



Fluid, the new Lange ski boot designed by Pininfarina



During Ispo Winter 2006 the Fluid ski boot designed by Pininfarina for Lange has been introduced. Mr Paolo Pininfarina, CEO of Pininfarina Extra, Bernard Liatti, Vice President of Rossignol Group (Rossignol/Dynastar/Lange/Look) and Luc Alphand, long time Lange testimonial and 1997 ski world cup winner, have presented the launch show.

"The Fluid project represents consolidation of the collaboration with Lange, which has lasted over 5 years. This line represents the innovation, dynamics and essence of Pininfarina's design identity," says Paolo Pininfarina.

With a construction inspired by racing, the latest Lange/Pininfarina project features the power and precision of a top-of-the-line shell, while making all turn shapes silky smooth. Designed for the 2006 Torino Winter Olympics, it's construction revolutionizes the relationship between design and performance.

The Fluid ski boot is like a natural extension of the human foot, as to guarantee the most intimate connection between the skier and the snow and the perfect transfer of energy/power from the body to the ski for incomparable control and precision.