

## G3 TARGA Ascent delivers power to backcountry telemarkers

Contributed by The Editors  
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NORTH VANCOUVER, BRITISH COLUMBIA – Inspired by the needs of working backcountry guides and refined with direct feedback, the TARGA ASCENT continues the evolution of G3's award-winning telemark binding series.

Conserving uphill energy through an innovative patent pending free-pivoting system, the ASCENT eliminates the resistance created by stiff boots and spring cartridges, which works against the climber's efforts to ascend. To maximize downhill power, an active, built-in 3° wedge reduces rocker launch and improves the transfer of energy from boot to ski by immediately engaging the G3 spring cartridges upon initiation of the turn, producing a more active binding.

While in tour mode, G3's patent pending, biomechanically correct free-pivot system allows for exceptionally efficient touring. For the descent, a pole-activated, powerful actuator easily and securely moves the retention system into place to lock the ASCENT in ski mode.

Designed for go-anywhere, ski-anything versatility, the ASCENT is built on the platform of G3's award-winning TARGA T/9 binding. With aerospace alloy aluminum toe plates, stainless steel toe bars and aluminum heel tubes, the ASCENT minimizes weight without sacrificing performance, weighing only 1440gr.

The ASCENT is sold with a choice of G3 XRace or WorldCup cartridges, and includes a new pole-activated climbing heel, anti-ice plates fore and aft, and option crampons (sold separately).

“When you ski a binding every day, you find a way to make it better,” says Oliver Steffen, president of G3. “The dual purpose design of the ASCENT – eliminated resistance on the climb and performance skiing on the descent – has been the dream of many telemark skiers. The ASCENT now makes it a reality.

Critically acclaimed for ease of use, versatility of performance, and strength of design, the G3 TARGA is the telemark binding of choice in North America and the winner of Couloir Magazine’s “Editor’s Choice” Award each season since 2001.

G3 was the first telemark binding company to develop the secure 4-hole mounting pattern, anti-ice plates, and interchangeable pre-compressed cartridges; all of which have become standards for other binding manufacturers.

#### About G3 Genuine Guide Gear

G3 Genuine Guide Gear creates backcountry ski equipment for guides and avalanche professionals. G3 is all about higher standards for gear performance and reliability. For more information, please call 604 924 9048 or visit [www.genuineguidegear.com](http://www.genuineguidegear.com).