

EVENT- PRESENTATION

AUDI FIS SKI WORLD CUP



INNOVATION

A first time border-crossing ski race in the heart of the alps

KLEIN MATTERHORN

START

BORDER

**START
SWITZERLAND**

GOBBA DI ROLLIN

3899

Movie la „Gran Becca“

**LAGHI
CIME BIANCHE**

2812

FINISH ITALY

USP

- Start in Switzerland and finish in Italy
- Matterhorn/Cervino with a unique scenery
- First downhill races on a glacier
- World's highest alpine races
- One of the longest DH
- Speed Opening right after Sölden



BASIC CONCEPT

- Season Opening for speed athletes
- World Cup races in two countries
- Training opportunities
- World Cup season from October until March
- Speed races four weeks earlier
- Matterhorn/Cervino with an unique scenery
- In the heart of the Alps
- Snow safety
- Use of existing infrastructure

KEY STAKEHOLDER

Ski Federations



FIS



Italian Ski Federation



Swiss Ski Federation

Cablecars & Tourism



Cablecar company



Tourism



Cablecar company

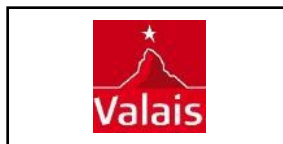


Tourism

Regions & Municipalities



Region



Canton



Municipality



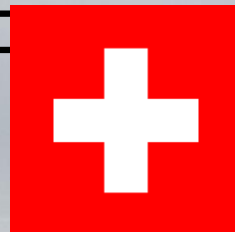
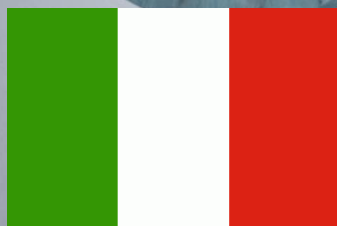
Municipality

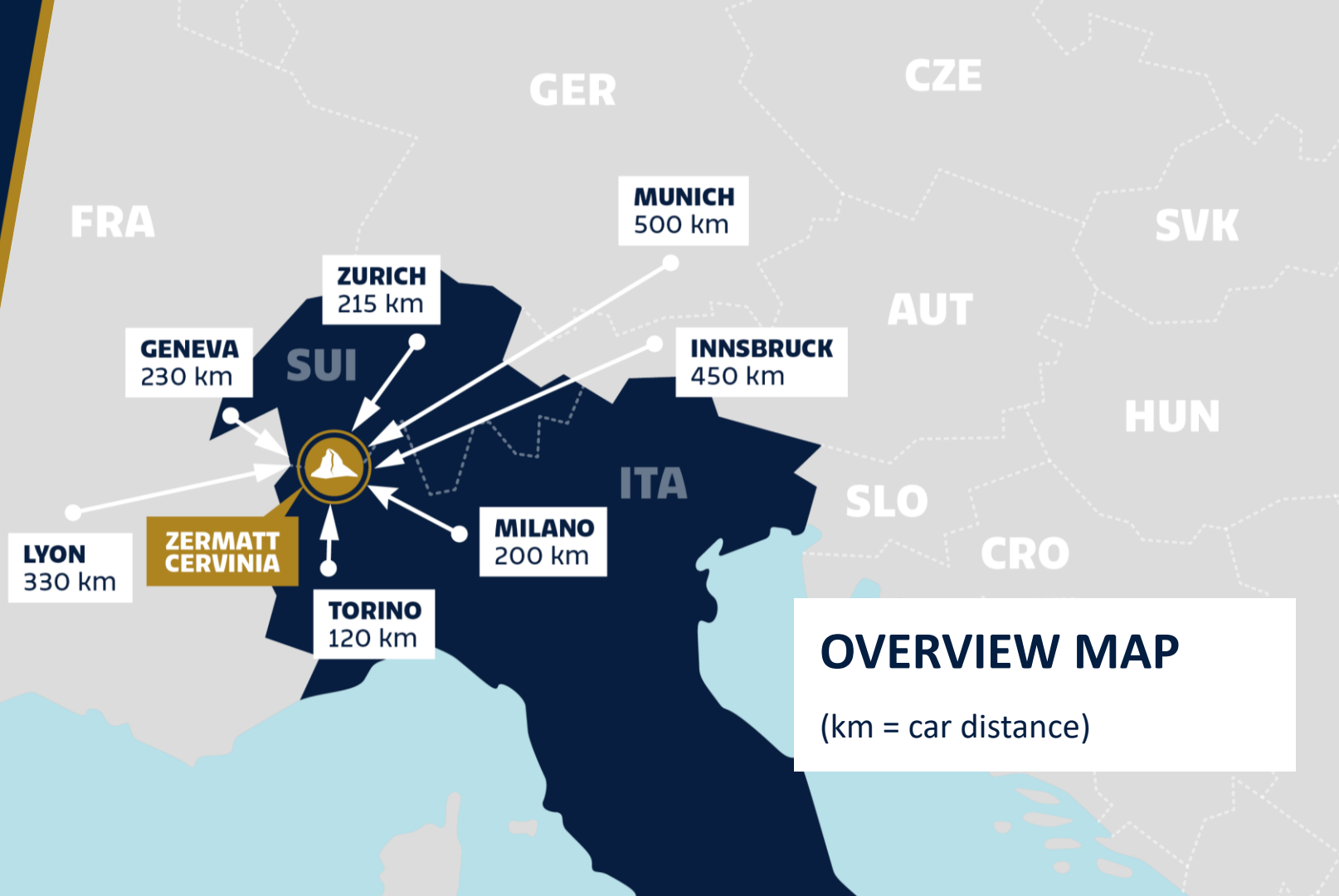


assume an advisory and operational function

TWO COUNTRY STRATEGY

- Slope, accommodation, press centre, meetings, bib draw, price giving ceremony, etc.
- Equal partners
- Respect & transparency





OVERVIEW MAP

(km = car distance)

PISTE «GRAN BECCA»

- In the Italian municipality Valtournenche the Matterhorn is called Gran Becca in the local dialect. This means as much as "big stone / mountain".
- The course was designed by Didier Défago, Bernhard Russi also gave input
- Start on Swiss territory and the finish area is on Italian territory
- 2/3 of the course is on glacier
- In the lower third, the terrain was shifted slightly, and two jumps were built
- Same slope for men and women, with a lower start for women

**START
SWITZERLAND**

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Difference

935

Meters of alt.

MAX. SPEED

135

Km/h

Length

4

km

START

3800

masl

Slope

2/3

Glacier

DH-Races

4

2x w / 2x m

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LOGISTICS

- It takes 45 minutes by cable car from Zermatt and Cervinia to the Klein Matterhorn
- It takes 20 minutes from the finish to the start
- Facilities for the athletes to warm up on the Klein Matterhorn
- Athletes, teams, officials, sponsors, media etc. will stay in Zermatt and Cervinia
- Live broadcast in both locations (Start number draws, prize giving ceremonies → digital/hologram technology)
- Access by truck to the finish area in Laghi Cime Bianche

SUSTAINABILITY



- No new slope has to be built for the races, but the existing ones are used
- Two thirds of the slope are on glacier (no water is used)
- There will be no clearing of forests. Snow making with renewed, existing facilities and melt water is used
- Due to the altitude, snow is guaranteed
- Large fall spaces – no need for permanently installed poles
- Small impact on nature compared to other races
- No new cable cars must be built
- Use of existing accommodation
- The project meets high standards in terms of sustainability

HOSPITALITY

Exclusive opportunities and
modern top class hotel
infrastructure

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SWITZERLAND**

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THANKYOU - DANKE - GRAZIE

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FINISH ITALY