

## MAMMUT JOINS FIS FREERIDE WORLD TOUR AS SAFETY PARTNER



*Sybille Blancheau at the Freeride World Tour 2024 ©FWT, Dom Daher*

**The Mammut Sports Group AG, a leader in high-quality outdoor products, including snowsport safety equipment, will be the official safety partner of the renowned FIS Freeride World Tour for the next four seasons. Together, they aim to reinforce safety in freeride sports by providing athletes with the essential gear and knowledge to navigate challenging terrain safely.**

The FIS Freeride World Tour by Peak Performance (FWT) is an internationally recognized series of sports events uniting passionate communities of skiers and snowboarders. Thousands of local spectators and millions of international fans follow the competitions held at venues worldwide, including Verbier in Switzerland and Kicking Horse in Canada. The FWT has been a springboard to international fame for many athletes, such as the talented Sybille Blancheau, two-time champion Nadine Wallner, and the outstanding skier Jérémie Heitz.

As the popularity of freeride sports continues to grow, the importance of safety becomes even more critical. In response, Mammut will equip riders, FWT staff, partners, and media with snow safety equipment as the official FWT partner for avalanche transceivers, shovels, probes, avalanche airbags and backpacks. Mammut's commitment goes beyond supplying gear: through safety workshops for athletes, the public, and the media, they will ensure that knowledge about preparation and gear handling is both refreshed and newly acquired.



"Safety should always be the top priority for athletes pushing their limits in freeride sports," says Heiko Schäfer, CEO of Mammut. "For decades, Mammut has supported athletes and riders worldwide, providing them with the tools they need to tackle any terrain safely, no matter how challenging. We are thrilled to partner with the Freeride World Tour for the next four years and help cultivate a culture of safety and awareness in the freeride community".

The partnership underscores both organizations' commitment to fostering a safe environment in freeride competitions.

Nicolas Hale-Woods, CEO of the Freeride World Tour, adds, "We are grateful for Mammut's support and commitment to safety in freeride sports. This partnership reinforces our dedication to looking after our athletes and ensuring they have the best tools available to enjoy the sport they love while minimizing risks."

The partnership will officially launch at the Freeride World Tour Opening Event in Baqueira Beret, Spain, from January 18 to 23, 2025.

#### **About the Freeride World Tour**

FWT Management SA is based in Verbier, Switzerland, and has been organizing premier sports events globally in mountain resorts since 1996. The company founded the Xtreme Verbier, an iconic event in freeride skiing and snowboarding and, in 2008, it turned this single competition into a prestigious series of worldwide events, called the Freeride World Tour (FWT). The company has since grown to include multiple competition series that fall under the FWT brand – including FWT Challenger, FWT Qualifier and FWT Junior – with events across all formats taking place in Europe, North America, South America and Oceania. Since December 2022, FWT is part of the International Ski and Snowboard Federation (FIS).

[freerideworldtour.com](https://freerideworldtour.com)

#### **About Mammut**

Mammut is a Swiss outdoor company founded in 1862 that offers mountain sports enthusiasts worldwide high-quality products and unique brand experiences. For 160 years, the world's leading mountain sports brand has stood for safety and pioneering innovation. Mammut products combine functionality and performance with contemporary design. With its combination of hard goods, footwear, and clothing, Mammut is one of the complete suppliers in the outdoor market. Mammut Sports Group AG is active in around 40 countries and employs approx. 850 people.

[mammut.com](https://mammut.com)

#### **Contact**

Mammut Sports Group AG  
Industriestrasse Birren 5  
CH-5703 Seon

#### **Public Relations**

Phone +41 (0)62 769 82 71  
[pr@mammut.com](mailto:pr@mammut.com)  
[mammut.prezly.com](https://mammut.prezly.com)