



SKI WORLD CUP 2010-2011

The CARRERA SKI RACING TEAM lines up its champions for an exciting new season

October 2010 – The Ski World Cup officially starts and the **CARRERA SKI RACING TEAM 2010/2011** enters with a strong line-up of first-class champions.

The first name to mention among the athletes that will be descending on the slopes this winter season wearing the **CARRERA** brand is Carlo Janka, the young Swiss athlete, who last year won the General World Cup for the downhill and giant slalom races. Along with Janka, we will also be seeing the Swede Anja Paerson, the Austrians Rainer Schoenfelder and Michael Walchhofer, who with Elisabeth Goergl and Mario Scheiber will be giving the *White Circus* fans some terrific emotions.

The **CARRERA SKI RACING TEAM 2010/2011** will also count the Swiss talent Marc Berthod, among its ranks, who in the past seasons achieved brilliant results in his disciplines.

The novelties of this season are the two promising young Finns, Markus Sandell, who despite a serious fall was able to participate in the Vancouver Olympic Games; and Andreas Romar, the bronze medal winner in the 2009 Junior World Ski Championships.

Some big names in Nordic skiing also stand out including the Olympic ski-jumping champion Thomas Morgenstern and the World ski-jumping champion Gregor Schlierenzauer.

For the winter season 2010/2011, CARRERA is the official supplier of ski helmets and goggles for the teams of **Austria, Finland, Italy, Sweden, Switzerland and Japan**. Athletes such as Austrians Stefan Goergl, Johan Grugger, Andrea Fischbacher, Cristoph Bieler and Romed Baumann, and the Swede Therese Borssen will race in the various Alpine and Nordic ski disciplines, always protected by the CARRERA products.

THE ATHLETES

Star of the **CARRERA SKI RACING TEAM** is the Swiss-born **CARLO JANKA** who won the General World Cup 2010. In the finals in Garmisch he won both the downhill and the giant slalom race, winning the trophy in advance and taking home the title Switzerland had not seen since 1992 when Paul Accola won.

At the Vancouver Olympics he won the gold medal confirming him the unchallenged leader in giant slalom.

In the Ski World Cup 2010/2011 races, Carlo Janka wears the BULLET ski helmet and the KIMERIK ski goggles.

MICHAEL WALCHHOFER is best known for his unforgettable victories in the World Cup downhill Championships in the 2004-2005, 2005-2006 and 2008-2009 seasons, and the hard-fought silver medal he won at the 2006 Turin Olympics.

In the Ski World Cup 2010/2011 races, Michael Walchhofer wears the BULLET ski helmet and the KIMERIK ski goggles.

No doubt the Austrian **ROMED BAUMANN** will make his mark, who in the past season took the World Cup podium three times, among which his great victory in the Sestriere Super Combined.

In the Ski World Cup 2010/2011 races, Romed Baumann wears the BULLET ski helmet and the CARRERA STEEL ski goggles.

MARC BERTHOD, the Swiss Alpine skier made his debut in the World Cup at the tender age of twenty. He stepped up to the podium for the first time in 2006, coming second in the Beaver Creek

Super Combined. He took the podium a good five times in the World Cup, but the most important victory was undoubtedly the slalom at Adelboden in 2007 where the Swiss national put an end to an unsuccessful period coming out the winner for the first time since January 2004.

In the Ski World Cup 2010/2011 races, Marc Berthod wears the ARMOR ski helmet and the KIMERIK ski goggles.

Also the women's team has a line-up of athletes at the highest level, for instance, **ANJA PAERSON**, who dotted the past seasons with brilliant results, reaching 1st place in the **Super Combined classification in Saint Moritz in the 2009-2010 season and 3rd place in the general classification.**

In the Vancouver Winter Olympic Games 2010, the Swedish skier had a spectacular fall after an over sixty-metre jump but nonetheless carried on to win the bronze medal for the Super Combined the following day.

The season starts off under the best auspices for the Austrians **ANDREA FISCHBACHER and ELISABETH GOERGL**, bronze medal winners in the World Cup Super Combined at Val d'Isere in 2009 and the Vancouver Olympic Games in downhill and giant slalom.

In the Ski World Cup 2010/2011 races, Anja Paerson wears the BULLET ski helmet and the KIMERIK ski goggles.

In the Ski World Cup 2010/2011 races, Andrea Fischbacher wears the BULLET ski helmet and the CARRERA STEEL ski goggles.

In the Ski World Cup 2010/2011 races, Elisabeth Goergl wears the BULLET ski helmet and the CARRERA STEEL ski goggles.

CARRERA SKI HELMETS AND GOGGLES FOR CARRERA SKI RACING TEAM:

The outstanding quality of Carrera ski helmets and goggles, vital for safety on the ski slopes, will protect the Carrera Ski Racing Team in every challenge.

> "BULLET" SKI HELMET

The new BULLET ski helmet features a rounded shape, customized with the CARRERA logo in polyurethane with a metallic effect and refined "decal" graphics. The number "56", in black and white, is shown as a reference to the year of CARRERA's foundation.

Made of lightweight **fibreglass**, the helmet ensures a perfect fit and aerodynamic design.

The model is lined with a special **fabric called "dry wave"** capable of absorbing moisture and ensuring maximum comfort and breathability. A few holes in the ear zone are lined in aluminium giving a vintage effect and ensuring perfect hearing and balance. Both the housing for the goggles and neck pad on the back are made of leather.

BULLET is available in three exclusive versions in various colours, such as red-blue, vintage white, white race. In the 4ski version BULLET is available in white/black, white/fuchsia, dark grey and matte green.

> "ARMOR" SKI HELMET

An aggressive spirit and dynamic design are the winning features of the ARMOR ski helmet. The concentration of technology and design guarantees maximum performance and comfort for the athletes.

Available in five exclusive colours, the ARMOR helmet is characterised by the active ventilation system, which gives the athlete full control over the amount of air and the temperature in the helmet. The AFS system also allows adjustment of the helmet to the skier's head which considerably improves comfort and fit without restricting neck movement.

Despite its clear-cut lines, the design details have not been neglected with decal graphics and the CARRERA logo is presented in silver-plated metal on the front.

> "CARRERA STEEL" SKI GOGGLES

CARRERA STEEL is a new model of ski goggles that has a particularly striking design and innovative technical features. The new “**Zero Resistance**” lenses ensure excellent aerodynamic performance and anti-fog properties, also thanks to the “**Seal-Ring**” technology that holds the double cylindrical lenses perfectly parallel to create a thermal barrier effect and eliminate annoying fogging. Fogging is also prevented by the active ventilation system and also helps possible distortions in the visual field. **The CARRERA STEEL** goggles are available in decisive colours such as white/red, white/black, black matte and black/fuchsia. The CARRERA STEEL-X ski goggles are perfectly twinned with the BULLET ski helmet and are available in black and dark grey with green details.

> “KIMERIK” SKI GOGGLES

KIMERIK goggles offer superb technical specifications where the frame is made of polyurethane, a hypo-allergenic, resilient thermoplastic material which is extremely durable. The inside edge of the goggles is lined with a special soft, hard-wearing, double density material that guarantees a perfect, comfortable fit on the face. The goggles are equipped with double lenses thanks to the **SEAL-RING system**, the inside and outside lenses remain perfectly parallel creating a thermal barrier that eliminates any effect of visual distortion, as well as fogging. Perfect vision is further guaranteed by the anti-fog and anti-scratch treatment on the lenses.

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

News and updates about the Ski World Cup 2010/2011 and the results of the CARRERA SKI RACING TEAM are online at www.carreraworld.com

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