

ALPINA SPORTS -

NEWELL AND ALPINA...A WINNING COMBINATION!



08/04/16: FOR IMMEDIATE RELEASE

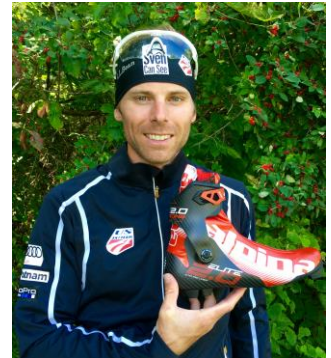
US Ski Team member, Andy Newell, who has competed in 3 Olympics and 7 World Championship teams, joins Alpina to create a winning combination.

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No stranger to competition, Newell has been on the World Cup circuit for the last 12 years reaching the podium 3 times and finishing as high as 4th in the World Cup sprint overall. When considering footwear for his future, Newell commented, "I chose Alpina ski boots because they have the most well-crafted racing boot on the market. The carbon fiber and materials used on the Alpina boots stand above anything I've ever used, so for me it felt like a perfect partnership to help me achieve my goals at World Championships Lahti 2017 and Pyeongchang Olympic Games."

Newell added, "I've always thought Alpina has the best classic boots, I'm able to feel the kick pocket so well and they just hug your foot in a streamline way, no wasted space or material. I wasn't as familiar with the new ESK 2.0 but as soon as I tried it once I was sold. The boots are light and stiff in the right places but fit perfectly right out of the box, that's what I like, World Cup performance without the fuss of trying to modify boots."



Alpina Sports USA Marketing Manager, Jason Stadler, was quick to note, "Beyond Andy's obvious athletic talents and accomplishments, he has great character about him and brings genuine fun to the nordic community and beyond. And that's invaluable from a brand perspective."

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Alpina Sports Corp (ASC) is a subsidiary of Alpina SI (Slovenia.) Based in Lebanon, NH since early 1970s, the company is one of the original 5 and longest attendees of the SIA show. ASC distributes its own branded products in Nordic, Alpine, and Trekking along with Italian pole manufacturer, Masters, Norwegian binding manufacturer, Rottefella, and Slovenian ski manufacturer, Elan. For more information please visit www.alpinasportsus.com or contact info@alpinasports.com.

