



Yoko Skis Launched at West Yellowstone Ski Festival

Yoko might be a relatively new name in the cross-country ski scene but the brand will surely be visible as the U.S. Nordic season officially kicks off this week in West Yellowstone, Montana. For skiers staying at home in the Midwest, Yoko's U.S. importer, Finn Sisu will be hosting several local demos in early December.

Long known for making some of the nicest ski gloves available, Yoko jumped into the hardgoods marketing several years ago with a complete line of ski poles and for 2013-14 Yoko has created a line of racing skis that will be sure to get some attention.



The top-end Yoko XZR Skate skis are available in both a cold-universal and a wet construction and feature the Wedge-Shaped Frame. Both major binding manufacturers have been creating wedges to mount under the bindings for several years, but Yoko has taken this a step further and built it directly into the frame of the skis. The Wedge-Shaped Frame does several things, but most notably gives the ski a faster feeling especially in the uphill and also assists the skier to apply pressure to a more precise point on the ski, giving better power transfer as well as better edge control.

The classics-style complement is the XZR Classic which feature an elastic frame camber that compresses easily during the kick, but release quickly to allow the ski to glide incredibly well. Like the XZR Skate, the core is made of Hexcell honeycomb which gives the skis excellent torsional stiffness while being lightweight.

Both Skate and Classic XZR skis along with Yoko's world cup level 9100 poles will be available to demo Wednesday through Saturday at the Outdoor Demo area at the Rendezvous Trailhead.

To learn more visit yoko.fi, or contact Finn Sisu and finnsisu.com

