



PRESS RELEASE 2017/18

BACKLAND ULTIMATE AND HAWX ULTRA XTD: NEW ATOMIC BOOTS FOR THE BACKCOUNTRY

Around the globe Backcountry Touring is booming. And as more skiers join the sport, the logical next step for Atomic – global no. 1 in skis and no. 2 in boots and now the fastest growing touring brand – is to expand its portfolio to support them. For 2017/18 the big news is an incredibly light Backland Ultimate boot, and a totally new crossover ski boot called Hawx Ultra XTD, completing Atomic's offer for the backcountry.

ONE COMPLETE RANGE FOR THE BACKCOUNTRY

Bringing more than 60 years of skiing experience to the backcountry, Atomic has added all its alpine knowledge and a whole load of smart technology to its backcountry range. The result is a comprehensive collection of skis, boots, bindings and gear for ski running, ski touring and freeride with phenomenal movement for climbing and great power for heading downhill. Completing the backcountry offer, Atomic is proud to present two exciting new boots for 2017/18.

BACKLAND ULTIMATE: ATOMIC'S LIGHTEST BOOT EVER

2015 saw the launch of Atomic's groundbreaking Backland boots for Adventure Touring. Their great success paved the way for the brand-new Backland Ultimate boot – Backland's leaner, meaner younger brother. Built for Endurance Tourers who are all about covering vertical meters at speed, the Backland Ultimate weighs in at just 750g a boot, making it the lightest boot ever made by Atomic. It also has a crazy 80° range of frictionless movement that makes it feel like a hiking boot. And to keep tourers comfortable even on long and exhausting ascents, its warm, washable, breathable liner features Memory Fit, too.

HAWX ULTRA XTD: ALL MOUNTAINS, ONE BOOT

Hawx has always been an all-mountain boot. But the line between all-mountain skiing and freeride touring is constantly blurring. So Atomic has created a new boot that works perfectly for both – Hawx Ultra XTD. It combines the legendary feel, skiing power and all-mountain capability of Hawx with the epic natural movement of Backland. Fully endorsed by Chris Benchetler and Daron Rahlves, this is the boot that freeriders and all-mountain skiers have been waiting for – the one that can take them all over the mountain, and deep into the backcountry as well.

#weareskiing



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BACKCOUNTRY ASSETS

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