

Kästle's World Cup debut in Sölden.

Comeback in the alpine ski racing scene after 22 years.

Dutch ski racer, Adriana Jelinkova, will be representing Kästle at the first giant slalom race of the season in Sölden. The 24-year-old athlete who lives in Austria has been on the World Cup circuit since 2012.

Ski racing is deeply rooted in the history of the premium Austrian ski brand. Well-known names like Trude Jochum-Beiser and Toni Sailer secured their first wins on Kästle skis as far back as the early 1950s. The heyday of the 1980s saw Kästle secure the overall World Cup with wins from Andreas Wenzel and Pirmin Zurbriggen. The last races to be won on Kästle skis, however, were in 1997 at the World Ski Championships in Sestrière, when Kjetil André Aamodt and Tom Stiansen both took home gold medals.

Kästle CEO Clemens Tinzl is excited about the comeback: "In the space of just a few months, the team at Kästle has managed to get everything set up for a successful comeback in alpine ski racing. Tests have proven that our skis are not just up to standard but are actually very fast." When it comes to its squad, Kästle has opted for a small team of accomplished athletes and focused on technical disciplines, so that they are able to provide a high level of individual support.

Kästle's World Cup skis are designed and manufactured at the company's traditional headquarters in Hohenems, Vorarlberg – another clear indication of the brand's commitment to this location, which also houses the firm's entire administration.

The Dutch Royal family have traditionally skied on Kästle skis during their ski holidays in the Arlberg region. Now it's time for another Dutch woman to showcase the premium brand. "Adriana Jelinkova is a young, motivated athlete who immediately chose Kästle and is able to finish among the top 30 in slalom and giant slalom", explains Tinzl.

"It is a real honour to follow in the tracks of so many skiing legends," enthuses 'Adri' Jelinkova of her new ski partnership. The deciding factor for her was the comprehensive support system and direct contact she will have with the development team, who can quickly tailor a ski specifically to her. Adri has lived in Austria from the age of eleven where she attended the ski academy in Saalfelden.

Tereza Kmochova is another alpine ski racer to switch to Kästle skis. Currently the world's top ranked deaf alpine skier, she has her sights set on securing her next Olympic gold at the Deaflympics this December.

Kästle has also built up a team of cross-country and ski jump athletes for the World Cup. This is in addition to the brand's existing involvement in the freeride and ski mountaineering sectors. "Our objective is to position the Kästle brand across a broader base of winter sports and take construction technologies from ski racing and apply them to our series production," concludes Tinzl.



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