**PRESS RELEASE**

**SPeedmax 3d Ski**

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Speedmax 3D – a New Type of fast

**Sometimes history is decided by a hundredth of a second. With this in mind, the Fischer product team developed the Speedmax 3D with Gliding Sidewall. Designed to reduce friction resistance that robs competitors of time and speed, the material can actually be waxed to support unheard levels of glide. Cold Base Bonding enables better wax absorption and grindability, while the RACE CODE seal confirms you have World Cup equipment. Speedmax 3D has been selected out of a high number of entries as an outstanding product, winning the ISPO AWARD, the highest seal of quality for sporting goods.**

In Nordic racing, a fraction of a second can be the difference between winning and losing. Fischer’s answer – make the fastest even faster. Following the motto of cross country overall World Cup winner Johannes Hoesflot Klaebo: "To be successful you have to focus on what you can do better".

It only makes sense that skiing in a classic track or angling a skate ski creates contact with more than base of the ski. By adding waxable base material to the sidewalls, the Speedmax 3D construction reduces friction for improved glide speed.

Coupled with top technologies to reduce overall ski weight, this new generation of Speedmax was developed with the most successful World Cup racers to be the lightest and fastest ever built. Speedmax 3D - designed for skiers committed to top tier training and racing.

**FISCHER SPORTS GMBH**

Fischer Sports GmbH is the global leader in Nordic skiing and one of the world's leading brands in Alpine skiing, known for innovation and cutting-edge technology. Fischer is also one of the biggest manufacturers of high-quality ice hockey sticks. Fischer’s vision is to be the winter athlete’s brand of choice through outstanding products, created for everlasting moments and new levels of individual performance. The privately held company employs nearly 2000 individuals who all share a passion for and dedication to winter sports. Fischer Sports GmbH was founded in 1924 in Ried im Innkreis, Austria, where the global headquarters is still located. Manufacturing takes place there and in Ukraine. One Way, a world-famous brand with a special focus on cross-country skiing has likewise been part of Fischer Sports GmbH since May 2018. Löffler, part of the Fischer group, is also headquartered in Ried im Innkreis.

**For further information please contact**

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