



BLIZZARD . TECNICA PRESSKIT 2017.2018



blizzardsports.com



tecnicasports.com



BLIZZARD . TECNICA PRESSKIT 2017.2018

Editorial

Dear Journalist,

From the moment Blizzard was founded in 1953 to the present day, the Mittersill-based ski design, technology and construction experts have been continuously setting new standards in ski development. Together with Italian ski boot specialist Tecnica, Blizzard and Tecnica aim to bring new product innovations to market every year. Blizzard and Tecnica continually strive to specifically design products for the individual skier to enhance their experiences on the hill. Beginning with the 2017/18 season, Blizzard and Tecnica are launching the Women to Women project. This project aims to not only develop appropriate equipment for today's female skiers, but also to promote discussion and share experiences between female ski enthusiasts. In addition, Blizzard has redesigned its existing freeride collection and created, with its new All Mountain Freeride Line and Freeride Line, freeride skis that are designed specifically for the individual requirements of each skier.

You'll find more information and all the latest Blizzard/Tecnica innovations for 2017/18 in this press kit. To download images and further information, please visit www.hansmannpr.de/blizzard and www.hansmannpr.de/tecnica. Please do not hesitate to contact us should you have any questions regarding Blizzard or Tecnica.

Best regards

Press Contact:
Tecnica Blizzard Staff

Blizzard Freeride
Collection 2017/18
FEEL / FREE

BLIZZARD . TECNICA
PRESSKIT 2017-2018

BLIZZARD FREERIDE COLLECTION SPECIFICALLY DESIGNED

Winter 2017/18 sees Blizzard redesign its freeride line into a Freeride and a All Mountain Freeride collection. Whether it's playing in the powder or carving precision turns, riders will find the right ski to take them through any mountain terrain.

Powder blasts your face. Pillow after pillow. Jump, sink, jump again. Trees with crazy lichen are strewn across the slope. Bobbing under branches, through the forest. There is no set route, turns are planted one after the other. It's just you and the pristine wilderness, playing and moving freely – like cowboys in the Wild West. To seize all the opportunities the backcountry presents, the equipment has to be tailored to an individual's riding style. At Blizzard they call this "Specifically Designed" approach to creating ski collections. The Austrian ski manufacturer has redesigned its Freeride Collection, offering its Traditional and Progressive line with a ski to suit all needs. But freeride outlaws will be pleased to hear they've kept the customary Wild West design of a bull's head.

FREERIDE COLLECTION

A SENSE OF TRADITION

All Mountain Freeride Line

Blizzard's All Mountain Freeride Line is aimed at freeriders looking for the best performance and transfer of power in all terrains and conditions. Their exacting style requires a ski that loses no power when transferring it directly through to the snow, whether it's in fluffy pow or tracked-out crud. This is where the reworked editions of the well-known Bodacious, Bonafide, Brahma and Cochise come in. The first three now have wider tips and tails and slightly shorter rockers. This gives them more float while maintaining on-piste stability. The Cochise has a new tip and tail taper for greater manoeuvrability. The Brahma Ca, a new model, rounds off Blizzard's Traditional Line. Thanks to its Carbon Drive Technology, where a wood core is covered with a layer of unidirectional carbon fibre, followed by a layer of fibreglass, both of which also encase the sidewalls, the Brahma Ca is very light yet agile, and offers a precise ride. Less demanding than the Brahma, the Brahma Ca offers great performance in a versatile, easy to use ski.

PLAYFUL POWDER TURNS

Freeride Line

With its Freeride Line, Blizzard offers a collection for the freeride skier looking for high performance skis with a lighter, softer and more playful character to ski anywhere on the mountain but mainly in softer snow. A key new construction feature of this collection is the Carbon Flipcore D.R.T. (Dynamic Release Technology). A specifically shaped layer of titanal reduces torsional rigidity in the tip and tail but adds control and stability underfoot while a unidirectional layer of carbon in the tip and tail stabilizes the rocker without increasing torsional rigidity. The result gives the ski a very smooth ride and is super easy to ski in softer snow. The new Rustler 10 and Rustler 11 models are based on an innovative waist concept: the longer the ski, the wider the waist. So, the Rustler 11 in what they call an "Aspiring Athlete" length of 188cm, has a waist of 114 mm, and in the "Pro Athlete" length of 192 cm, it has a waist of 116 mm. This gives ambitious freeriders and pro athletes more float, even over steep terrain. The longer and wider rockers on the tip and tail also make switch-landings in the backcountry a piece of cake. The Blizzard Carbon Flipcore - carbon inserts that replace the wood core at the tip and tail - means they are up to 15% lighter, without any loss of stability. The legendary Blizzard Spur has had a facelift to prepare it for the 2017/18 season, and now has an asymmetrical sidecut with a massive tip and tail taper. This lets the Spur surf through all types of new snow with ease, floating on top even through nose-deep powder. Another new feature for the Rustler 10, Rustler 11 and Spur is its Dynamic Release Technology (D.R.T.). It is a special carbon fibre construction that makes the ski less demanding and aggressive, and gives the ski a very smooth ride, despite its tip and tail rockers.

ALL MOUNTAIN FREERIDE



COCHISE BONAFIDE BRAHMA BRAHMA CA

FREERIDE



RUSTLER 11 RUSTLER 10

Tecnica Cochise 2017/2018 Conquer Your Mountain

Tecnica's Cochise 130 DYN is a no-compromise freeride boot with a progressive transfer of power and a solid cuff mobility with a 42° range of motion. Named after an indomitable bull in US rodeo circles, it fully lives up to its name, providing an unforgettable ride and helping Blizzard/Tecnica team rider Loïc Collomb-Patton (FRA) to dominate the Freeride World Tour leader board.

Push off and drop in! Riding a run in the Freeride World Tour is like a ride on a rodeo bull. Uncompromising, hard and primeval. Snow crystals lash your face. Skis pounding the terrain while riders compete for the highest score by hurling down the steepest, gnarliest lines in the world. Speeds are so fast that their thighs can barely withstand the pressure. With his chosen line etched into his mind, Loïc Collomb-Patton throws a backflip into the drop. He stomps it and heads straight for the next rocky outcrop. Always at the very limit. He lets his skis run, leaving the last few metres to the chemistry between skis and boot, and wins.

Taking the bull by the horns

Loïc Collomb-Patton is two-time winner of the Freeride World Tour and is constantly setting new standards in freeriding. Success like his also involves outstanding equipment. The Tecnica Cochise 130 DYN is an integral part of this, easily checking all the boxes a modern freeride boot should be. Its Power Light Design combines a weight-saving shell construction with 2½ times harder and stiffer shell material in the sole and shin zones. This reduces weight, increases the direct transfer of power to the ski and provides superior support, no matter how steep the terrain or how long the run. The Cochise's four-buckle construction also contributes to its outstanding stability. Each buckle weighs 20% less, reducing the load on the longest of ascents. The Lift-Lock-System positions the buckles at a 45° angle when open, making it easier to put on and take off the boot. Just getting to the very best lines, often involves a hike, whether you're a Freeride World Tour pro like Loïc Collomb-Patton or a keen hobby freerider. So the Cochise, with its superior 42° range of motion, offers the mobility of a touring boot, is prepped for low-tech bindings and can be switched to ascent mode at any time. The Tecnica Cochise offers excellent fit, straight from the box. But for those who want to fine-tune them, there is Tecnica's proven C.A.S. (Custom Adaptive Shape) Technology. Both the anatomically shaped liner and the shell can be individually customised for fit. This makes the Tecnica Cochise 130 DYN a real rodeo bull among freerider boots, both for competition riding or fun in the pow.



COCHISE 130 DYN



women to women

**Blizzard/Tecnica
Women to Women 2017/18
The Shared Experience**

Nobody knows what women want and what women need better than women themselves. With this in mind, Blizzard/Tecnica have launched the Women to Women Project: they gathered a group of female skiers from all over the world and listened to what their own requirements and needs are in a ski and boot collection to help them achieve better performance, self-confidence and a better skiing experience.

Women have expectations from their ski equipment and pink topsheets do not even begin to cover it. It's great for women's skis and boots to have more feminine designs but they also need to have specific technology to meet their needs for performance, fit and comfort.

Women also have specific physiological requirements that are different from men. They also have to meet women's specific physiological requirements.

To properly address the needs of the modern female skier, the ski and boot specialists at Blizzard/Tecnica have launched the 'Women to Women' Project. The aim is not only to develop the right kind of equipment for women, but to exchange ideas and create a community for women who love to ski. To this end, two groups of women skiers gathered at workshops – one in Europe and one in North America – to discuss their needs, ideas and equipment requirements. With the help of a Design Thinking Analysis tool developed at Stanford University, they were able to draw their conclusions about relevant products. Blizzard/Tecnica were busy meanwhile, learning about women specific anatomy and biomechanics at the University of Verona. Pooling together all the results, the ski and boot specialists were able to rework existing products and design new zero-compromise products that are more tailored to women than ever before.

Warmth, Comfort, Customization, Performance

When it comes to ski boots, key issues that were close to women's hearts filtered through: warmth, comfort, customization and performance. Many women suffer from cold feet when out skiing. Tecnica has responded to this by introducing in-boot heating systems and new Celliant fibre insulation. Celliant fibres are made up of 13 natural thermoreactive minerals stored within polyester fibres. These minerals turn body heat into infrared energy and reflect this back onto the foot. Infrared rays are proven to dilate blood vessels, thereby enhancing circulation and temperature regulation. Merino wool lining in the toe box further enhances warmth. To create an optimum fit, Tecnica has continued to rely on its proven C.A.S. (Custom Adaptive Shape) System for an individual fit. The system has been improved to adjust to the shape of women's feet. The new thermoformable Cuff Adapter and Cuff Volume Reducer ensure a precise fit around women's variable calf shapes. On-snow tests and measurements have proven that a woman's natural position on skis is more upright than that of men. All of Tecnica's women's boot models are therefore set to a Women's Natural Stance to support this balanced position. It reduces muscle fatigue, improves performance and leads to more enjoyment.

Responsive and Playful, Lightweight with Performance

The drive for lightweight, performance skis that are responsive and playful, led to the introduction of Carbon Flipcore W.S.D. (Women Specific Design) in the women's freeride collection last year: a beech - poplar wood core combined with a uni-directional carbon frame makes the ski lightweight (a +/- 15% weight reduction), yet flexible and stable. Tip & tail rockers make them super easy to ski, while on-piste the camber underfoot gives them plenty of pop. The Black Pearl collection (78, 88 and 98) get new shapes and sidecuts while the Sheeva 10 and Sheeva 11 get the new Freeride line construction. Blizzard also has five women's models for on-piste skiing, the Alight series, in a mix of materials, sidecuts and rocker profiles – all tailored to piste conditions and individual riding style. There is a model to suit every woman's style. A common thread throughout all of the models is the feather motif. It is not only a graphic feature but also represents the wishes of the women's ski community for lightness and freedom, elegance and balance – the essence of the Women to Women Project.



**Jaclyn Paaso
second-place finisher FWT 2015/16**

“By delivering innovative technology, superior feel, better overall performance and a sense of freedom, the products give each female skier the confidence to reach her goals, to have fun and be proud of herself.”



**Angelika Kaufmann
freerider and ski guide**

“Balancing a feminine style with the needs for performance, balancing technology with passion and emotion – this is the new direction”



**Brenna Kelleher
women's ski instructor**

“The number of female skiers is growing, and they're more knowledgeable and less apt to make compromises in their equipment. We want to be at the forefront of understanding women's needs and desires.”



**Claire Brown
Chief Operations Officer bei Ski Racing International LLC**

“The number of female skiers is growing, and they're more knowledgeable and less apt to make compromises in their equipment. We want to be at the forefront of understanding women's needs and desires.”





ALIGHT 8.0 Ti



ALIGHT 7.4 Ti



SHEEVA 10 (flat)



BLACK PEARL 98 (flat)



MACH1 PRO W LV



MACH1 95 W LV



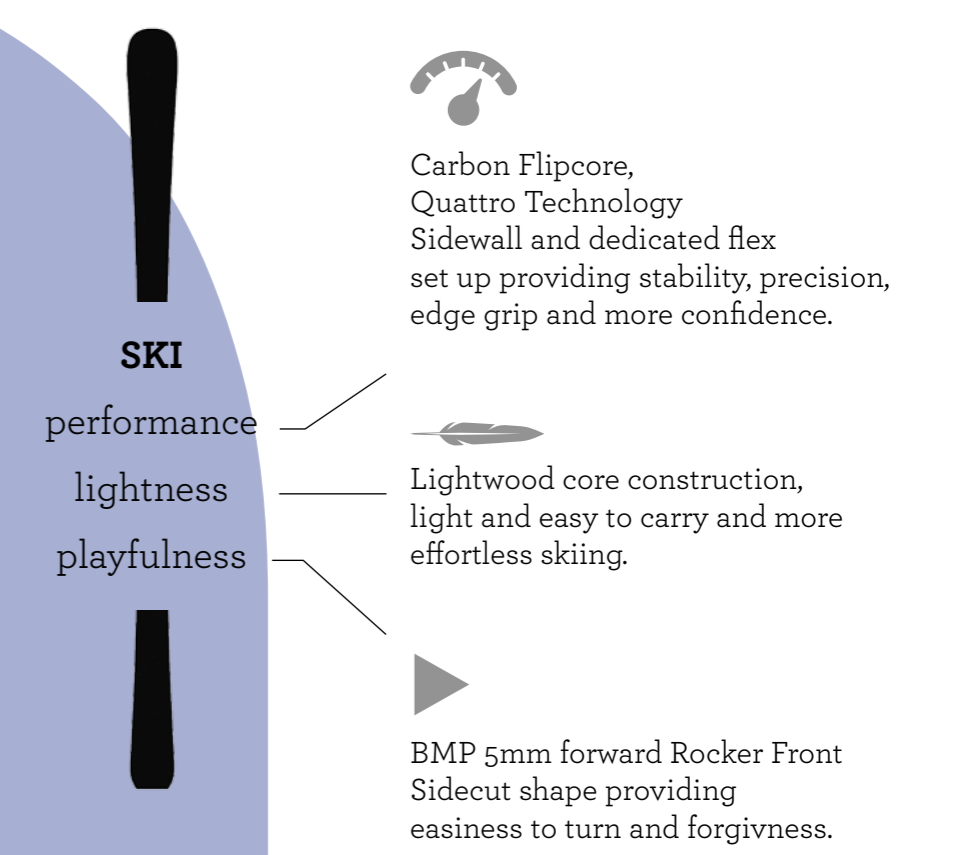
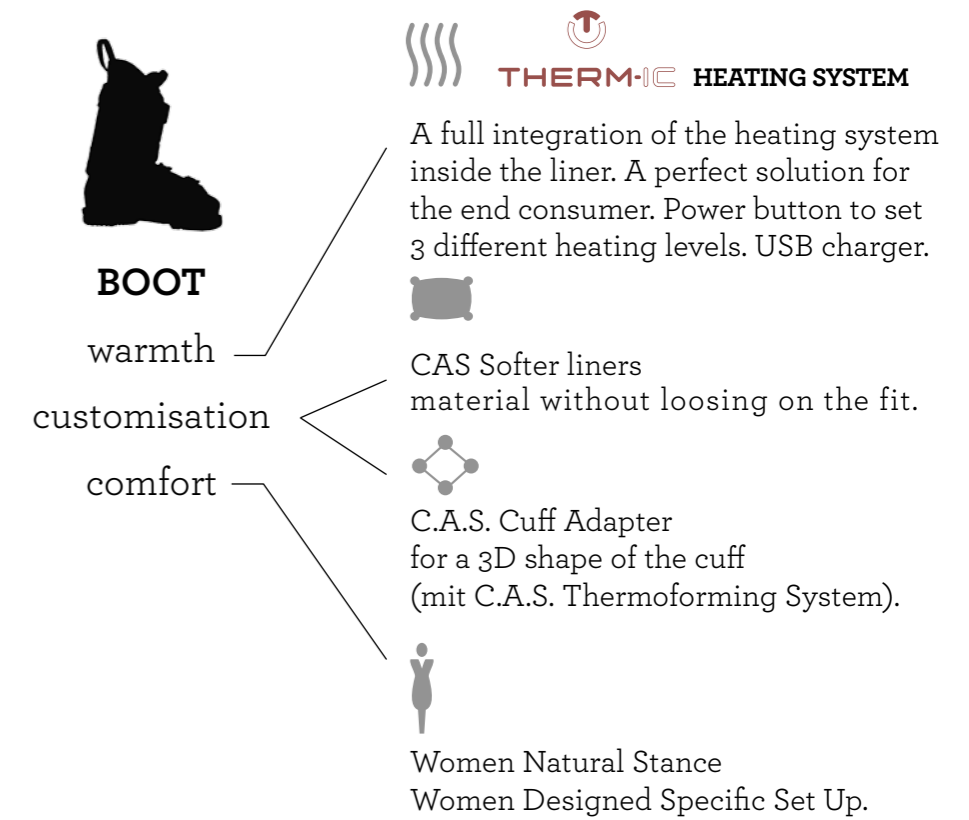
MACH1 95 W MV HEAT



ZERO G GUIDE PRO W

what we made

Women to Women is the first collection specifically designed for women, addressing those wants and needs. Through innovative technology and engineering, issues such as warmth, comfort, customization and performance are solved for in the boot collection while the need for lightness, performance and playfulness are addressed in the ski collection.





Blizzard Quattro is a collection of men's and women's skis that are specifically designed for groomed snow. They are the most thoroughly designed and technologically advanced skis ever built. Making perfect turns on groomed snow requires all the individual components to be just right – the shape, rocker, construction and IQ are specifically blended together down to the size of the model resulting in the perfect ski for every skier. The result is a high-performance ski collection – ten models for men, six for women – specifically designed to carve the perfect turn on groomed snow. The versatility and range lets you pinpoint the precise size and model for the way you ski: your ability level, your terrain, your type of snow. Blizzard Quattro gives you the freedom to make a mark that is yours and yours alone. Be the driver, not the passenger.



Delicate snowflakes dance in the sky. A sparkling layer covers the slope. The corduroy ridges of the freshly groomed piste are accentuated in the morning light. Another flick of the ski tips to relieve them of snow, and a quick knock together of the ski poles. The ski edges slice through the groomed snow. Knees and ankles point the way ahead. A little tilt and the skis transition to the other edge. Picking up speed on the straights, they handle turns as if on rails. Always on edge, always responsive. Turn after turn, until thigh-burn kicks in. Back on the lift, glance back and see the distinctive tracks. This is exactly what the Blizzard Quattro is built for – to bring the best out in every skier.

BLIZZARD QUATTRO



BLIZZARD QUATTRO RS

BLIZZARD QUATTRO RX

BLIZZARD QUATTRO 6.9Ti

BLIZZARD QUATTRO 8.4Ti

BLIZZARD QUATTRO 7.4Ti

BLIZZARD QUATTRO 8.0Ti

BLIZZARD QUATTRO 7.4Ca

BLIZZARD QUATTRO 8.0Ca

The Blizzard Quattro concept

The new Blizzard Quattro concept is based on the four key elements required for high performance piste skis: control, stability, agility and precision. All of the Blizzard Quattro models are built on a full-length wood core with Sandwich Sidewall IQ Technology. This gives them outstanding stability. The build is then rounded off with a range of different top plates such as Titanal or carbon. Each model within the Blizzard Quattro collection also comes in a slightly different shape. Length, waist and sidecut dimensions determine how precise or agile the ski turns. Because there is a choice of two waist sizes for each model, skiers can decide if they want quick edge transitions on hard packed groomers for a race-like feel, or whether they prefer taking it a bit easier.

How a ski performs in a turn is also determined by the amount of rocker. The less rockered the ski, the sportier its response, the more rockered the ski, the more forgiving and easier at initiating turns it is. The new Blizzard Quattro collection offers skiers the choice between three different rockers and therefore a carving ski to suit all tastes. From full camber to 2 mm and 4 mm rockers, each model is tailored to the abilities of the individual.

Blizzard has equipped the entire Quattro range with its Suspension Technology and IQ System for precise edging performance. This patented connection between the body of the ski and the binding interface enables a direct transfer of power and even distribution of pressure along the entire length of its edges.



**Tecnica
Mach1 2017/18
Customized for best fit and maximum
performance**

When buying ski boots, the most important factor to consider is fit. This is particularly important in high-performance models that have to precisely direct the smallest of control signals through to the ski. This is where Tecnica's Mach 1 has set new standards. In 2014, this race-inspired boot was acclaimed for its outstanding fit, personalized customisability and supreme performance and over the years it has amassed a great following. Winter 2017/18 sees this success story continue with an even lighter and even more comfortable model.

The boot fits around the foot like a second skin. Even the tiniest movement is transmitted directly to the ski, so its sharpened edges carve through the compressed snow. There is no movement in the heel and midfoot. The skier maintains a powerful stance, while making short turns down the groomed piste. The Tecnica Mach 1 has everything a sporty skier could dream of; to enjoy that racing sensation like Olympic slalom winner Mario Matt, without having to compromise on comfort. The engineers at the Italian ski boot specialists have made full use of their skills in the professional ski boot arena and have opted for new, lightweight synthetic materials, anatomic fit and the option of mid and low volumes and different widths. Both the liner and shell are equipped for further customisation and offer a host of adjustment possibilities within the framework of the Tecnica C.A.S. (Custom Adaptive Shape) System.

Asymmetrical lasts for a natural fit

The wealth of boot making experience and innovation Tecnica has is evident in the liner alone: The last upon which the boot is shaped has an asymmetrical toe box and narrow ankle section that closely replicates the natural shape of a foot. The result is outstanding fit straight out of the box. For a personalized fit, the liner is made of special thermoformable microcell material that moulds itself to the foot when heated to a temperature of 80°C. The material can be remoulded through reheating, and special tools can be used to adapt it in certain fit areas. If required, boot fitting specialists can apply special pads to the liner or grind off some of the microcell material with millimetre precision to increase or reduce the volume within the shell.

Fully customisable shell and sole

The shell of the Mach 1 boot is also prepped for customisation. Small dimples in the plastic indicate where it can be ground, heated and punched or indented. The structure of the plastic makes this customization quick and straightforward. For optimised positioning on the ski, wedges of varying angles can be inserted into the midsole. Because the more naturally the skier stands on the ski, the better the transfer of power. New for the 17/18 winter season, the Mach 1 is equipped with the Lift Lock system. Whilst open, the four buckles remain at a 45° angle without getting snagged up in the shell. The Contact Strap on the cuff is also new and is fitted with an ultra-light Power Lock hook.



ANATOMICAL SHAPE PRECISE FIT COMFORT & PERFORMANCE

C.A.S. LINER TECHNOLOGY

C.A.S. Technology focuses on the critical fit areas of the foot to achieve an accurate anatomical shape.



GREAT OUT-OF-THE-BOX FIT

C.A.S. SHELL TECHNOLOGY

As not all feet are shaped the same. C.A.S. Technology allows for the highest level of customization in the market.



Blizzard/Tecnica
Zero G 2017/18
Going beyond the limits

When a piste barrier marks the start of your run, it's time for Blizzard/Tecnica's Zero G collection. Weighing just 1.500 grams the 4-buckle Tecnica Zero G is a touring boot with the downhill performance of an alpine boot. Blizzard's Zero G Skis are lightweight thanks to their Carbon Drive construction yet extremely stable. Together, the skis and boots make a winning team when it comes to ski touring performance.

Freedom means not being restricted by constraints or boundaries. The kind of freedom that lures riders to the untouched environment of the backcountry. Nowhere seems further away from the constraints of life than when you're standing on a snowy mountain peak. Where piste skiers hit their limits is the point where freeriders and ski tourers just get started. With the Zero G models, the engineers at Blizzard/Tecnica have developed an unbeatable combination for just that purpose.

Tecnica Zero G – Conquer Your Mountain

No limits - on the ascent or the descent. That's what the Zero G Guide Pro stands for. Weighing less than 1.5 kg, it is one of the lightest ski boots in its class. Made using Power-Light-Frame technology, the shell is 30% thinner, yet 2½ times stiffer. This gives it the best support and stability on the descent. Its 4-buckle construction is a further advantage. It offers the best transfer of power through every turn. Made of aluminium, the buckles are ultra-light and less bulky. They also come with our Lift-Lock system that fixes the four buckles at a 45° angle when opening and closing them, thereby avoiding getting snagged up. The Zero G has a motion range of 44° for full mobility on the ascent, keeping it well in-line with the latest touring boots. With a flex rating of 130 and the proven Tecnica C.A.S. (Custom Adaptive Shape) fitting system, this boot delivers the fit and feel of a true alpine boot.



ZERO G GUIDE PRO



ZERO G GUIDE



ZERO G GUIDE PRO W



ZERO G GUIDE W

Blizzard Zero G – Free to Explore

And to accompany you on your unique off-piste adventures, Blizzard has also launched the Zero G ski collection. The designers used Carbon-Drive Technology to ensure that here too, performance on the ascent and descent are on a par. Carbon Drive is the integration of a 3D unidirectional carbon fiber frame with an ultra-lightweight paulownia woodcore. The carbon frames 3D geometry guarantees optimal flex and torsional rigidity. The construction is both lightweight and stable. The Blizzard Zero G comes in three different waists: 108, 95 and 85 millimetres. This caters to the individual needs of each and every ski touring enthusiast. This ski and boot combo is brimming with technical features and is a must-have set of kit for genuine backcountry fans.



ZERO G 108



ZERO G 85



ZERO G RACE



ZERO G 95



ZERO G 85





blizzardsports.com



tecnicasports.com

TECNICA GROUP SPA

31040 Giavera del Montello (TV) Italia
T +39 0422.8841 F +39 0422.775.178
tecnicasports.com info@tecnicagroup.it

