



**Season 2007-2008**

The last season was noticeable for its lack of snow and the unstoppable global warming. As a consequence, well groomed runs have been rediscovered by lovers of wide open space. More than ever, Extremecarving, invented by Swoard, has become the choice of carvers looking for new sensations.

Amidst a slowing 2003 alpine market, Swoard launched a different and innovative discipline. The Swoard team worked hard at promoting Extremecarving, to make it accessible to all, young and old, male and female. In their effort, they often had to work against the norm and on the fringe of the freeride and freestyle marketing hypes, and at times even under the ridicule of some alpine snowboard producers.

Mission accomplished!! Our perseverance paid off. The number of Extremecarvers have been increasing. For some, a very good technique was learned in just a few weeks of practice. The incredible progress is obviously linked to the unrivaled technical specifications of our flagship model, the «Extremecarver». Many of our critiques have even incorporated some of our basic design into their own. Our success has produced copies and unfortunately even blatant reproduction attempts by some producers. The latter no doubt jumping on the bandwagon for their own financial benefits without much care about the high level of technicality demanded by Extremecarving.

The specification of a board does not only depend on its length and its width. We are technologically ahead thanks to our unique ATC concept, developed by our shaper Jacques Rilliet. Swoard is the **only** snowboard brand on the market with the shaper being amongst the best riders of the discipline, giving us the best possible feedback and a serious advance against the competition.

Our philosophy is based on an uncompromising vision of our sport and on a team with **15 years** experience and passion for extremecarving. The «Extremecarver» is the fruit of this passion. Its conception and fabrication have been optimized for its role without manufacturing compromises: to allow a better edge hold on snow, extremely powerful support without skidding while the board is vertical, yet allowing greater versatility during transitions.

Our 2006-2007 season was marred by the disloyalty and unreliability of one of our suppliers. We learned a hard lesson. Far from being discouraged, we have approached one of the pillars of the snowboard world who can answer our quest for quality and reliability: **Nidecker Snowboards**, under the label *Swissmade*. Our choice of Nidecker is not random, their team has over 25 years of experience building snowboards. Their philosophy matches ours in all details. We are convinced our partnership will be prolific, dependable and long-lasting.

Swoard will be offering the «Extremecarver» in 3 sizes and 3 level of flex for the 2007-2008 season.

Thanks our reliable new partner, Swoard can now insure proper delivery schedule for next season.

Swoard snowboards are sold in partnership with shops in France, Switzerland, *Russia and South Korea*. For the rest of the world, they are sold directly online at **www.swoard.com**.

Swoard guarantees its boards personally, wherever they are in the world. The annual meeting, ECS 5 (ExtremeCarving Session) will be held in February 2008, and promise to be a gathering of some 200 carvers from around the world. The meeting will be an opportunity to demo Swoard snowboards and to receive advice from numerous Extremecarvers.

Team Swoard would like **to thank all** those who believed in our journey to extremecarving and those who are joining us for our ongoing journey. Alpine snowboarding has been reborn from its ashes thanks to the new passion!