



NORDICA

2017/2018

ENG





DEAR JOURNALISTS,

Nordica has been producing timeless products and technical innovations for over 75 years which have successfully shaped the future of the ski and ski boot industry. For the 2017/2018 season the traditional Italian manufacturer is launching its first ever ski boot with an ascent mode. Its stand-out technical feature is the special sole, designed for hike-mode ascents together with MICHELIN. In the Sport Performance line, the ISPO Gold Award Speedmachine is joined by a new big brother – the Sportmachine. Here Nordica continues to rely on its award-winning infrared technology which revolutionised custom-moulded boot fitting last winter. And for a perfect day's skiing in 2017, there are two new all-mountain skis for both men and women – destined to transform any mountain into a veritable playground.

You'll find more information about these and all the latest Nordica innovations for 2017/18 in this press kit. We would be only too happy to arrange an interview partner or athlete should you require one. To download images and further information, please visit www.nordica.com.

Please do not hesitate to contact us should you have any questions.

Best regards
NORDICA STAFF

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MOUNTAIN ACTIVE



MOUNTAIN ACTIVE: ADVENTURE, FREEDOM, PERFORMANCE AND COMFORT

There is this one run. Pretty out of the way and not easy to get to. Powder in abundance is said to await those who tackle the tough approach. So it is up on the first cable car and skins on. Touring bindings released and ski boots set to walk mode with the flick of a lever. Let the adventure begin. A few minutes in and the mechanical drone of the lift station already fades. Beyond the first ridge, there are no more visible signs of civilisation. The skis sink into fresh new snow every step of the way. You can see the breath in the cold air. The route gets steeper as I make my way in tight switchbacks up the face. After half an hour, it gets too steep. Time to hitch the skis onto the pack. The terrain becomes almost impassable. Icy boulders stand in the way. The traverse under the summit would not be straightforward. Good grip is now essential. Hardpack, ice and rock outcrops require full concentration and gear to really rely on. The boot's tread take hold. The sole stuck to the rock like glue. The last few metres along the ridge require full focus. But up on the summit, the tension subsides. Looking back at the rocky ascent, I am filled with pride. I pack up the skins and lock my bindings and boots into ski mode. As soon as the lever is set to 'Ride', these soft boots that were so comfortable on the ascent, turn into rock-solid downhill demons. Powder paradise awaits: An endless face of wide runs interspersed with little cliff jumps and fun tree sections, set to get your pulse racing. It was well worth the effort.



"THE MICHELIN AVALANCHE SOLE FEATURES OUR WINTER COMPOUND AND IS MADE OF A SPECIAL RUBBER BLEND, BASED ON MICHELIN'S WINTER TYRE TECHNOLOGY. BY TEAMING UP WITH NORDICA, WE'VE BEEN ABLE TO MOVE "FROM TYRES TO SOLES" AND CREATE THE PERFECT CONDITIONS IN WHICH TO FULFIL THE DIVERSE REQUIREMENTS OF AN ALL-MOUNTAIN BOOT."

*TROND SONNERGREN,
HEAD OF DESIGN & PRODUCT DEVELOPMENT I/VI
FOR MICHELIN TECHNICAL SOLES*

NORDICA STRIDER: A BOOT FOR ALL OCCASIONS

The Strider is a truly all-in-one ski boot; the first of its kind. The Italian specialists at Nordica have developed the first ever ski boot that not only possesses Nordica's proven downhill technology but also comes equipped with an ascent mode for adventures above and beyond the piste. Together with MICHELIN, Nordica has developed its own sole with a special rubber compound and tread that provide a unique level of grip on snow and ice. Inserts in the Strider make it compatible with pin touring bindings. So it really is a boot for all occasions and for all skiers who want to go the extra mile to find that perfect powder.



"IN MICHELIN WE HAVE FOUND A SOLID, INNOVATIVE PARTNER TO WORK WITH. THE RESULTS ARE EVIDENT IN THIS SOLE THAT PROVIDES OUTSTANDING GRIP IN ALL TEMPERATURES AND ALL CONDITIONS, YET IS ALSO ROBUST AND DURABLE. THIS MAKES IT PERFECT FOR DEMANDING ASCENTS OVER TRICKY TERRAIN."

*ALBERTO CONTENTO,
PRODUCT MANAGER NORDICA SKIBOOTS*



STRIDER®

EXPLORE THE MOUNTAIN.



NEW HIKE MECHANISM

23° 46° TOTAL RANGE 23°



With its 46-degree motion range, the hike function offers exceptional forward flex making ascents effortless. In 'ride' mode, the STRIDER delivers Nordica's legendary downhill performance and transfers power directly to the ski. Its ultra-lightweight carbon construction saves valuable weight, without diminishing the transfer of power.

NORDICA TRI-FIT CUSTOMIZATION

Using Nordica's infrared technology, the ultra-lightweight shell is easily expanded from 100mm to 104mm in less than ten minutes. Together with the thermoformable Custom Cork Fit liner and screw-on buckles, power straps and inserts, the Strider is a 100% customizable ski boot.



DYNAFIT® INSERTS (PRO DYN)

Making your hike a pleasurable experience: The Strider 130 comes with its own inserts and is compatible with all modern pin touring bindings. A separate retrofit kit is available for the Strider 120 and 110 boots.

ADDITIONAL FEATURES

DOWN TO THE LAST GRAM

Making your hike a pleasurable experience: The Strider 130 comes with its own inserts and is compatible with all modern pin touring bindings. A separate retrofit kit is available for the Strider 120 and 110 boots.

WARM FEET & OPTIMISED FIT

Thanks to the new 3D Light Cork Fit liner with Primaloft® insulation. Its special, weight-saving hinged design supports the walking function. Its thermoformable cork material adapts to the anatomic shape of any foot in just eight minutes, for a perfect fit. Primaloft® insulation and waterproof Weather Shield keep feet warm and dry.



NEW LIGHTER SHELL & TRI FORCE CONSTRUCTION

Three different types of plastic are used to create the best in comfort, performance and handling. The new, lightweight Triax shell is 20% lighter. This means, a size 26.5 STRIDER boot weighs 200 g less than the comparable SPEEDMACHINE. Its super stiff sole and shell design transfer energy straight through to the ski. The new Grilamid® material is specially designed to withstand tension at low temperatures and is resistant to temperature fluctuations, scratches and UV damage. It is also 25% lighter than regular PU.

Grilamid®
EMS

EXCLUSIVE MICHELIN RUBBERSOLE

A perfect Hike'n'Ski boot requires a perfect sole. In collaboration with MICHELIN, Nordica has developed a sole system that offers unmatched grip and stability from the forefoot, through the midfoot and right the way to the heel; on snow, ice and virtually any obstacle that skiers might have to overcome on their adventures.

POWERED BY MICHELIN® TECHNICAL SOLES



1. CHAMFERED EDGES REDUCE WEAR
2. DEEP TREAD FOR BETTER GRIP
3. REINFORCING BRIDGE FOR MORE CLEAT TRACTION
4. TREAD IN THE MIDFOOT FOR STABILITY AND CONTROL ON UNEVEN TERRAIN
5. MORE AGGRESSIVE TREAD NEAR THE EDGES FOR INCREASED LATERAL STABILITY
6. MULTI-DIRECTIONAL CLEAT CONFIGURATION IMPROVES TRACTION PERFORMANCE



STRIDER
THE ULTIMATE
HIGH-PERFORMANCE
HIKE & SKI
BOOT FROM NORDICA



MOUNTAIN ACTIVE: THE PERFECT SKI DAY

The alarm goes off. It's still dark. A sleepy glance outside confirms that the weather forecast was right: 30 centimetres of fresh snow. Today is going to be a good day. After breakfast, it's action stations. The avalanche transceiver, probe and shovel are packed and ready since yesterday. The navigator is waiting in the corner, ready for a some action.

GOOD MORNING, POWDER!

7:00 am and the lift station is completely deserted. The first run of the day starts behind a small elevation. Half an hour hiking and it's powder city. One final kit check and the fun can begin. By the end of the first turn on this pristine slope, the last bit of drowsiness has disappeared and a smile spreads across the face. The skis float through the snow, making every turn and delight. A bit of surfing through the trees before getting back to the valley, where life is slowly filtering into the resort and the lifties are setting about their work.

HANDLING TURNS AS IF ON RAILS

8:40 am and the first cable car slowly rolls into the mountain station. Empty, untracked pistes just scream for speed. Edges carve through the fine corduroy ridges of the groomed snow. Each turn sees the knees bending to the other side, the skis responding immediately and slicing through the hard snow. This is what control feels like.

LEISURELY OFF-PISTE RIDE

10:00 am and the pistes are now busy. Time to hunt out the last bit of untracked powder. The whole mountain is one big playground. Depending on the aspect, it's either powder, hardpack or corn snow. But the skis keep their line, no matter what the conditions. A couple more runs and then it's time for a rest. Cappuccino, sun and mountain vistas – what more could you want.

AN AFTERNOON OF BUMPS

2:30 pm and after lunchtime, the pistes are tracked out. The soft snow is now moulded into a challenging mogul run: the perfect afternoon challenge. The skis playfully skirt their way through the bumps, cushioning the blows without losing too much power. A ride down to the bottom rounds the day off nicely. The grin hasn't faded.



NAVIGATOR

THE ALL-IN-ONE SOLUTION FROM NORDICA

BUILD

POLYAMIDE TOPSHEET
 HEX BRIDGE TITANIUM SHEET
 POPLAR AND BEECH LAMINATED CORE
 SINTERED GRAPHITE COATING

TITANIUM HEX BRIDGE: POWER AND ENERGY-SAVING LIGHTNESS

The new Titanium HEX Bridge is made of an entire layer of Titanal. To reduce weight yet maintain the key functions of shock absorption and stability along the whole length of the ski, Nordica has punched out several little hexagons from the front and back. Using this geometrical shape allows the greatest amount of material to be taken out without any reduction in torsional rigidity. This makes the ski as light as possible while maintaining direct and precise transfer of power onto the snow, and good edge hold. Even at top speeds, the Navigator keeps its line and cushions unpleasant chatter and bumps on hardpack. It also has plenty of pop at the end of a turn. Being lightweight means you use less energy, so you can ride hard all day long.

BEST OF BOTH WORLDS

Smooth and playful like the Enforcer – fast and powerful like the Dobermann. The blunt nose, also a trait of the freeride/ all-mountain Enforcer ski, has an early rise rocker. The rocker profile's long, flat upwards curve gives it float in the powder, initiates turns more easily and lets it turn easily through all kinds of snow. It also absorbs and deflects impacts in the backcountry and on hardpack pistes. The camber underfoot means the edges grip well along the whole length of the ski, for superior stability and confidence. Even in challenging conditions, the Navigator gives a smooth ride. For piste performance the tail is slightly tapered, inspired by the legendary Dobermann model. This aggressive cut gives it maximum control and edge hold. So the Navigator is rock solid up on edge, especially at the end of a turn. Transitioning from one edge to the other is also smooth and effortless even at top speed.



A day of skiing in the most diverse conditions? The Navigator, Nordica's new Mountain Active ski, takes the mountain by storm. Whether it's piste, pow, bumps or hardpack – the Navigator combines the best of both worlds and cruises any terrain. At the tip you can see its freeski heritage from the Enforcer model. The blunt nose makes them effortlessly floaty and lively on any powder slope. On hardpack, the Navigator also has the edge. At the tail, the Doberman's genes are evident, giving it good on-piste edging and sporty carving performance.

SPORTMACHINE®

WE ARE FAMILY.



SPEEDMACHINE® 100 mm

NEW SPORTMACHINE® 102 mm

Last year, his big brother won the ISPO Gold Award. This year, Nordica is announcing another addition to the family, the Sportmachine. Representing the next generation in sport performance boots, it combines performance and power with even more comfort. The Sportmachine has the same features as the Speedmachine but is

built on a slightly wider last (102 mm) than that of its sportier high performance brother. Skiers who like their creature comforts will enjoy the extra space in the forefoot and ankle as well as its easier entry. The adjustable cuff helps achieve the right standing position on the ski for all shapes of leg.

NEW SPORTMACHINE VS SPEEDMACHINE



TRI-FORCE CONSTRUCTION

The new Tri-Force construction in polyurethane reduces weight without compromising on performance. Nordica has opted for stiffer material in areas that undergo greater strain, such as the sole and back section of the boot, to support the foot and transfer energy in a target way. The rest of the shell is significantly softer and lighter and, together with the cuff, moulds itself comfortably round the foot. In this way, the sole and back section create a kind of supporting framework. To make the Sportmachine easier to put on and take off, it has two soft straps.



NORDICA TRI-FIT SPORTMACHINE

Just like the Speedmachine, it also features the new Tri-Fit fitting system. The technology is based on an infrared heating element that custom moulds the shell. Together with the thermoformable Custom Cork Fit liner and the screw-fit components, even an inexperienced boot fitter can achieve a 100 % customised fit. The inner boot with Cork Fit liner at the ankle and heel can be heated for a perfect fit. The special shell material can be expanded using infrared from 102 mm to 106 mm in less than 10 minutes. The shell is selectively and carefully heated and by connecting it to a vacuum pump is then shaped, without any damage to the material. All the essential components like buckles, power straps, and toe and heel inserts are replaceable and adjustable.

ADDITIONAL FEATURES

- The Adjustable Cuff Profile allows for up to 12 mm adjustment to achieve the best neutral position for any shape of leg.
- The women's models with even softer shell material, provide an even better fit on the calf.
- Waterproof weather protection for protection from the cold and wet.
- Primaloft insulation for warm, dry feet even in freezing temperatures.
- GRIPWALK® soles with rockered toe and heel inserts make it easier and safer to walk on all types of terrain. They are easy to exchange and compatible with all bindings. Supplied as standard and available separately.



INFRARED



NORDICA BELLES



Women have high individual demands on their skis and ski boots. That's why the input for the development of the new Nordica collection for Ladies came directly from women: the Belles Team. Passionate skiers like former race athlete Deborah Compagnoni or Freeskiers Angelika Häusl and Silvia Moser gave important feedback on functionality, handling and design. Nordica pays much attention on the development of women-specific products: Every line of the boot collection has its special women's versions, coming up with light construction, dedicated lower and

adjustable cuff profile plus warm and soft comfort liner. The Nordica ski collection is also customized for women's needs. The all mountain performance ski Sentra and the freeride ski Santa Ana are made of balsa wood, the most lightweight fast-growing wood on earth. The skis are lighter and easy to handle, but still convince with stability and performance. So does the new all mountain ski Astral, a women-specific ski made for every condition on the mountain. Like the new Navigator, the Astral comes with the new powerful Titanium Hex Bridge which combines lightweight with maximum stiffness, damping and stability.

RED CARPET

NORDICA RENTAL PROJECT

There is a growing trend for renting skis instead of buying. Less frequent skiers in particular are more inclined to rent their equipment in resort. It has the advantage of providing more flexibility because you can test a range of products right there in the snow without the cost of expensive equipment. Ski rental is one of the few sectors within the ski industry that is currently experiencing growth. That is why it is so important that manufacturers support and equip their retail partners as best they can, so they always have the best equipment on offer. For beginners this is especially important, because the quality of the

equipment can dictate whether they enjoy the sport and keep it up, or whether they quit after a bad first experience. According to a study by the National Ski Areas Association in North America, 50 percent of all skiers give up skiing after their first attempt. 100 percent of all first outings are on loan skis, whether this is from a shop or from a friend. The rental shop and the equipment are therefore crucial when it comes to first impressions and offer the best opportunity for making it a positive experience. Nordica's new Red Carpet Rental Project is designed to give its partners the best possible rental support.



THREE PERFORMANCE LEVELS FOR THE VERY BEST RENTAL EQUIPMENT:

PREMIER

Demo/Test Centers
Try-to-buy
Specialty, Boutique Rental
Upgrade Options for Fleet

★★★★★
6 STARS

PERFORMANCE

Resort Specialty Operators
Upscale Fleet Rental
Concierge Operations
Preferred by Ski Schools

★★★★★
5 STARS

SPORT

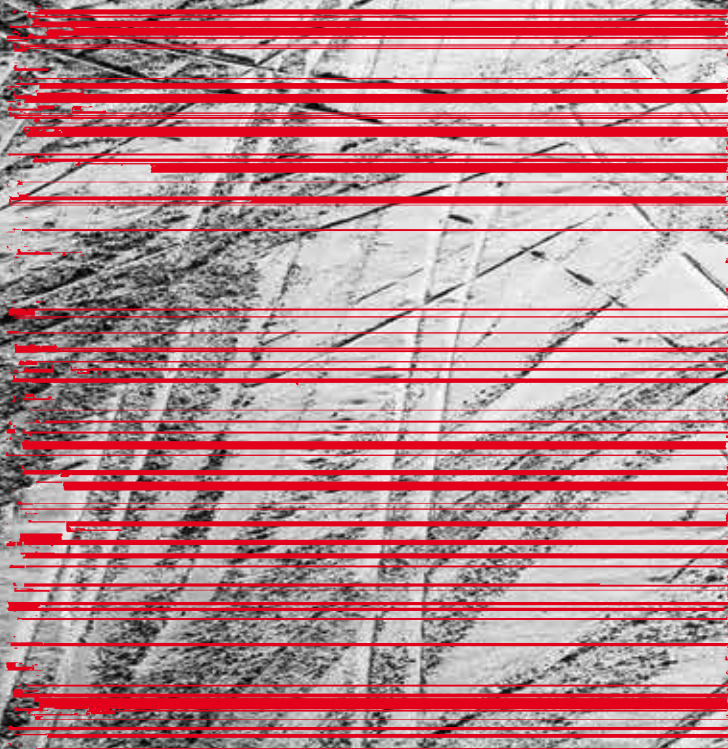
Resort Fleet Operations
High Volume Rental
High Velocity

★★★★
4 STARS

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