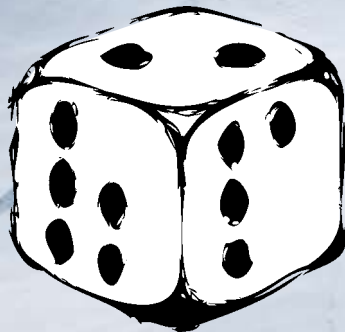


**b o r n t o r i d e**

2011/2012







**born to ride** is a group of people fully dedicated to this sport, and at the same time combining experience with new trends to obtain a high quality products. The skis are made from skiers to skiers, thus we put a huge impact on functionality and endurance of the ski in various terrain conditions. Our skis are handmade, graphics implemented by painters, manufactured using the best materials and finished with the biggest precision. Basing on the feedback from our riders and people we ride with, we can focus on the most detailed needs of a single skier and introduce innovations to make skiing as convenient as possible. We offer a well balanced range of skis designed for people seeking for original products with high performance.

Born to Ride crew is a one big family of athletes, testing our products, artists creating our graphics and a group of people responsible for new ideas. We draw a lot of joy from skiing, that's why we would like to share it with you.

Became the part of it, go **born to ride**

Born to Ride collection for 2011/2012:

-  **JOKER**- a true twin tip freestyle machine
-  **LOVE**- twin tip freeride ski
-  **SOUL**- rockered backcountry ski
-  **RED HOT**- rockered big mountain ski



# B2R RED HOT



## :: B2R RED HOT

Double rocker flat camber ski is intended for passionate of riding in wild mountain steps. This is the essence of skiing, massive functional backcountry ski. Very comfortable, provides a lot of fun. It will make you feel like surfing on the ocean waves.

## :: Born to:

powder

free style	free ride	back country	hard snow	powder
Grey	Orange	Green	Blue	Purple
Grey	Orange	Green	Blue	Purple
Red	Orange	Green	Blue	Purple
Red	Orange	Green	Blue	Purple
Red	Orange	Green	Blue	Purple
Red	Orange	Green	Blue	Purple
Red	Orange	Green	Blue	Purple

## :: Sizes

174cm /157-122-147/ R 20m

184cm /157-122-147/ R 22m

194cm /157-122-147/ R 24m

## :: Technology:

### Double rocker flat camber

for surfing in powder

### :: Wood Core Double Sandwich

two kinds of wood (ash/poplar) provide flex and extreme durability.

### :: Shock Absorber

tips, tails and binding section have extra core protection.

### :: High Quality Base

perfect mix of durability and speed.

### :: Ultra Light Core

combination of high-density and low-weight made it easy and

smooth.

### :: ABS Sidewall

Helps in the direct transmission of power and makes it very durable and resistant to moisture.



# B2R SOUL



## :: B2R SOUL

The most universal Born to Ride backcountry model, really suitable to all types of terrain and snow conditions. Combining rockers with low camber made the ski very versatile. Sidecut and double rocker allows it to turn in short radius and always stick to the snow. This ski is designed for all the riders who love off piste riding and doing tricks in pow. Low camber under your foot makes it easy to control on piste and in hard snow conditions. Soul gives you incredible fun.

## :: Born to:

backcountry

## :: Sizes

175cm / 130-100-122 / R 21m

185cm / 138-108-130 / R 24m

195cm / 145-115-135 / R 26m

## :: Technology:

### :: Double rocker low camber

for deep powder snow and surprising versatility on the slope.

### :: Wood Core Double Sandwich

two kinds of wood (ash/poplar) provide flex and extreme durability.

### :: Shock Absorber

tips, tails and binding section have extra core protection.

### :: High Quality Base

perfect mix of durability and speed.

### :: Ultra Light Core

combination of high-density and low-weight made it easy and smooth.

### :: ABS Sidewall

Helps in the direct transmission of power and makes it very durable and resistant to moisture.

free style	free ride	back country	hard snow	powder
Grey	Orange	Green	Grey	Purple
Grey	Orange	Green	Blue	Purple
Red	Orange	Green	Blue	Purple
Red	Orange	Green	Blue	Purple
Red	Orange	Green	Blue	Purple
Red	Orange	Green	Blue	Purple

# B2R LOVE



## :: B2R LOVE

Middle profile camber offers you very universal ski for freeride in hard packed snow conditions, on piste and off piste skiing. Perfect flexibility makes the ski precise, easy to turn and control in all snow conditions. Construction and ABS sidewall transfer the power directly to the sidecut. If you need a universal ski, suitable in various terrain conditions, LOVE is a perfect choice.

## Born to:

freeride

## :: Sizes

172cm /135-100-125/ R 20m  
180cm /135-100-125/ R 22m  
188cm /135-100-125/ R 24m

free style	free ride	back country	hard snow	powder
Grey	Orange	Green	Blue	Purple

## Technology:

### :: Wood Core Double Sandwich

two kinds of wood (ash/poplar) provide flex and extreme durability.

### :: Ultra Light Core

combination of high-density and low-weight made it easy and smooth.

### :: Shock Absorber

tips, tails and binding section have extra core protection.

### :: High Quality Base

perfect mix of durability and speed.

### :: ABS Sidewall

Helps in the direct transmission of power and makes it very durable and resistant to moisture.



# B2R JOKER



## :: B2R JOKER

gives maximum fun. True twin tip ski with full symmetric specifications, combining incredible pop and durability. 2,5 millimeter edges and a special gum zone in the boot section guarantee maximum protection on the rails. Construction of B2R FS makes it full of energy. B2R FS brings your park ride to the next level.

## Born to:

freestyle

## :: Sizes:

170cm /115-86-115/ R 18m

175cm /115-86-115/ R 20m

180cm /115-86-115/ R 22m



## Technology:

### :: True Twin Tip

equal scoop, geometry and flex.

### :: Wood Core Double Sandwich

two kinds of wood (ash/poplar) provide flex and extreme durability.

### :: Stringers

carbon-kevlar fiber stringers from tip to tail give increased pop and long life flex.

### :: Shock Absorber

tips, tails and binding section have extra core protection.

### :: High Quality Base

perfect mix of durability and speed.

### :: ABS Sidewall

Helps in the direct transmission of power and makes it very durable and resistant to moisture.

### :: 2,5 mm Edges

make it stronger on rails.

### :: Camber

to take off and land with more confidence.

# born to ride

To obtain the best quality of our skis, we use a high class materials.

Core selection and core profile from top wood sort are significant to provide resilience, endurance and longevity.

For our products, we use top quality bases. Before being pressed, they are laser cut and fixed on by hand.

Stiff and hard edges, made of rockwell-treated steel are adjusted to each model separately.





**b o r n t o r i d e**

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