

**Brand Name : VAN DEER-Red Bull Sports Equipment GmbH**

**What the Constructors' World Cup means to your team and how it works for you?**

The Constructors' World Cup is basically an interesting format for ski racing. We at VAN DEER-Red Bull Sports are a young, dynamic company in the ski industry with a focused racing philosophy and a clear commitment to a small racing team. We have made it our mission to democratise the high quality of ski equipment that was long the privilege of racers for all skiers. For us, racing and the athletes are the development hub for equipment excellence. You can see that we pursue a different philosophy in our generation model: Only a few athletes (4-5) and of these two future hopefuls who are at the beginning of their World Cup career. Nevertheless, we believe that competition at the brand level is also useful and enriching. And even if we don't have the best prerequisites due to the evaluation criteria because of our size, it would be a great success for us to be among the top 3 brands in the GS or SL.

**Team details, athletes, technicians, team leaders and general information about the factory, equipment**

The professional approach and uncompromising commitment to quality and innovation also become clear from the answers to this question – through the people in the team. Toni Giger, as COO of VAN DEER-Red Bull Sports Equipment GmbH, is the team principal. Edi Unterberger is the Race Director Alpine and Ferdinand Hirscher strengthens this board of excellence as Senior Advisor Racing.

Currently, production is still taking place in the AUGMENT / VAN DEER-Red Bull Sports factory in Stuhlfelden, while the new factory in Scheffau (Lammertal) is being built – the 'House of Deers' will start operating as the Home of Skiing 2025. The friends brands AUGMENT (backcountry/touring) and VAN DEER-Red Bull Sports (slope/racing) cover the full spectrum of skiing enthusiasm at the highest quality level and with the most modern manufacturing methods currently available under the joint umbrella of VAN DEER-Red Bull Sports Equipment GmbH.

**Key athletes in the team, biography and brand association**

- Henrik Kristoffersen – Martin Winderle (service)
- Timon Haugan – Christoph Wolfsberger (service)
- Marcel Hirscher – Raphael Hudler, Rainer Hofer (service)
- Fabian Ax Swartz – Daniel Berger (service)

- Aleix Aubert Serracanta – Andreas Oberreiter (service)

Updates with the latest information and personal reflections on our athletes can be found on the website [www.vandeer-redbull-sports.com](http://www.vandeer-redbull-sports.com). The brand association and inspiration are explained by what the most inspiring founding story in skiing history is surely: traditional ski brands in the industry were founded by skilled craftsmen, while VAN DEER-Red Bull Sports was founded by the most successful ski racer of his time. The zero hour: It is dated 12 June 2021. Almost two years after his retirement with the unrivalled career track record 67- 12-8-7-2, Marcel Hirscher had the idea of building a few pairs of high-end skis for friends and family – the best of the best, so to speak, with the best components. After a few phone calls, the list of 'pre-orders' already included 1,000 pairs. That was the birth of VAN DEER-Red Bull Sports – the philosophy 'In our world, all skiers are equal. We want everyone to have access to the world's best ski equipment, regardless of age, experience and type of skier. Powder junkies, ski tourers, racers – everyone should feel at home at VAN DEER-Red Bull Sports' – she stayed.

The rest is recent skiing history: Henrik Kristoffersen, once the greatest rival of founder Marcel Hirscher, joined the VAN DEER-Red Bull Sports Racing Team, won World Cup races in his first winter and became Slalom World Champion. And this year, 2024, Marcel Hirscher himself has returned to the racetracks after a five-year absence.

### **Pre-season planning, new ski developments, which length for which discipline**

Marcel Hirscher's return as a 'racing test pilot' means a renewed boost for the company, brand and products, because his work as chief tester for the athletes this winter can also be continued in the immediate racing environment. In general, we work according to the agility-crossover principle: relevant leaps in racing innovation are transferred without delay to the model series for the ski-loving and quality-conscious VAN DEER-Red Bull sports community.

Lengths:

SL 165 or longer

GS 193 or longer