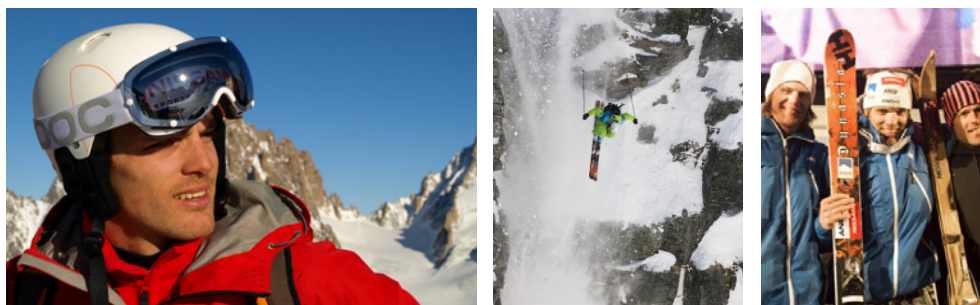


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POC Athletes Freeride World Champions!



Aurélien Ducroz and Ane Enerud pull it off in the finals at the Nissan Xtreme in Verbier.

Aurélien Ducroz, leading before the stage in Verbier, brought honor to his Golden Bib with historic runs. On the windblown Bec des Rosses face with 55° areas, which was even tougher than usual, he opted for really tough lines. After his podiums at the Nissan Russian Adventure (2nd) and the Nissan Tram Face (3rd), Aurélien Ducroz was victorious in Verbier. Like his winning run in 2006, he revealed his mastery and ease on such steep slopes. Very emotional at the awards ceremony, Aurélien has now claimed his spot as the discipline leader.

Encouraged by her entire family that came all the way from Norway, Ane Enderud chose a creative line with impressive jumps. Thanks to her victory in Verbier, she took her first Freeride World Champion title.

More than the two Golds, Marja Persson grabbed the overall Silver with Elyse Saugstad 4th and Stina Jakobsson in 9th place.

Other great achievements by POC athletes were Flo Orley, overall 7th in Snowboard and Thomas Diet in 9th place on skis.

“I cannot emphasize enough how happy we are for these amazing athletes and great personalities. Being able to work with the best is a great fertilizer for us at POC, constantly improving our work and the products that we put on the shelf, for every skier or snowboarder to use.”

says: Stefan Ytterborn CEO and Founder

For more information: www.aurelienducroz.com www.freerideworldtour.com

POC is a Swedish company that develops and markets personal protective gear for gravity sports athletes.