

# Strong ski brand during the crisis

## **KÄSTLE nearly achieves the previous year's sales volume and is prepared for 2021**

The ski industry looks back on an intense year. The early ending of the last winter season dealt the industry a bitter blow. Nevertheless, the traditional Austrian brand - Kästle – succeeded in maintaining its growth of the last few years and sold almost as many skis as during the record year 2019.

Kästle CEO Alexander Lotschak is very pleased with this result: "It was our goal to survive the crisis-ridden year 2020 with only a single-digit drop in sales volume. We almost succeeded, although of course it didn't look like it in spring." The reason for this very pleasing result is primarily the strong Austrian brand, which exudes great reliability, as well as the broad Alpine and Nordic product range. Winter sports enthusiasts and retailers have developed great trust in the brand and experience shows that it is particularly important to have strong partners at your side in times of a crisis.

With new models in the touring and cross-country segments, the remarkably increased demand in these sectors can be satisfied. Kästle's partners are pleased to obtain almost all winter sports products from the company.

With the expansion of the TX tour line, Kästle succeeds in meeting the increased demand and wins the ISPO Award 2020. In addition, the ski manufacturer also focusses on raising awareness of safety matters through online touring tutorials. These were created in close cooperation with the Austrian Mountain and Ski Guide Association.

For the 21/22 season, KÄSTLE remains true to its growth strategy and attracts attention with the following novelties:

### **Massive expansion of the Alpine Race models: the new RX12 in race-mint.**

In 2021, Kästle will revive its race legend RX12 with 10 new models. From ambitious children's and adult´s models over master racers to FIS-compliant race skis, every segment is catered for. Additionally, the new look in race-mint freshens up the racing scene.

### **Expansion of the FX and ZX freeride models: the new FX Ti, ZX100 and ZX108.**

Earlier this year, Kästle targeted a younger audience with the ZX108. In winter 21-22, the ZX-line will be expanded with two more models, the ZX100 and the ZX115. The skis with the dynamic camouflage look surprise young freeriders with their own mounting point for Generation Z and a significantly lower retail price.

For those who like it a little more uncompromising, the FX Ti models are the perfect fit. With a completely revised, titanal-reinforced construction and a new design, FX86 Ti, FX96 Ti and FX106 Ti offer the ultimate freeride experience in any terrain.

### **Extension of the touring segment**

Due to the ongoing trend, Kästle is expanding its touring segment with another model line next winter: TX UP. Equipped with a robust sandwich sidewall construction for great downhill performance and brushed protection top foil, the bestsellers TX87 and TX93 have been transformed to TX87 UP and TX93 UP - more durable and thus also optimized for the rental business. In addition, the TX UP models offer safety in every condition and are perfect for those who are looking for their first touring experiences.

### **VOGUE women's line features a new design**

In the eighties, we developed a special ladies' line which led to sensational success in the industry under the name VOGUE. In 2019, we brought back the legendary VOGUE concept with three new models. In 2021, DX73 (w), DX85 (w) and FX96 (w) shine in a new design and are perfectly tailored to women.

### **KÄSTLE cross-country skiing**

With its early entry into the cross-country skiing World Cup in 2019, Kästle already showed great ambitions. This year, the traditional brand convinces with a new, modern design in race-mint, which freshens up the entire cross-country skiing scene and creates a new lifestyle.

The new RX10 2.0 Classic and RX10 2.0 for Double Poling also present themselves in the race-mint design, which was exclusively developed for competition models. They set new standards with a special racing grind, but even more so because of their construction methods. The new classic construction is the most powerful construction Kästle has ever produced in the Nordic segment. Additional carbon layers maintain and strengthen the traditionally designed camber curve. The torsion box made of three different types of wood protects the lightweight honeycomb core and guarantees maximum stability. A (R)Evolution developed by perfectionists #forskiers.

For Kästle design is a top priority at all times. Therefore, the light and sporty XP20 allrounders also receive a makeover based on the race-mint design. The versatile skis impress with perfect gliding properties and an excellent cost-benefit ratio. Finally, Kästle is launching a limited edition of its all-round ski in collaboration with the renowned clothing brand Maloja. In the XP20 Maloja Edition, traditional ski construction meets unique, beautiful design.

**Pictures:** <https://bit.ly/2Yvqpum>

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