



Press Release

COUNTDOWN TO THE SWATCH XTREME VERBIER 2017: THE GRAND FINALE OF THE 10th EDITION OF THE SWATCH FREERIDE WORLD TOUR (FWT)

After a season full of unforgettable moments and top-notch riding, four new riders will join the ranks of freeride legends as they are crowned world champions at 10th anniversary edition of the international freeride circuit.



Watch the teaser

March 28, 2017 – Lutry, Switzerland – In less than a week's time, the top-qualified riders on the FWT will make the trip to Verbier, Switzerland where they will compete in the final contest of the 2017 season on the legendary North Face of the Bec des Rosses. In a weather window extending from April 1-9, twelve male skiers, six male snowboarders, six female skiers, and four female snowboarders will attempt to secure the title of world champion in their respective disciplines.

The riders, having qualified for the final after the third stop in Fieberbrunn, Austria, will drop into their lines from the exposed 3223m summit, with female riders competing on a slightly lower entry point on the summit ridge known as the Petit Bec.

The Grand Finale of the 2017 FWT marks ten years that the legendary 600m face, considered by most competitors to be the most technical and intimidating face on the Tour, poses its final challenge to riders on their path to becoming world champions.

Spectators can take part in the excitement at the Col des Gentianes viewing area, easily accessible from the pistes within the ski area. Activities including après ski, live music, vendor stands, and autograph sessions will take place all weekend in the village of Verbier and are open to the public.

The live webcast will be broadcasted on competition day at www.freerideworldtour.com for all categories and on **Red Bull TV** which features men's categories and a women's recap.

As contest day approaches, stay tuned to www.freerideworldtour.com and FWT social media channels for the most up-to-date event information and rider news.

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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