



« OPEN THE WAY »

DYNASTAR AND THE CHAMONIX-MONT-BLANC TOURIST OFFICE UNVEIL A NEW SKI TO CELEBRATE THEIR PARTNERSHIP

Dynastar and the Chamonix-Mont-Blanc Tourist Office, who announced last year the renewal of their long-standing partnership, **present today a new, limited-edition ski embodying their shared history and values.** A ski in their own image, designed to meet the requirements of Chamonix-Mont-Blanc's varied terrain and featuring Dynastar's Hybrid Core 2.0 technology, illustrating a shared desire to preserve the mountain's heritage while innovating for the future.



« Open the way », a tribute to the heritage and audacity of the founding pioneers

For several years now, Dynastar and the Chamonix-Mont-Blanc Tourist Office have been forging a partnership that is as meaningful as it is legitimate. **A shared history rooted in the long term and galvanized by the many sporting feats achieved in the valley, which have shaped the imagination of skiing and the mountains.** Outcome of a unique collaboration, the decor and design of the “Open the Way” ski pay a tribute to these founding pioneers who wrote the finest pages in the history of skiing and whose energy and daring have made them legendary.



This project also reflects the desire of both partners **to continue to leave their mark on the history of skiing and to maintain their characteristic pioneering, daring and conquering spirit – always leading the way.** The “Open the Way” ski is the expression of a shared passion and trajectory between Dynastar and the Chamonix-Mont-Blanc Tourist Office.

The ideal companion for tackling all the ski slopes of Chamonix

Geographically neighbors, Dynastar and Chamonix-Mont-Blanc **have always been genetically linked by the DNA of skiing of all kinds, of which the Verte des Houches and the Vallée Blanche skiing.** For Dynastar, multi-segment skiing specialist, Chamonix-Mont-Blanc represents an **exceptional area in which to test and perfect the benchmark skiability that has forged its legend,** from the freeride lines of the Grands Montets to the slopes of La Flégère, via the poles of Kandahar, in Les Houches. A

life-sized test lab for **a shared quest for versatility and excellence.**

Accessible, light and precise, the “Open the way” ski was quite naturally designed to adapt to all types of snow and ski slopes in Chamonix. This responsive and maneuverable all-mountain freeride ski is shaped for the great outdoors. **It reflects both partners' passion for wide open spaces and innovation, deeply rooted in the territory that unites them.**



A ski for the future

With the co-creation of this unique ski, Dynastar and the Chamonix-Mont-Blanc Tourist Office have taken a step further in their long-standing partnership, **combining tradition, innovation and the implementation of more responsible practices**. Designed with Hybrid Core 2.0 technology, the “Open the way” ski embodies the determination of Dynastar and Chamonix to reduce their environmental impact: **a shared vision of a sustainable future for the mountains and a commitment to preserving this environment while offering skiers unique experiences**.

Hybrid Core 2.0 is a new type of core developed in Dynastar's workshops in Sallanches that optimizes the mechanical functions of wood, reducing by 25% the glue and fibers previously required to build a ski. This innovation results in a significant reduction in **the 6 main environmental indicators measured in products via the Life Cycle Analyses**, giving rise to eco-designed skis that are more respectful of the environment, while improving the brand's unique skiability. By 2025, almost 43% of skis produced by Dynastar will be eco-designed using this technology.



OPEN THE WAY (OPEN SKI)

Sizes (cm) : 162 - 170 - 178 - 186

Sidecuts (mm) : 126-92-116, 127-93-117, 128-94-118, 128-94-118

Radius (m) : 15 - 16 - 17 - 18

Weight : 3.4 kg/p, 3.6 kg/p, 3.8 kg/p, 4 kg/p

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“Dynastar and Chamonix have both contributed to writing the history of skiing and work every day to ensure that this role continues. As a ski brand, we draw our energy, know-how and passion from the land that has seen us grow and flourish. Since 1963, we have been manufacturing our skis at the foot of the Mont-Blanc, in the Sallanches factory, constantly striving to cultivate the unique skiability that makes us unique – combining agility, lightness and performance. To achieve this, we work with various partners in the Chamonix valley, benefitting from the expertise of the Maison de Haute-Montagne, the Compagnie des Guides and feedback from world-renowned athletes. In this sense, the co-creation of this unprecedented ski represents a fine achievement, embodying not only the uniqueness and strength of our partnership, but also the quest for excellence and versatility that has always been our hallmark. More than ever, we're looking in the same direction with the ambition of doing our best to preserve this land we cherish so dearly, and these mountains whose scouts we are.”

Laurent Richard,
Dynastar Brand Manager

“Dynastar claims three fundamental values that we share equally and that enable us to take a pioneering role: passion, authenticity and boldness. We are driven by a shared ambition to lead the way, to be leaders and to speak out about what concerns our natural environment: the mountains. Dynastar's unique skiability is our quest for excellence. Working with companies such as Dynastar, whose industrial know-how is a key factor in the development of our destinations, is a remarkable lever for growth. Hybrid Core 2.0 is a concrete example of the direction we want to take. At a time when environmental issues are at the heart of our business on a daily basis, this collaboration is proof that we can speak out together to convey a common message.”

Nicolas Durochat,
Director of the Chamonix-Mont-Blanc
Tourist Office.

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