



26/10/2006

**World premiere: SMX Contest**

## **adidas Winter Slopestyle opens Snow Funpark in Wittenburg, Germany**

**Herzogenaurach/ Wittenburg (sgh) – It's a wrapped-up deal: on 9 December 2006 in the course of the official opening of the new Snow Funpark Wittenburg (GER) seventy kilometres East of Hamburg, adidas will stage the *adidas Winter Slopestyle*, the world's first SMX contest.**

Twenty-five of the world's best mountain bikers and BMX riders will pull their most spectacular tricks like back flips, 360°s, tail whips, superman seatgrabs and maybe also front flips on an obstacle course made of snow. However, this time they won't ride on two wheels as usual; their 'vehicle' will be a hot new winter sport device called SMX.

"We have always sought for a possibility to extend our freeride activities to the winter", says Axel Burkhardt, head of Global Sports Marketing adidas Olympic Sports, Cycling and Outdoor and initiator of the adidas Slopestyle in Saalbach Hinterglemm. "When I saw the SMX at the ISPO trade show last winter, I instantly had a vision. I thought if this works, if mountain bikers can easily convert their tricks from bike to SMX, we can have a Slopestyle winter edition." The adidas Slopestyle, an invitational contest for mountain bike pros, is one of the most important freeride events on the globe. Year after year in June, this legendary contest pulls the world's best MTB freeriders to Austria.

At a media launch in March, adidas Slopestyle event director Mike Hamel and some of Europe's most renowned MTB freeriders put the SMX – overall winning product of the ISPO BrandNew Awards 2006 – to the test. All eight freeriders who tested the SMX at the media launch embraced the new extreme sports



device. “The guys from North Legion have done a fabulous job. It’s a great product”, raves Niels Peter Jensen. „You learn so fast that you immediately get addicted. Once you’ve pulled a trick for the first time you want to repeat it over and over again to make it perfect. And after a few hours you basically manage all the tricks that you can do on your bike. I’m also impressed how well it works in the lift. You can sit on it completely relaxed while being pulled uphill. Frankly, I can’t wait to do my first comp on this thing and I really look forward to the adidas Winter Slopestyle.”

### **North Legion SMX**

The patented fun sport product, a snow bike on three skis with suspension fork, is a natural winter alternative for mountain bikers, BMX and motocross riders in the same way as the snowboard is a winter alternative for skateboarders and surfers. After just a few hours of training, freeriders and dirt jumpers can pull off the same sort of stunning tricks which they nail on their bikes. “The SMX is a cool thing”, says Norwegian freeride star Trond Hansen, who already tested the SMX in the development phase. “It’s pretty much like riding a motocross or mountain bike on snow, but way more stable. SMX riding is really a cool new sport and hopefully a lot of people will get into it.”

### **Snow Funpark Wittenburg**

To host the spectacular winter event, adidas has selected an outstanding venue, the Snow Funpark Wittenburg in Northern Germany, Europe’s biggest ski and snowboard hall and the only one in the world with an indoor half pipe. The ultra-modern hall seventy kilometres east of Hamburg with a total floor space of 30,000 square metres officially opens its gates on 8 December 2006 with a grand opening event weekend. Saturday’s highlight will be the adidas Winter Slopestyle.

„We will have a qualifier in the afternoon. Beforehand and afterwards the slopes will be open for skiers and snowboarders. The final with the Top 16 riders will take place at 9.30 p.m.”, says Slopestyle event director Mike Hamel. „Afterwards



you can party with freeride stars like Darren Berrecloth, Cam McCaul, Lance McDermott, Lluís and Andreu Lacondeguy, Trond Hansen, Niels Windfeldt, Niels Peter Jensen, Gaspi, Carlo Dieckmann and Joscha Forstreuter at the after comp party.“

### **Party with 4LYN and DJane Miss Leema**

After the adidas Slopestyle on snow there will be a hot after comp party. With *4LYN* and *DJane Miss Leema* adidas and Snow Funpark Wittenburg have hired two top acts for Saturday night who will rock the house. Miss Leema is Hamburg's hippest DJane. After four years in San Francisco she now tours through the hottest clubs in Germany. Miss Leema mixes Funk, Hip Hop, Rare Grooves, RnB and Reggae with a matchless style. Her parties are legendary.

Hamburg's figurehead rock band *4LYN*, on the contrary, who already performed as supporting act of Guns 'N Roses cultivates a harder sound with Cross-Over and Punk Rock music. Ron 'Braz' Clauß (song), Bennie Eckebrecht (guitar), Björn 'Dee' Düßler (bass) and Sascha 'Chino' Carillho (drums) are all snowboard enthusiasts and really look forward to the new extreme sport contest.

– END –

For immediate release.

#### **For media enquiries please contact**

Sonja Güldner-Hamel  
PLANET TALK GmbH  
Tel.: +49-8061-35059-12  
Fax: +49-8061-35059-10

eMail: [sonja.hamel@planet-talk.de](mailto:sonja.hamel@planet-talk.de)

#### **Official event website**

[www.adidas-slopestyle.com](http://www.adidas-slopestyle.com)

#### **Venue**

[www.snowfunpark.com](http://www.snowfunpark.com)

#### **SMX**

[www.northlegion.com](http://www.northlegion.com)