

What's new !

2017-2018

Vaset Skiheiser

Presente





The Snowboard first appeared on the ski-slopes 30 years ago offering a new experience to mountain enthusiasts. Since then it has become a popular sport worldwide.

What will be the next big thing in winter sports?

Who knew snowboarding would be included in Olympic events?

We often find we have to decide between leading the change, or following behind it.

Vaset decided to lead.

Introducing the SNOOC...

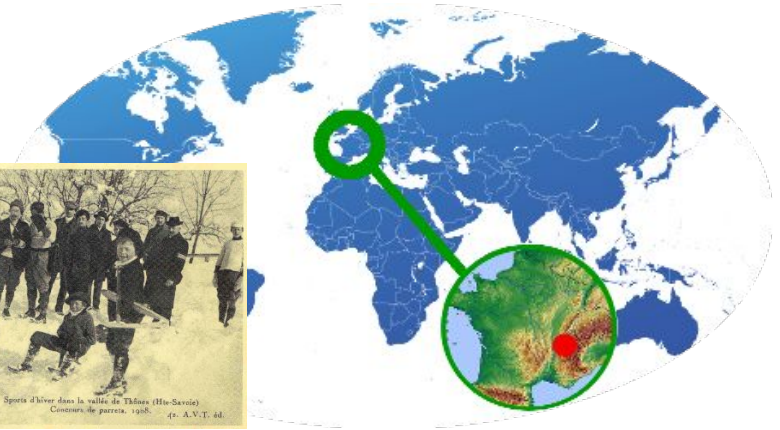
Born in Savoy !

Conceived at Chambéry, in the very heart of the Alps, the Snooc is descended from a 19th century French ancestral tradition.

As a mountain leader and team builder, Cyril was searching for **a way to get his clients hooked on mountain sports, no matter what their skill level on skis!**

He created the SNOOC, a **compact, comfortable, manoeuvrable and lightweight seated ski.**

The Snooc renders downhill skiing more **accessible and safe for everyone.**



Where to SNOOC?

vaset Skiheiser is proud to be one of the **first resort** in

Norway to offer SNOOC activity to their visitors. On the slope or for a tour, everyone is welcome to come and have a try !

Our ski teachers have been trained especially to bring our customer the best experience.

Made for everyone !



Snooc provide an **unforgettable and amazing first experience** of winter sport to our visitors. **The Snooc is a growing sport that fills the void left by other activities that have been losing momentum.**

Apart from helping to bring new customers to the joys of skiing, the Snooc also offers a **fun and safe activity that is great for big seminar groups**, families, special events, and after ski activities....



The SNOOC is part of an evolving set of sports practices focusing on closer contact with nature and the outdoors (e.g. trail running, mountain biking, stand up paddle, ...).

It allows a diversification of services, and at the same time **follows societal trends** by offering a gentler activity with low environmental impact.

Any age, any level, enjoy nature !



An accessible sporting activity....

From as early as 9 years to 99, snoocers can take to the slopes and have fun.

No need to know how to ski. **After just one descent** you have mastered turning and skidding to a stop.



....playful....

An experience that could be classified somewhere between go-karting and a magic carpet experience, after just one downhill run practitioners have been hooked !

Big and small, experts and beginners, with friends or with family, everyone can share in the fun and the excitement...



....closer to nature.

For all **the outdoors enthusiasts**, trekkers, runners, cyclists, and fitness addicts. Mild exertion leads to **sumptuous winter landscapes**. The Snooc will lead them to loving winter sports !

Videos: <https://goo.gl/D6ZTSz>



Downhill model

The Snooc is a **seated ski**, especially designed to provide the fun and excitement of skiing from the moment you first sit down on its comfortable and ergonomically designed seat. But it's not just for beginners, experienced skiers love it too, and return to it season after season.



Part of a new trend in sports that is turning to more contact with nature and the outdoors, it has a wide range of use and users and is already accepted on ski lifts and slopes in more than 60 ski stations in Europe.

Discover the feeling of gliding and turning with a real carving ski.

Tutorial:

<http://goo.gl/cjF4Lm>



Touring model

A 2 for 1 mean machine !

The SNOOC is **the first device** that combines cross-country skiing with a descent that is fun for all those without any skiing experience.

It is lightweight and easy to carry on all ski-lifts.



Equipped with bindings, SNOOC skis **take you wherever you want to go**. Hike up mountains using the sealskins, or just take the station ski lift.



Seated close to the ground, ride and **discover the excitement of high speed**. Enjoy the comfort offered by its ergonomically curved seat and carbon fiber shock absorber.

Technical characteristics

Ultra light and compact for the climb, just as it is for the downhill.



How does it work ?



Going uphill, nothing could be simpler !
Equipped with nothing more than simple walking shoes or after-ski boots; **you can comfortably march uphill** by simply sliding the skis over the snow.

If you don't fancy exercise, why not use the ski lift?



Once at the top, the transformation takes **less than 3 min!***

Stack the skis together, set up the seat and its suspension.

Transformation:
<http://goo.gl/DKAVVD>



Sit back and settle in for a fun filled ride back down the mountain.

Seated at just 20 cm from the ground, users have nothing to fear from falling off. Spills are all part of the thrills!

*No tools are needed for the transformation

Professionals, what do they say ?



"The Snooc can be used by anybody and is rich in the sensations it provides: we have authorised it on the ski area at Les Arcs following completion of field tests."

Philippe JANIN, Ski run manager "Les Arcs"



So much to say that the customer experience is fabulous. The most surprising thing is that a good skier gets as much pleasure out of it as a beginner ... and that's rare! Without a doubt, the Snooc will pull in new customers and related business to those who position themselves early in this activity!

Thomas Dries, ski instructor in Tignes



I remain fascinated by Snooc's ability to carve, both off the slopes, and on the raised turns. It really suits all conditions, whether you're in icy snow, powder, or spring snow, everyone has enormous fun! I wouldn't hesitate to urge the most reluctant to give it a go! Business differentiation, and optimization of the customer experience are strong factors for our store ... and it pays!

Nicolas Perret, rental manager in St. Francois Longchamps
ski instructor and French 2016 Telemark team member



For me, the Snooc is unique. It allows a group of beginners to experience real thrills and spills in just half a day, in safety and with great enjoyment value and on red ski-runs! For our UCPA center it's a new way to explore the mountains and reach new customers. As far as I'm concerned, the SNOOC has found its place in our centers."

Stéphane RENAHY, technical director at the Serre Chevalier UCPA centre
delegate to the commission for innovation.



"I believe what I see. And ... the Snooc trial has completely convinced me. I'm surprised by the sensations and possibilities that the Snooc offers to cross-country ski. This is a truly complementary experience to attract new customers. In addition, the customer will go home with a memorable experience that he or she will associate with Amarok (my store). It's a way to stand out from the crowd and create customer loyalty."

Gabriel NICOLINI; Owner and strategy consultant, Amarok rental at le Revard



"I remain fascinated by Snooc's ability to carve, both on the slopes and on the raised turns. It really suits all conditions, whether you're in icy snow, powder, or spring snow, everyone has enormous fun! I will not hesitate to urge the most reluctant to give it a go. Business differentiation and optimization of the customer experience are strong factors for our store ... and it pays!"

Nicolas PERRET, Rental manager at Skiset St. Francois Longchamps, ski instructor, and French 2016 Telemark team member



"The Snooc is a sports machine with a very bright future, we and our employees were able to take part in a trial that wowed everyone. The Snooc brings a whole new approach to the mountain. It is a wholly different sports activity, with a wide range of variations. From accomplished sportsmen to complete beginners, everyone has fun. The Snooc is more than just a prop for skiing, it is a new tool for getting close to the mountain, and one which permits a safe and secure debut in cross-country skiing. If the Stand up paddle revolutionised water sports, it is very likely that the Snooc will revolutionise mountain sports."

Remi FORSAN, director Outdoor Sports Valley

*"What is new is that with the SNOOC, even non-skiers can enjoy the pleasures of snow skiing and ski touring !! Probably a valuable opportunity to attract a new clientele to the mountains ...
Being a good skier, I was at first sceptic enough about the SNOOC's operating range, but when I tried it, I was surprised by its ability to move on fairly varied terrain: no problems from the first downhill on frozen red skiruns, no problem off the skirun in deep wet snow ...
Knowing the SNOOC's possibilities, I have no trouble imagining that mountain professionals, such as guides and ski instructors , will be able to find the best routes and conditions suited to its range."*

Philippe MARGOLLIET, former R & D Director at Salomon,
consultant expert in breakthrough innovation (www.rd-cimes.fr),
and mountain guide.

Users' feedback !



Great articles from UK bloggers : www.maddogski.com/to-snooc-or-not-to-snooc/ or www.planetski.eu/news/8665



"As an outdoor sports enthusiast, I have to say that the Snooc is quite astonishing. It allowed us, during the first half day, to reveal new sensations and breathtaking landscapes to non-skiing friends. I do not know any other sporting equipment which allows both a playful and an easy approach. What is certain is that we converted our friends to winter sports. They can't wait to come back ... and neither can we! long live the Snooc!"

Guillaume, Touring skier

"I'm 13 and I live in Lans en Vercors. I discovered Snooc during an initiation day. I practice competition Alpine skiing about 3 times a week in winter. I love skiing for the feelings you get from it and the closeness with nature. With the Snooc the sensations are accentuated, even at low speeds, due to its proximity to the ground, which also gives a new perspective of the ski runs, and on skiing in general.

Quentin, Lans en Vercors Ski Club

I have not skied for a good twenty years. Today, on skis, I fear the slope and have a fear of falling.

I finished the first Snooc run in one piece and was thrilled at the experience ... It's time to go back for another turn, and discover new sensations, a balance that is easy to find, fun touching the snow ... No more anxiety, now it's just fun, and I'm enjoying myself concentrating on the various sensations It's an experience you have to have ... and not just once, but often!

Piera, 43 years, stressed by skiing

"My experience of winter sports is recent. I discovered the joys of mountain sports and felt like I fit right in. This feeling of freedom. Through the French Alpine Club in Chambéry, the idea of starting ski touring without any experience in off-piste descent with the seated ski as reward convinced me. I was pleasantly surprised by the ease of use, and the light weight during the uphill climb. Going down is pure pleasure, a lot of fun and a great time to share. I highly recommend it to my friends, family and urge all those I meet to try this fun and friendly activity."

Faustine, French Alpine Club member

"We already do quite a bit of racket hiking and we wanted to be able to climb higher and go faster than snowshoes, with less fatigue for my wife ... and especially since we are very poor skiers! I was surprised by the ease of handling. I hope to take my friends and family who don't ski, soon!"

Sebastien, Early adopter

"I have been ski touring for many years , but I couldn't share that passion with my partner. Our SNOOC discovery day was a day that pleased us both. Rapid progress, the sensation of sliding over the snow, the speed, and all in complete safety: the SNOOC makes the pleasure of skiing down mountains both entertaining and accessible. The differences in skill levels of the participants are almost completely erased. We intend to explore the mountain while having fun next season, hopefully the availability of the SNOOC will quickly increase at the rental companies !"

Laurent; touring skier

Press Releases

See report: <https://goo.gl/SR4rc6>



TV:      **CANAL+**  

Press: 



INGENIEUR.de **Süddeutsche Zeitung**

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