

CLASSIC FOCUS AT BIRKIE DEMO

There has been a worldwide surge in classic racing the last two years. Major marathons, such as the American Birkebeiner, used to focus on skating with classic receiving a secondary status. That status is undergoing a major change at Marathons throughout the world. Skiers are discovering the joy of classic and Marathons with both techniques are witnessing parity in numbers. The end result of this growth is that manufacturers are putting extensive R & D into classic gear at an unprecedented level. Arrive at the Telemark Lodge in Cable, WI this Friday, Feb. 24, and you will have the opportunity to test some major innovations in classic gear.



CLASSIC IS ENJOYING MAJOR WORLD WIDE GROWTH.

The most innovative classic product you will get to test is Atomic's new Worldcup Classic SDS. With the help of the Aukland brothers from Norway and Denise Herrmann of Germany, Atomic's new classic ski has taken Gold, Silver and Bronze at the primary Marathons this year such as the Konig Ludwig in Germany and the Marcialonga in Italy. The new technology has a highly elastic ABS insert in the kick zone combined with high rebound graphite laminates. The low camber kick zone rides well above the snow during glide, but it takes only a little pressure and the kick zone easily comes down for fantastic grip. Try it on some of Telemark's famous Worldcup Trails and you will be taken back by how fast the ski glides will still providing grip for unequaled climbing.



THE AUKLAND BROTHERS ARE NORWAY'S TOP DISTANCE CLASSIC SKIERS. THEY HAVE BEEN DOMINANT WITH THE NEW CLASSIC SDS. NOTICE THE "70 KM" ON THE BIB. ATOMIC TAKES PRIDE IN GOING THE DISTANCE.

Atomic has also been highly innovative with its new Worldcup Classic boot. Nordic race boots may not have the hard outer shell of an alpine boot, but they still have an actual outer shell and inner liner. Atomic's new WC Classic boot is unique in that the lacing connects to the outer shell for excellent closure around the foot.



ATOMIC'S NEW WORLDCUP CLASSIC BOOT.

World Loppet and Worldcup athletes have been extremely pleased with the new lacing system. They have instantly switched to the new boots even when they have received them just days before a major race. Atomic likes to point out that their boots have won more Olympic and World Championship medals for the US Ski Team than all other brands combined.



ATOMIC'S ATHLETES HAVE HAD A LOT OF FUN TESTING AND WINNING WITH THE NEW CLASSIC INNOVATIONS. YOU SHOULD TOO!