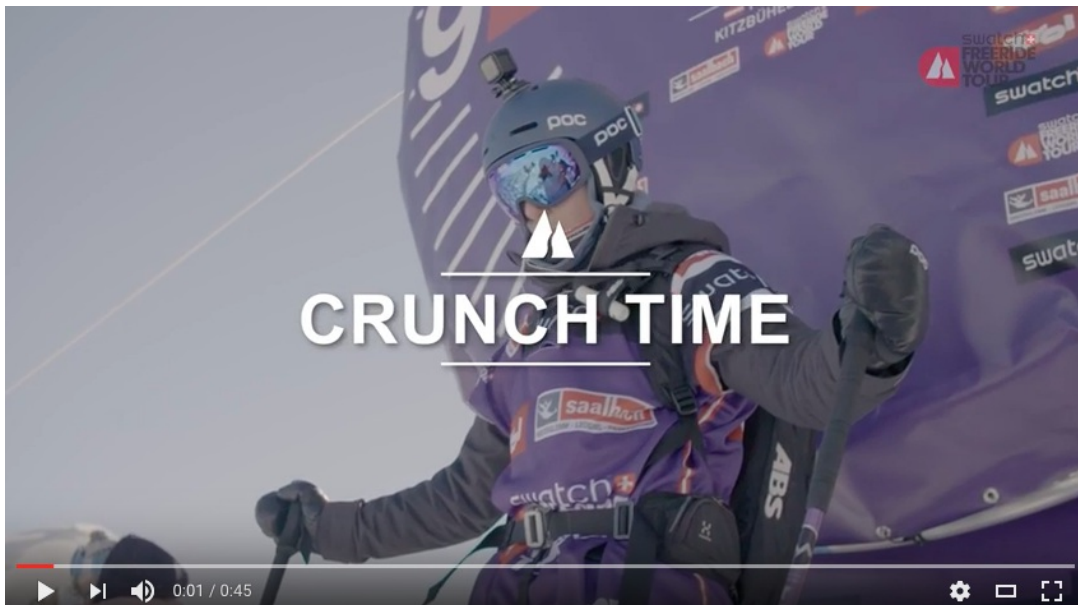




Press Release

IN LESS THAN TWO WEEKS THE SWATCH FREERIDE WORLD TOUR (FWT) FIEBERBRUNN 2017 IS COMING TO THE AUSTRIAN TYROL

It's crunch time on March 6th, 2017, for the third stop of the FWT as athletes get one last chance to qualify for the final stops in Haines and Verbier as well as the upcoming 2018 season.



Watch the teaser

February 23, 2017 – Lutry, Switzerland – The Swatch Freeride World Tour is about to enter a critical phase as athletes seize their last opportunity to score enough points to advance beyond the qualification cuts at the upcoming Fieberbrunn stop. The Austrian ski resort is hosting fifty-one freeriders, including former Austrian FWT snowboarder Flo Orley, and Japanese ski men wild card holder Taisuke Kusunoki.

After the Fieberbrunn event, a cut is made based on the competitors' best two results of the 2017 season, reducing the field of fifty-one riders to just twelve ski men, six ski women, six snowboard men, and four snowboard women. These twenty-eight riders will qualify for the two remaining 2017 FWT events in Haines, Alaska and Verbier, Switzerland in addition to the upcoming 2018 FWT season.

Yet to be definitively confirmed, event organizers are aiming to hold the competition on the venue known as the Wildseeloder face, which at 2,118m offers 600 vertical meters of varied freeride terrain. The target date for the competition is March 6th; however the allotted weather window extends from March 6th-11th should snow or safety decisions require a shift in the competition date. A Freeride Junior Tour by Head competition is slated to take place the following weekend at the same resort.

The official event village will offer freeride fans activities such as live music, ski demos, and product stands starting March 4th and running through the weekend. Spectators can access the competition viewing area from the Lärchfilzkogel lift where they can observe the action as it unfolds.

The live webcast of the event begins the day of the competition on www.freerideworldtour.com. For the latest information concerning the upcoming event, including the official start time of the webcast, stay tuned to FWT social media channels.

Picture Selection

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Swatch

Swatch, launched in 1983 by Nicolas G. Hayek, is a leading Swiss watch maker and one of the world's most popular brands. The first Swatch watches surprised everyone with their revolutionary concept, creative design and provocative spirit. Today Swatch continues to innovate and surprise with new models, collections and special editions. The brand maintains a strong presence in the world of sports with its commitment to snowboarding, freeskiing, surfing, beach volleyball and Mountainbike Dirt Jump. Right from the start, Swatch connected with art and artists, and Swatch watches remain a prominent canvas for artists from a broad range of disciplines. www.swatch.com

FWT Management SA

FWT Management SA, based in Lutry/Lausanne-Switzerland, is organizing world-class sports events in mountain resorts and regions since 1996. Founder of "Xtreme Verbier" – iconic event in freeride skiing & snowboarding –, FWT Management SA has taken the stand-alone Xtreme Verbier event to create in 2008 Freeride World Tour (FWT), Freeride World Qualifier (FWQ), Freeride Junior World Championships (FJWC) and a Freeride Skiing Team Competition (Skiers Cup) with events in Europe, North America, South America and Oceania. FWT Management SA is the sole and exclusive organizer of the above mentioned events. www.freerideworldtour.com

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