the result.

3 SOFTFLEX

SOFTFLEX models have a lighter and more flexible construction for optimal load transfer. This means comfortable and yet dynamic skiing pleasure, especially for women skiers.

4 POLYAMIDE INSERT TECHNOLOGY (P.I.T.)

Developed and continually improved by Stöckli, this technology predefines parts to be lasered out of the Titanal surface on specifically calculated locations. Soft, elastic polyamide inserts are then mounted into the resulting cavities to reduce weight and improve torsional behavior.

5 3AX

The sidewalls of the Rotor 84 are made of a three-component fiberglass-reinforced synthetic, making them more robust and shock-resistant. Freestylers will simply flip out over this great skiing experience. A Stöckli exclusive!

6 ROCKER

The longer curvature in the shovel improves lift in powder snow by preventing the ski from burying itself so easily underneath the snow. The early curvature also reduces the gliding surface, making the ski feel shorter and more maneuverable. On the slope the shorter running surface makes carving easier, requiring considerably less effort especially with wider skis. Newly added to the already existing soft and powder rockers are the all-mountain and kids rockers.

7 RAIL BASE

A new coating used on racing skis has now been applied near the binding of the Rotor 84. The higher density and carbon content endows this ski excellent gliding properties and increases its resistance to mechanical abrasion. Freestylers will appreciate these features, especially in the park!

8 CARBON PERFORMANCE OPTIMIZER (C.P.O.)

Carefully placed carbon inserts provide specific reinforcement precisely where needed. They are applied on the Laser CX and SX, and in combination with the TORSIOTECH system they provide precise torsional behavior which allows a more sporty driving style at the beginning and end of a turn.

9 FRONT LOCK SYSTEM

Notches in the shovel allow convenient fixation of touring skins from the front and prevent the ski from getting stuck or the skins from slipping accidentally. Compatible skins complete the touring package.

10 TRUE TWIN-TIP FREESTYLE SKI

Thanks to its 100% symmetry the Rotor 84 reacts more flexibly in turns and maintains perfect balance in the air. Tricks can thus be performed more precisely and easily.

11 Y-SERIES: THE NEW GENERATION OF ALL-MOUNTAIN SKIS

The characteristic Y shape of the new Y models with strong waist, broader and longer shovels and narrow tails transform this ski into an absolute all-rounder that provides maximum carving pleasure on the piste and optimal lift in powder! Skiing with a Y model means relaxed driving combined with absolute precision on any terrain! The piste-oriented Y72 is the newest model which enhances the already-existing Y models.

12 TAIL FLEX CONTROL

Specially placed rubber inserts mounted on the ski's tail make turning easier. The tail adapts itself to the moment when the turn is triggered until it is released and thus prevents the edges from gripping the snow too long. The shovel thus steers the entire turn.

13 SIZE OPTIMIZED CONSTRUCTION

New is the fact that our junior racing skis have been incorporated into our family of FIS models. The ski models are thus aligned in length and design exactly to the respective physical size and driving rating.

14 BAMBOO SIDE WALLS

Bamboo is a very robust and elastic natural raw material which makes it perfectly suitable for the sidewalls of a ski.

15 TITANAL TECHNOLOGY (TITEC)

This not only looks like metal – it is metal! The Titanal material is cross-ground and the design is then sublimated. This saves weight and gives the surface a unique touch!

16 LIGHT CORE / SUPER LIGHT CORE

Light and stable – the new wood combination of Sabei (fuma) and ash that make up the lightweight core fulfill just these criteria. Balsa wood is even lighter– in fact it is one of the lightest woods available and yet best suited for ski construction. The super light core is made of linen-reinforced balsa wood combined with the other two woods. Together with the TiTEC surface the result is a perfect lightweight and yet stable freeride ski.

17 NATURAL FIBER

With Spirit O^{TWO} the focus remains on the usage of natural materials. But we go even one step further: Next to the already applied Bamboo sidewalls, the fiberglass was replaced with linen because it is lighter. Ecologically, linen fibers stem from plants and can be used directly without being treated with any chemical solvents. It also has a distinctive and unmistakable look which turns the Spirit O^{TWO} into a real eyecatcher on the piste.

DESIGN

1 SWISS PRECISION TUNING

Swiss Precision Tuning refers to a complex, multi-stage grinding process that perfects ski gliding characteristics and ensures top performance from each ski.

2 BASE INSERT

The design of a Stöckli ski is fine-tuned right down to the last minute detail. Elegant and precision-made aluminum inserts, as well as elaborately cut logos exhibit Stöckli's fine workmanship and claim to perfection.

3 TAIL PROTECTION

Each pair of skis is given its own serial number which serves to protect the owner from theft. To ensure that this number stays in place, Stöckli has it engraved directly into the aluminum tail protector.

4 TIP PROTECTION

Functional and aesthetic – this describes the metal tip protector found on piste models which can withstand even the strongest forces, besides looking incredibly elegant.

5 OPTIC & FUNCTION

With regard to design, all Stöckli skis are especially adapted to the respective application and users. Only specially calculated shapes can deliver the desired performance. Moreover, the ski surfaces are not simply a visual design element but give the skis the excellent resilience that makes them so outstanding. With its hexagonal surface design the House of Stöckli goes even one step further to make the colors stand out more prominently. This season's innovation is the TiTEC surface which gives the ski an elegant metal optic that turns it into a real eyecatcher.

In Switzerland Stöckli owns and runs five rental and service centers as well as ten year-round sporting goods stores, consisting of over one hundred leading brands in the outdoor area. Stöckli is famous for producing its own skis and bikes which are sold very selectively in Swiss specialty stores as well as in 37 nations.

Did you know that:

- Stöckli was honored with the Innovation Award 2012 for its "e.t." electrobike, a distinction given by the Chamber of Commerce and Industry of Central Switzerland (IHZ)?
- The current Stöckli ski collection received over 40 top notes from diverse national and international trade journals?
- Since mid-October Stöckli is now represented in the Zug region (Cham) with a new store with 1300 m² of floor space?
- As of 2013 Stöckli will enter into the olympic discipline cross-country mountainbiking with Mathias Flückiger, who ranked third in the 2012 World Championships.

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