



## LEARN TO SKI THE HEAD WAY: THREE SKIS DESIGNED TO HAVE FUN RIGHT FROM DAY ONE

**The students' progress is linked to a change in equipment: Balance – Glide – Steer – In just one day, beginners enjoy their first turns.**



After a short introduction Samuel is ready to start on his way to become a skier.

On a wonderful day in a winter wonderland, a young man eager to learn how to ski meets a system that guarantees fast success with much fun. Mayrhofen in Zillertal, Austria; Samuel and Chris Habeler, a HEAD Way and a Ski School Owner who trusts that the HEAD Way system will allow his student to progress incredibly fast and enjoy his lesson from the very first hour on snow.

Chris Habeler owner of the ski school Habeler in Mayrhofen was one of the first testers of the new HEAD Way system. „Everything sounded so logical. I just had to try it,“ said the Tirolean. „Sure enough, I was able to see how my students became skiers with this three-ski-system from HEAD in a very short amount of time. Plus they really had fun during the learning process!“ Chris Habeler's school started as a test site for the sys-

Ski instructor Chris Habeler and his HEAD Way student Samuel. Independently linking some nice, solid parallel turns down a blue run was for Samuel the highest reward by the end of the day. And the whole time learning process was fun!

tem in 2014 using five sets of the Head Way. After the first conversions, he was committed to the system and doubled his fleet for the 2015/16 season. “Skiing is supposed to be enjoyable from the very first day. Particularly, people that are a bit older are often too worried to try skiing for the first time. Using the HEAD Way

### THE SYSTEM

HEAD offers the HEAD Way system as a new teaching tool for ski schools to facilitate and structure the progression of beginner skiers.

The skis are used following the students' progress.

The system consists of three skis that are specifically designed to support the learning of the three elementary skills of skiing:

- BALANCE
- GLIDE
- STEER

HEAD Way makes learning fun.

Learn to ski in just two days!



system, we were able to convince them easily to try skiing. On the second day, they were able to make stable, linked turns independently on a blue slope. This is very convenient for the modern guest. Most are coming only for a long week end but now this will allow enough time to learn how to ski, thanks to HEAD Way!”

**It is not rocket science – but a very smart idea from the innovators at HEAD**

Learning a new sport takes perseverance; but the easier it is to make progress, the more confident the skier becomes with total enthusiasm. The enthusiasm is the best motivator to come back. Supporting this motivation is the purpose of the HEAD Way system. Equipment creating motivation.

System consists of three skies named BALANCE, GLIDE and STEER. The names describe their purpose: The BALANCE ski is the shortest one of the three. This ski is used to teach a first timer to keep his balance in the unfamiliar ski boots fixed into a binding. It does not take very long and the new skier understands what it means to be centered on a ski. 15 minutes up to an hour is enough to achieve this step, depending on the athletic abilities of the student. The learned skill is one of the most important ones to guarantee a short learning curve. Now it's on to the next ski of the system, the GLIDE. This ski is used to introduce the skier to gliding forward. It does that in a very controlled manner. It can be used on the carpet lifts and gentle slopes. The ski is longer and narrower than the first one.

It is very maneuverable yet stable. Using the ski for about two hours makes the student comfortable to glide downhill on his own and gives him the all-important boost in self-confidence.

The next ski does not only make the student very proud, it also allows him to link respectable turns allowing him to progress from green to blue slopes. The STEER-Ski is again longer and narrower. It has a progressive side cut and a slight rocker to make turn initiation gradual and smooth. It reacts in a very forgiving way in order to allow the student to develop the steering sensation without risk. The student can now access the chair lifts and ski down blue slopes after slightly more than just one day of lessons.

“My guests were enthusiastic after taking part in the program, especially the more concerned first-timers and people returning to the sport at 40 years and older. These are very large groups of potential customers for both resort operators and ski schools. Most of them were afraid of trying, or did not want to invest weeks to learn the sport”, said Chris Habeler.

The question is, how does The HEAD Way system make learning fun, easy and fast? It has already proven to be very successful. Christoph Deszecker, international rental director at HEAD explains “We used all of our knowledge and technologies that we developed in the last decades to create a product that allows anyone to take part in our passion and make the mountains accessible to go out and have fun.”

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