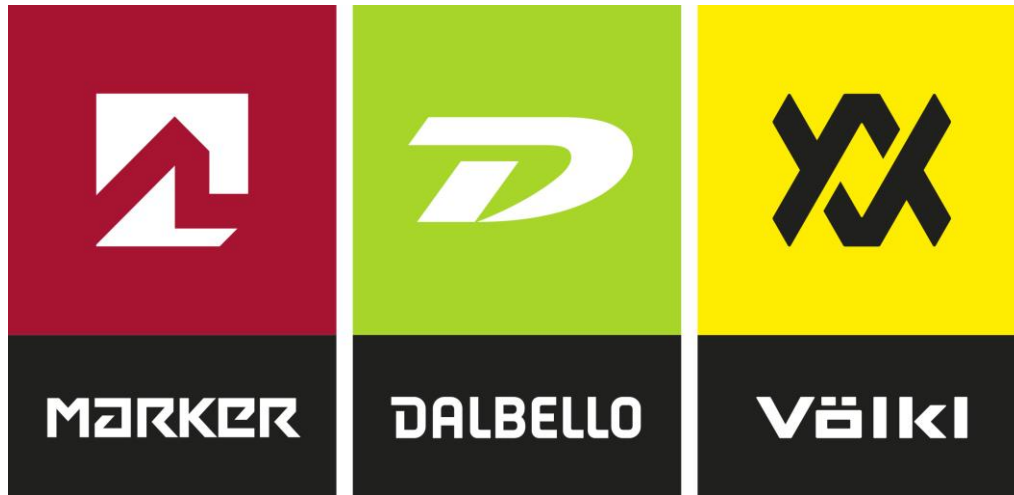


## PRESS RELEASE // MDV SPORTS



### NEW FACE FOR A STRONG ALLIANCE

MARKER, DALBELLO AND VÖLKL TO HEIGHTEN EMPHASIS ON GROUP IDENTITY

Straubing (D)/Penzberg (D)/Asolo (I) – December 22, 2016. Three strong brands — Marker, Dalbello and Völkl — are rolling out a new shared group brand to underscore their mutual ties and collaboration. The MDV Sports brand boasts over 200 years of skiing history between the three companies and reflects their increasingly tight cooperation in the areas of R&D, production, sales and marketing.

MDV Sports is an alliance between three major winter sports brands. Each is considered among the most influential and successful companies in their respective industries worldwide. Together they develop, produce and market innovative ski hardware considered among the world's finest. By enhancing their cooperation and synergies, the companies strive to produce even better products and improve their respective positions on the market. The Gripwalk system is one of the first trailblazing innovations to emerge from the MDV Sports labs and will play a central role in the group's joint PR efforts at the ISPO 2017.

Jonathan Wiant, President Marker Dalbello Voelkl Brands, says of the new initiative: "Each of our three brands has its own history and identity. That will remain

**Marker Völkl (International)  
GmbH**

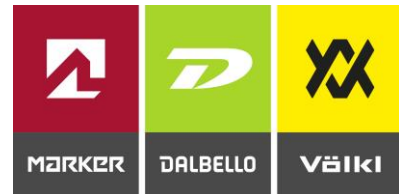
Ruessenstraße 6  
CH-6341 Baar  
Phone: +41 (0)41 – 769 73 00  
info@voelkl.com  
www.voelkl.com  
www.marker.de  
www.dalbello.it

**Press Contact**

LoeschHundLiepold Kommunikation GmbH  
Till Bohlig  
Tegernseer Platz 7 / Eingang Deisenhofener Str. 1  
D-81541 München  
Fon: +49 (0)89 72 01 87 – 17  
mdv@lhk.de // [t.bohlig@lhk.de](mailto:t.bohlig@lhk.de)

**Contact in Denmark:**

Skizma ApS, Jens Aaen Petersen, skizma@skizma.dk, +45 20740777



unchanged. What unites them is a shared spirit: the never-ending drive for innovative solutions that deliver better on-snow experience. The new corporate branding illustrates these shared values in a consistent manner for both an internal and external audience, highlighting the potential benefits for all stakeholders."

The central pillar of the MDV Sports philosophy is reflected in its shared mission statement: "Together we are one spirit." It serves as a positive affirmation of their shared goal, without watering down the profile of the individual brands. Going forward, Marker, Dalbello and Völkl will be meeting with customers and partners and presenting at events and fairs like the ISPO under the MDV Sports name, reflecting the companies' shared strategic and design orientation. The MDV Sports brand will be promoted in internal communications as well, such as through a groupwide newsletter.

The highest-profile sign of the group's presence is the new group logo and the revised logos for the individual brands. After all, each of the three brands will retain its own individual presence on the market alongside the group's corporate identity, and will function on the market independently. The concise and uniform branding will be implemented across all three brands' entire product palettes. The public premiere will take place at the ISPO 2017. The clearly delineated logos are intended to promote easier recognition.

The entire rebranding process will be completed with the relaunch of the websites for the three individual brands in spring 2017.

#### **About MDV Sports:**

MDV Sports is the alliance between three major ski sport brands, Marker, Dalbello and Völkl. Each is considered among the most influential and successful in their respective industries worldwide. Together they develop, produce and market innovative ski hardware counted among the finest available anywhere. By enhancing the cooperation and synergies, the companies will be able to produce even better products and improve their respective positions on the market.

#### **Marker Völkl (International)**

##### **GmbH**

Ruessenstraße 6  
CH-6341 Baar  
Phone: +41 (0)41 – 769 73 00  
info@voelkl.com  
www.voelkl.com  
www.marker.de  
www.dalbello.it

#### **Press Contact**

LoeschHundLiepold Kommunikation GmbH  
Till Bohlig  
Tegernseer Platz 7 / Eingang Deisenhofener Str. 1  
D-81541 München  
Fon: +49 (0)89 72 01 87 – 17  
mdv@lhlk.de // [t.bohlig@lhlk.de](mailto:t.bohlig@lhlk.de)

#### **Contact in Denmark:**

Skizma ApS, Jens Aaen Petersen, skizma@skizma.dk, +45 20740777