



Pininfarina Extra & Rossignol-Lange present the “World Cup 130” ski boots



Pininfarina Extra, a company in the Pininfarina Group engaged in research and industrial design in all product fields (except motor vehicles), and Rossignol-Lange, a leading company in the sports equipment sector, today present the new World Cup 130 ski boot, an ultra-high performance and aerodynamic model for professional and expert skiers.

Collaboration with Rossignol-Lange in the production of this new ski boot has enabled Pininfarina Extra to achieve - in a trade sector it had not previously explored - effective confirmation of the

importance of design in terms of both styling and the use of new materials, as well as new technical and technological solutions. Pininfarina's Wind Tunnel was used - after a specific series of tests - to fine-tune the new range of ski boots and improve performance through aerodynamic design.

Prior to final definition of the project and the launch of mass production, the experience and professional skills of Rossignol-Lange technicians were fundamental. They worked side-by-side with the stylists and designers at Pininfarina Extra to finalise every detail of the product and create not only a stimulating and innovative ski-boot concept but also a truly "open" industrial product - which can thus be developed into a variety of complementary ranges always capable of meeting specific utilisation and styling needs.