



**OFFICIAL
PARTNER
OF VASALOPPET**

We are where our customers are!

Madshus becomes the exclusive ski and boot partner of Vasaloppet

We are proud to announce that starting September 1, 2014, Madshus and Vasaloppet are entering a collaborative partnership, making Madshus the new exclusive ski and boot supplier of Vasaloppet. With the new contract, Madshus will have a prominent presence at the Vasaloppet events.

Our goal is to be present where our customers are, and to be one of the

strongest brands in Nordic skiing. Vasaloppet is in itself one of the strongest brands in the world of sport and fitness events.

We are really looking forward to working with Vasaloppet, this collaboration is an important and significant step for us. The fact that Vasaloppet chooses Madshus as their exclusive partner for the next four years is a strong statement

that firmly supports our status and position in the industry.

Focus on fitness

Vasaloppet attracts over 90,000 people that come to attend one of the events during the Vasaloppet week, both in the summer and winter.

For Madshus It's important that our customers stay active all year





Photo: Matt Kalve

John Kristian Dahl

About Vasaloppet

The legendary Vasaloppet, a 90 Km marathon ski race that stretches from the village of Sälen to Mora in Sweden, was first run in 1922. The annual event is held on the first Sunday in March, and is the oldest, longest and biggest cross-country ski race in the world (in terms of participants).

The course record for the 90 Km event is 3 hours, 38 minutes and 41 seconds (2:26 per kilometer), and belongs to Jörgen Brink of Sweden (2012).

Every year, almost 70,000 skiers participate in Vasaloppets vintervecka, the weeklong ski festival consisting of nine cross-country ski events with the original Vasaloppet as the final race.

In addition to the partnership with Vasaloppet, Madshus is already the exclusive equipment supplier of the Norwegian Birkebeiner cross-country ski marathon.

round, furthermore it's crucial to recruit more cross country skiers through events such as Vasaloppet. Madshus will be an active and visible partner throughout the Vasaloppet events.

We will run gear demos and various activities in conjunction with the

Vasaloppet, and we will actively contribute to create that vibrant atmosphere.

Nils Hult, CEO Madshus.

70,000

The number of participants that take part in the Vasaloppet winter ski festival.

1922

The year when the first Vasaloppet race was first run.

90

The kilometers that separate the start and the finish line.



➔ Download the pictures from the following link: <https://www.dropbox.com/sh/nw6pdarxm6g1vkc/AACUP2Zni2aN6rcLa0KwfRsTa?dl=0>