

Fact sheet

New superpipe: LAAX now the proud location of the world's largest halfpipe

Freestyle in LAAX is more than just another winter sport. And with the opening of the largest permanently operated halfpipe in the world, the Swiss ski resort is providing its greatest demonstration yet that these are more than just words. Yet it is not just the superpipe's size that makes it special: as well as providing ideal facilities for athletes, the halfpipe is also freely available to all other guests visiting the destination.

Facts and figures at a glance:

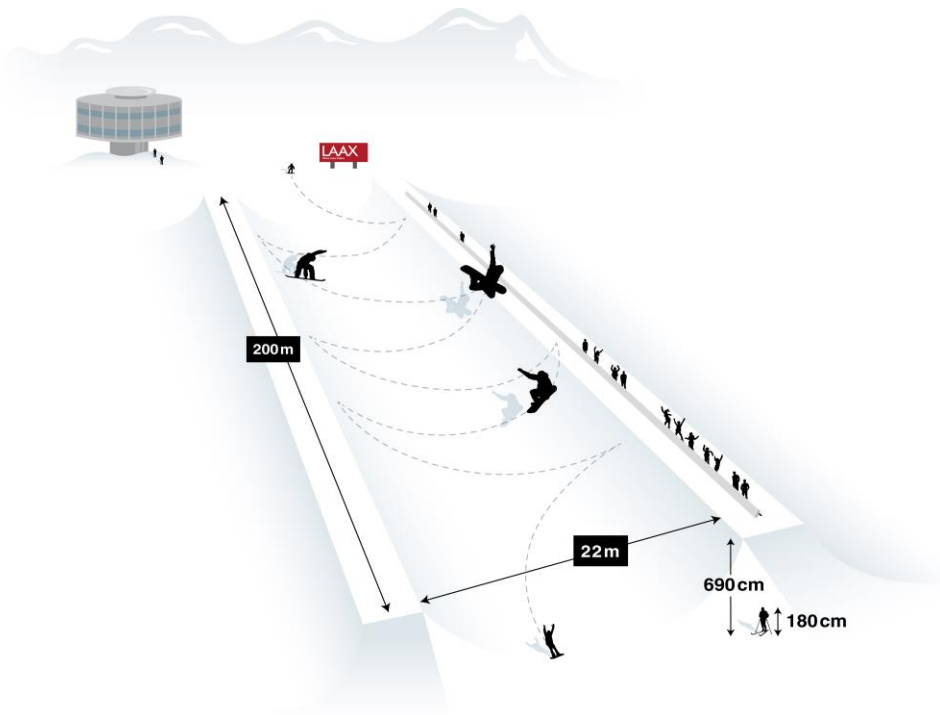
- Investment volume: CHF 4.60 million (EUR 3.80 million)
- Height: 6.90 metres (unique worldwide)
- Length: 200 metres (extended by 60 metres)
- Width: 22 metres

- Facility corresponds to Olympic standards
- Open throughout the entire season (December to April)
- Facility is equipped with floodlights
- Free entry (lift ticket required)
- Ecological monitoring during construction to prevent environmental damage
- Reduction in the machine hours required for artificial snow production and the piste machines (compared to the previous halfpipe) through the use of landscape modelling
→ reduction of energy expenditure and fuel consumption
- Use of the specially customised "LAAX Edition" of the new pipe machine from Zaugg, the "Pipe Monster 22ft+". A world-record pipe height of 6.90 metres made possible by the collaborative development of a new cutting machine

- Overall project management/surveying: Casutt Wyrsch Zwicky AG
- Participating companies: Weisse Arena Gruppe
Gautschi Gruppe
Casutt AG
Richard Schmid AG
TechnoAlpin AG
Trilux AG

Background information:

The four snowparks are the jewels in the crown and central attraction of the resort and, at the same time, an absolute hot spot on the freestyle scene. With such rich diversity on offer, LAAX is the perfect destination for professionals, beginners and all levels in between. The new superpipe in the NoName snowpark is the next logical step for the resort and a further demonstration of LAAX's claim to be the leading freestyle destination in Europe. Thanks to the infrastructural development and the early start to the season, LAAX is perfectly positioned to offer national and international associations an outstanding training environment – with facilities of Olympic standard. Following the extension of the halfpipe, LAAX has now been chosen as the freestyle training base of the Swiss-Ski association, thus establishing the site, which includes the pro kicker line opened in the 2013/2014 season, as a sporting centre of even greater national importance.



Note: the illustration above is available in various sizes.

Further information and illustrations of the superpipe: <http://bit.ly/WAG-aktuell>

Further information about LAAX: www.laax.com

Facebook: www.facebook.com/LAAX and www.facebook.com/SnowparkLAAX

YouTube: <http://www.youtube.com/user/LAAXvideos>

Visual material: www.weissearena.com/de/medien/downloads

About Weisse Arena Gruppe

Weisse Arena Gruppe, headquartered in Laax in the Swiss canton of Graubünden, is an integrated service company operating in the tourism and leisure sector, and regards itself as a provider of alpine leisure experiences. The group includes a cable car and lift company, hotel and gastronomy businesses, a sports equipment sale and rental business, a ski and snowboarding school, the Freestyle Academy, Europe's first freestyle indoor hall, a bike rental and guided tour business and a management company. It is responsible for marketing the Flims Laax Falera tourist destination. The names LAAX and Flims are used for the brand positioning of the winter and summer programmes, respectively, throughout the year. The destination has been awarded the Families Welcome quality seal by the Swiss Tourism Federation (STV). LAAX was also recognised by Mountain Management with the Best Ski Resort Award in the Fun & Snowboard Park category, and came out top in the Switzerland's Best Ski Resort category as part of the World Ski Awards 2013.

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