

Bode Miller Switches to Bomber Ski



NEW YORK, NY – November 2015 – Bode Miller and Bomber Ski (www.bomberski.com) confirmed rumors flooding the ski industry this month when they officially announced that Bode Miller, the most decorated U.S. Olympic skier of all time, has switched to the Manhattan-based luxury brand and artisan ski equipment company as a part owner.

Miller made the announcement jointly with Bomber Ski owners Robert Siegel and KT Stallings Bren at “A Snow Affair,” a fundraiser for the U. S. Ski Team hosted by Bomber Ski and SNOW Magazine at Bomber Ski’s Fifth Avenue headquarters.

“For the first time ever, I found a ski company that enable skiers of every level to experience the quality of skis normally reserved only for the best racers in the world,” Miller said, addressing more than 350 avid fans at the event. “On Bomber Skis, all skiers – beginner, intermediate and expert – will be able to greatly enhance their everyday ski experience. I want to share that thrill with every recreational skiers.”

Contrary to the typical sponsor relationship, not only will Miller ski exclusively on Bomber Skis, but he joins Bomber as an equity owner and is an integral part of the company, working closely with the Bomber team in all aspects of the business, including working directly with the expert craftsmen at Bomber’s factory in Italy. The company will produce a signature line of Bode Miller products, including signature poles, which are already available in Bomber’s Madison Avenue store.

Miller joins five-time World Cup Champion Marc Girardelli, the only other ski racer in history to have won gold in World Cup races across all five disciplines in a single season, as a Bomber Ski Global Brand Ambassador, uniting the world’s two most decorated ski racers in history at Bomber Ski.

"I'm excited to represent the brand, but equally excited to be playing an essential role at Bomber," he announced. "Our skis are remarkable, and to start with such design integrity and quality from which to engineer the skis I have dreamed of is incredible." Miller says he will continue to develop Bomber's race skis and perhaps personally take them on the World Cup Tour. He also hopes to sign young American racers to the brand.

Siegel added, "The more Bode and I spoke, I came to greatly appreciate that far beyond being one of the most prolific skiers of all times, he understands the physics of skis like no one else. Most people with his understanding of engineering have never personally pushed a pair of skis to the limits he has. In fact, no one on our planet has taken skis at the speeds and forces that Bode Miller has. The combination of his intellect, his incredible athletic balance and his ability to produce jaw-dropping performances on skis creates an unmatched opportunity to design and build skis like no others, particularly when paired with the incredibly passionate team that designs and builds Bomber Skis in our factory."

"With my experience and expertise I think we really have an advantage," Miller added. "On Bomber skis, you can actually feel the passion of the craftsmen who built them, an experience no machine-made ski can produce," Miller said. "I love the sport too much and ski too often to consider skiing on anything less than the best. Bomber Skis enable skiers to remain significantly more in control when conditions aren't optimal – something that beginner and intermediate skiers will appreciate as much as, if not more than, experts."

Every pair of Bomber Skis is hand-crafted at its factory in the Italian Alps, using a tip-to-tail wood core and multi-layer sandwich construction. In addition to its All-Mountain, Powder, and recreational race skis, Bomber is an official supplier to the U.S. and Canadian Ski Teams, producing a full line of World Cup-regulation race and mogul skis. American World Cup freestyle skiers Jeremy Cota and KC Oakley, both number-one on the U.S. Freestyle Men's and Women's Teams, compete on Bombers.

"As a relatively new company we have focused on designing and developing the optimal ski for all levels," Siegel said. "The quality of our skis has resulted in Bode Miller and Marc Girardelli seeking us out and our becoming an official sponsor to the U.S. and Canadian Ski Teams. We are now ready to focus on distribution to bring these skis to those recreational skiers who crave the ultimate skiing experience. But we will not rush this process, as we only sell to those shops who appreciate the level of quality of Bomber skis, including how to service the clients that purchase them."

Bomber Skis are available on the company's online boutique at www.bomberski.com, its Manhattan store at 538 Madison Avenue, and at select ski shops in North American and Europe.

