

Promise kept for SKI TEST TOUR 2017

For this 16th edition of SKI TEST TOUR organised under the auspices of UNION SPORT & CYCLE by SPORTAIR, 11,628 tests were registered on the 29 brands presented at Méribel and Serre-Chevalier. 2,267 retailers from 819 shops from eastern France as far as the eastern Pyrenees travelled to discover the new trends and innovations for 17/18. Ultra-light-weight, versatility and adaptability are the key words for this new edition that is as convivial as the preceding ones. The brands that developed feminine ski and boot equipment aroused buyers' interest. Constructed under the tent of the village test, the textile and accessory show-room carried away all the votes for the second year running.

The visitors are always very diligent

The shop **SKI EXTRÊME** from Mont de Lans in Isère, specialising in ski free ride, never misses the opportunity to meet up at Ski Test Tour: "Let me try everything" their ski man confides in us. Just like the two people in charge of **GLISS ATTITUDE** in Marseille who do 2 days each and share the tests between Méribel and Serre-Chevalier. Julien Vessaire of **SNELL SPORTS** in Chamonix explains the new format that has been in place for two years between the snow front and the stands part helps him to gain precious time. "I do a complete tour of the routings and their evolution, and I confirm my choices a fortnight after the tests". "You are there to discover the trends, so you take the time to look everywhere. This also enables the brands to display their products in the smallest corners, which means we can test more skis", adds Kevin Busquet (**HAWAII SURF** Ivry). "A super day when you can feel everyone's real enthusiasm", adds Alice Favre, jointly in charge of **FREERIDE** aux Arc 1950: "Just want to come back".

Morgan REDOIN, Vice-President of the mountain section of the new **UNION SPORT & CYCLE**, appears satisfied with the way the event unfolded. "Feedback on this 2017 edition shows us that the SKI TEST TOUR is a key moment in retailers' calendar. We used innovation in creating a show-room produced under a heated tent. And *après-test* is a true meeting of experts sharing the vision for their trade and their industry. Skiing is evolving, and we need to continue to work with all the players to continue welcoming other shops".

The new Android and iOS app launched last year by **SPORTAIR** counts more and more adherents: in real time visitors can view the markings on the skis and boots tested

Evolution in the ranges that seduced the testers, particularly in piste skiing

"On balance this first participation in STT has been very encouraging" enthuses Pierre-Jean TOUCHARD, Manager of **SALEWA France** and new supporter of Union Sport & Cycle. **DYNAFIT** leads in cross-country skiing and registered over 120 contacts at Méribel and Serre-Chevalier. "What can be worse than working while skiing? This informal meeting in relaxed surroundings enabled us to have our skis and walking boots tested and to arouse the interest of retailers, particularly those at the station".

The diversity of brands on show enabled visitors to find innovation and technology to everyone's taste. **FISCHER** stood out with its new **BRILLIANT** line and continues to bet on the comfort and adaptability of its products, particularly with **VACUUM 2.0** technology, which allows you to personalise the ski boots for all foot types.

ROXA emphasises its new **R3** range of boots that are ultra-light with a finer body and very versatile with a lace that can be adjusted to all settings.

ELAN with its new innovative range of skis and light-weight **RIPSTICK** revolutionises the market with a mixture of technologies (TNT, SST Sidewall and amphibio) facilitating improved control and all-terrain stability. In fact RIPSTICK won several awards.

HEAD is known for developing innovations for athletes and launches 3 free skis: 93/105/117 in its KORE range. The only one to use graphene in sport, this brand unveils ski performance said to be the world's lightest for women: EPIC JOY.

Organisation and business climate: perfect alliance between good ambience and efficiency

SPORTAIR understood how to make this event sparked by **UNION SPORT & CYCLE** into the most important ski-test meeting for professionals, dealers and hirers. "Here we are at the heart of the industry, and meeting the commercial directors is a real trump card over and above the pleasure of being the first to test all the models" stresses Kevin Busquet (**HAWAII SURF** at Ivry).

Ski Test Tour was an opportunity for **UNION SPORT & CYCLE** again to make official the fusion of the three main federations **FIFAS-FPS-Univélo**. Virgile Caillet, delegate general, this time managed to gather the major players in the mountain business around cocktails on Monday 23rd January on the summits.

CHATEX and its **REICHMAN** machines, partner at the event, came back this year to the two Ski Test Tour stages to alleviate the work of exhibitors in maintaining and preparing the skis and to enable the testers to be operational overnight.

STT 2017 in figures

Méribel:

8,419 tests

604 shops

1,712 retailers

Serre-Chevalier:

3,209 tests

215 shops

555 retailers

Diary

SPORT-ACHAT HIVER, Lyons 6th-7th-8th March 2017.



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