

Dynafit Signs Big Mountain Freeskier Eric Hjørleifson

Boulder, CO – Dynafit, the world's only full-line full-time backcountry brand, is proud to welcome Eric "Hoji" Hjørleifson to their athlete roster. In addition to joining the Dynafit athlete team and promoting his use of Dynafit boots and bindings, he will also be a ski boot consultant for the brand. Hjørleifson, a professional skier by trade and boot-tinkerer by night, has been skiing Dynafit boots and bindings for the last two seasons.

Friendship blossoms into marketing and product development partnership

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Hjørleifson remarked, "I have a lot of respect for their engineers and designers. I showed them my boots, and some footage from MSP, so they could see what I am doing on the gear. I'm really optimistic about working with them. The need for gear like this is really obvious in North America."

His attention to technical ski boot design and knowledge of product performance characteristics coincides well with Dynafit's boot program. Already a recognized leader in backcountry boot design, and the world's market share leader in that segment, Dynafit is excited to continue its constant push for market-leading innovation.

Benedikt Boehm, Dynafit's International Business Unit Manager welcomed him to the team. "Eric embodies the spirit of the snow leopard in his approach and descent. His spirit for the mountains and knowledge of terrain is perfectly matched with our vision for North America. We are honored to have Eric skiing our boots and bindings, and look-forward to his input on design".

Born and bred in Canmore AB, Hjørleifson is a member of the infamous "Bow Valley Crew" of freeskiers who cut their teeth ripping big Rocky Mountain lines in and around Lake Louise. His specialty is ski touring to steep, challenging rock-studded faces and wicked couloirs around the world. Hoji's skiing style is a high-speed, technical racer-derived turns with the odd air thrown in for good measure. He has also has appeared in Matchstick Production's Push, Claim, The Hit List and Seven Sunny Days.

Hjørleifson's first assignment is to work with Dynafit's boot product manager, Federico Sbrissa, and the Italian design team on a new line of boots for the 2012-13 seasons.

Chris Sword, Dynafit's North American President also welcomed Hoji to the athlete team. "Eric is one of the world's most dynamic and visually exciting big mountain skiers. And just as important, his no-compromises approach to ski boot design, and how it can increase performance in the big mountain arena, aligns perfectly with our mission to build the world's best backcountry gear."

An athlete-driven brand from the beginning, Dynafit is committed to designing faster, stronger, and lighter gear for ambitious backcountry athletes who never compromise. Development of each product is pursued in concert with a select team of athletes, and no product decisions are made without clear go-ahead from the team.
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Based in Munich Germany with North American Headquarters in Boulder Colorado, Dynafit arrives on top first with the biggest smiles, with plenty of power left for the ultimate ride down. The highest mountains and most extreme

conditions require both the lightest and most bomber gear in the world – no compromises. That is why Dynafit invests in the world's top athletes, designs, and technology.