



SAME PERFORMANCE EVEN MORE COMFORT: K2 SNOWBOARDING LAUNCHES NEW CLICKER™ X HB BINDING SYSTEM WITH DEDICATED BOOTS AND BINDINGS FOR WOMEN AND FOR MEN

Penzberg, January 2020 – With its innovative new Clicker™ X HB binding system, winter 2020/21 sees K2 Snowboarding focusing on the step-in sector. K2's new Clicker™ X HB line features two new highback step-in bindings – a women's specific and men's specific model – plus new boots to go with them, that set new standards in comfort and fit.

For over thirty years now, the K2 Snowboarding team has been coming up with newer and more innovative products for the sport they are so passionate about. Each new season brings a new drive to pump more fun into every single turn, whether it's on the groomers or in the backcountry, and hone that unique K2 feelgood factor. And that's why K2 Snowboarding has come up with a brand-new binding system for winter 2020/21. The original Clicker™ System is still part of the K2 line-up, while this latest incarnation, the Clicker™ X HB sees the boot and binding connection technology updated, optimized and, as the HB in the name suggests, in a highback design.

The highback format delivers the familiar, secure feel of a regular snowboard binding. The two new gender-specific binding models are joined by new matching boots: the Maysis Clicker™ X HB, Boundary Clicker™ X HB and the Kinsley Clicker™ X HB that all feature a Clicker™ X Outsole and full Clicker™ X HB step-in binding compatibility. This new set-up is dialed for perfect shredability and ready to deliver on performance.

MENS CLICKER X HB // WOMENS CLICKER X HB

The all-new Clicker™ X HB is the binding of choice for the demanding snowboarder who refuses to sacrifice comfort and performance for convenience. Both the women's and men's versions provide metal toe and heel mount points for a secure fit on the board and quick edge-to-edge response. The natural lateral mobility generates a familiar flex and feel every time. Tool-less forward lean adjustment lets you dial in your stance on the fly, and a 3° cant on the chassis helps keep you in your natural riding position. The only difference between the two models is the gender-specific highback.

Key Features:

GF Nylon Clicker™ X HB Chassis, 3° Canted Chassis, Full Coverage EVA Footbed, GF Nylon AT Clicker™ X HB Highback, 6061-T6 Adjustable Aluminum Heelcup, Tool-less Forward Lean Adjustment, One-tool Adjustment
Colors: Black (WOMEN) // Black or Grey (MEN)
Sizes: M (5-9), L (7-11) (WOMEN) // M (6-10), L (10-14) (MEN)



ABOUT K2 SNOWBOARDING

K2 Snowboarding was born in the US Pacific Northwest in 1987. Back then, snowboarding was in its infancy, and the Northwest became known as the underground outpost for a sport still trying to define itself. With a culture as hardcore as the terrain being ridden, K2 started developing and supplying gear to some of the best and gnarliest riders from Bend to Baker. 30 years later K2 continues to remain true to those Northwest snowboarding roots – roots firmly set in the basic idea of enjoying the mountains and riding with friends. For more information visit www.k2snowboarding.com.

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MAYSIS CLICKER X HB (MEN)

Snowboarding's most time-tested step-in meets the #1 boot in snowboarding. The Maysis Clicker™ X HB is for shredders who want a binding that's not just comfortable but highly functional. With the security of metal toe and heel mount points, the heel retention of a Boa® Conda™ lacing system, and the fit and heat-moldability of an Intuition® Control Foam 3D liner, this boot is the perfect blend of comfort, performance and convenience. Only compatible with the Clicker™ X HB binding.

Key Features:

H4 Boa® Coiler Lacing, Rubber Reinforced Articulating Cuff Upper with Endo™ 2.0, Intuition® Control Foam 3D Liner, Boa® Conda™ Liner Lacing, 3D Formed EVA Footbed, Clicker™ X Outsole

Colors: Black, Grey, Realtree

Sizes: 7-13 (1/2 sizes in 7, 8, 9, 10, 11)

Flex: 7



BOUNDARY CLICKER X HB (MEN)

Micromanage your fit, and then step right in. The K2 Boundary Clicker™ X HB gives riders the fit-adjustability of a unique H4/M3 zonal Boa® fit system, the support and heel hold of a sturdy 3-Point Harness, and the comfort and fit of an Intuition® Control Foam 3D liner. Only compatible with the Clicker™ X HB binding.

Key Features:

H4/M3 Boa® Focus Lacing, Articulating Cuff Upper with HDR Premium Synthetics, Intuition® Control Foam 3D Liner, 3-Point Harness Liner Lacing, 3D Formed EVA Footbed, Clicker™ X Outsole

Colors: Black

Sizes: 7-13 (1/2 sizes in 7, 8, 9, 10, 11)

Flex: 6



KINSLEY CLICKER X HB (WOMEN)

What makes the perfect snowboard boot? Warmth? Comfort? Fit? Performance? Style? The answer is simple; all of the above. The K2 Kinsley Clicker™ X HB gives riders a secure toe and heel connection, has a comfortable heat-moldable Intuition® Control Foam liner, and has an industry-first H4/M3 zonal Boa® fit system to help dial in that perrrrfect fit. Only compatible with the Clicker™ X HB binding.

Key Features:

H4/M3 Boa® Focus Lacing, Articulating Cuff Upper with HDR Premium Synthetics, Intuition® Control Foam 3D Liner, 3-Point Harness Liner Lacing, 3D Formed EVA Footbed, Clicker™ X Outsole

Colors: Grey

Sizes: 4-11 (1/2 sizes in 5, 6, 7, 8, 9)

Flex: 6