



**TURIN 2006**

## **CARRERA PRESENTS ITS PERSONALIZED HELMET FOR ANJA PAERSON**

Padua, January 2006 - For the 2006 Winter Olympic Games, which take place in less than a month's time in Turin, CARRERA has created a personalized helmet for skier **Anja Paerson**, the star athlete of the CARRERA SKI RACING TEAM and remarkable protagonist of the Winter 2005/2006 season.

For the Olympic events the Swedish athlete, who currently holds an enviable position at the top of the overall leaders board in the World Ski Championships, will wear a helmet made specially for the occasion: a head-turning version of the ultra-lightweight **FIBER** racing helmet, made entirely of carbon fibre, available in specialist stores in standard colours.

The helmet created for Anja Paerson features unique graphics: bands of stars on a black background and golden flames encase the helmet, accentuating its aerodynamic line, while the signature of Anja Paerson and the unmistakable CARRERA logo appear on the side, making the helmet instantly recognizable.

Maximum comfort is, of course, built-in: the helmet is fully lined in DRT, a special fabric which has the ability to absorb humidity and therefore guarantee maximum skier comfort.

This aggressive helmet with a feisty personality is the perfect companion for the skiing ace during her amazing performances on the slopes.

The quality of all CARRERA products – sunglasses, ski helmets and goggles – is guaranteed by the experience and expertise of Safilo Group.

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