



## **WORLD CUP ACE MARCO ODERMATT RELIES ON REUSCH GLOVES**

### **LONG-TERM COOPERATION BETWEEN SWISS SKIER AND GLOVE SPECIALIST SEALED.**

With the start of the new winter season, the glove manufacturer Reusch announces its multi-year cooperation with the 23-year-old exceptional Swiss ski athlete Marco Odermatt. As the official glove and headwear supplier of Swiss Ski and thus of all athletes, coaches and officials of the Swiss Ski Federation, Reusch had been accompanying Odermatt's meteoric rise to the top group of the Alpine Ski World Cup since his youth. With this additional personal agreement, both sides are taking the cooperation to the next level. As part of the international Reusch "On The Rise" campaign, together with Clement Noël, Alice Robinson and Lucas Braathen, Odermatt embodies the future and spearhead of the next generation of dominating World Cup athletes.

Erich Weitzmann, Reusch Managing Director: "Marco is not only one of the most interesting racers within the incredibly strong Swiss Ski team, but above all he is one of the big hopes for the future, the next generation in the ski circuit. With his talent, his determination and his constantly positive attitude, he represents the passion for skiing that we all have loved and lived for decades. We are very proud to have Marco on board on a long-term basis". In addition to valuable brand visibility both on and off the race track, the Reusch CEO also expects positive effects on technological innovation for the brand's ski glove sector: "Marco's precious feedback will help us in the coming years to constantly optimise our products and meet the demands of the best in the world. Ultimately, our entire collection will benefit from this quality".

Odermatt himself is equally enthusiastic about the intensified cooperation: "For me, Reusch is the epitome of quality. Already as a teenager I could convince myself of their high-quality products day by day in training and racing. The combination of maximum protection and yet pleasant wearing comfort is simply outstanding! I am very happy to be part of a brand with so much tradition and passion for winter sports and can't wait to start the season with my new World Cup Warriors gloves!".

After the abrupt end of the last season, Odermatt is more than ready to get back to attack mode. At the moment he is still working on the last details before starting into the season in less than a month at the traditional World Cup opener at the Rettenbach glacier in Sölden, Austria. Part of the action of course also his brand new, flashy orange Reusch Worldcup Warriors racing gloves, ensuring warm hands, optimum wearing comfort and above all reliable protection!