

## Movement Skis draws a crowd at SIA Denver Show with on-snow reputation and 'rack appeal'

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And while retailers checked in with the new faces behind the brand -- which relocated its North American base to Colorado in early January -- they did what any other card-carrying, red-blooded American skier would do in the presence of an impressive array of big mountain freeride and freestyle skis.

They fondled them.

"The most common thing we heard in the booth was 'I can't wait to ski these.' We must've heard that a couple hundred times," said Jonathan Degenhardt, brand manager for Movement Skis. "There's no doubt that there's strong demand out there for Movement Skis."

Movement Skis 2011-12 collection is based on the same foundation that racked up a shelf-full of awards in 2009 and 2010. That formula includes pure wood ski core construction, certified sustainable by FSC and PEFC organizations; high molecular weight bases for speed and performance; extra-thick mounting plates and rubber reinforced edges for extreme durability; exclusive high energy laminates and fibers for customized performance; and unique shock absorption technologies for a smooth and perfect ride, every time.

With both rack appeal and a strong on-snow reputation, Movement's family of skis for 2011-12 includes:

### \* Movement Freeride

**NEW!** Lively and powerful, the Trust is capable of extraordinary performance in all conditions. Long early-rise rocker tips tame difficult snow, and a refreshing flat tail snaps turns where twin-tips wash out (178, 186, 194cm; 141-108-129mm; MSRP \$929).

The Super Turbo destroys the competition with substantial width underfoot and an aggressive core construction designed to annihilate both powder and crud. (192, 202cm; 144-115-129mm; MSRP \$1049).

The true 'quiver of one,' the Sluff behaves precisely and predictably at high speeds, particularly in difficult conditions. The perfect tool for technical descents (174, 184, 194cm; 134-99-118 mm; MSRP \$859).

The Source is the perfect all-mountain ski, blending carving capability on the firmest snow with just enough width to keep you smiling on light and deep days (169, 177, 185, 193cm; 135-94-121mm; MSRP \$819).

Armed with a healthy sidecut and a firm flex, the Jam is a powerful, dynamic ski aimed at aggressive skiers looking for all-around performance at all speeds (164, 173, 182cm; 136-85-117mm; MSRP \$779).

\* Movement Freeride Women

NEW! The Flair is the quintessential mid-fat all-mountain ski, with long tips for multi-terrain stability and a shorter effective edge for lively and easy turn-initiation. (155, 163, 171cm; 125-86-114mm; MSRP \$729)

The Tattoo is a no-compromise solution for female skiers. Armed with long, progressive tips, the Tattoo absorbs shocks and vibrations easily, making it super stable in diverse terrain and high speed. (159, 167, 175cm; 134-94-120mm; MSRP \$819)

\* Movement Freestyle

NEW! The Scoop is a lively ski that can be used in and out of the park, on the piste and for big powder days. Long, progressive tips keep you surfing on the deep stuff, and the vertical laminate wood core keeps the ride smooth and the landings clean. (164, 172, 180cm; 132-102-122mm; MSRP \$759)

NEW! In the park or in the back bowls, the Mosquito is a perfect new-school quiver of one. Versatile, easy to ski, and perfectly tailored for that skier who wants to dominate the entire mountain. (172, 180cm; 130-94-122mm; MSRP \$719)

With massive width and a huge tip profile, the Fly Swatter slices through deep snow and difficult conditions without a second thought. The ski features a progressive flex pattern, short turning radius, superb balance in the air, and a mega-rockered tip and tail. (175, 185cm; 150-125-145mm; MSRP \$979)

\* Movement Adventure

NEW! The Pariah blends the best of light weight approach technology with a snappy, solid downhill profile. Ideal for mixed high-alpine terrain, with a slightly upturned tail for better function with skins. (170, 177, 185cm; 126-93-114mm; MSRP \$789)

NEW! The Blaster is ideal for steep terrain, where a mix of short jump turns and controlled steering are essential. Rigid underfoot construction provides excellent hold and easy turning on hard snow, while long tips up the enjoyment level in the soft stuff. (157, 165, 173, 181cm; 124-86-114mm; MSRP \$759)

The Jackal is the most versatile, lightweight fat ski on the market today. Designed for those who ski off-piste or tour to the deepest stashes, the Jackal's perfect flex gives it a very edgy and carvy feel (170, 177, 185, 192cm; 136-105-124mm; MSRP \$849).

**ABOUT MOVEMENT SKIS:** Headquartered in Boulder, Colo., Movement North America is the exclusive distributor for Movement Skis of Switzerland. Specializing in high energy, high enjoyment designs, Movement is known worldwide for innovative manufacturing techniques and sustainable pure wood core construction. Their dynamic and distinctive ski designs include Freeride, Women's Freeride, Adventure and Freestyle categories. For more information on Movement and their diverse collection of performance designs, please visit [www.MovementSkis.com](http://www.MovementSkis.com) or contact [sales@skimovement.com](mailto:sales@skimovement.com).