



Bjorn Daehlie Apparel Back in North America

Bjorn Daehlie North America announced today the arrival of their 2011-12 collection of Pure Function Nordic ski apparel and return of the line back into North America for the first time in several years.

Bjorn Daehlie, the famed eight-time Olympic Champion and founder of Bj Sport in Norway, made the following comment: *"My clothing line has seen outstanding growth in Europe the last few years. When I raced in the American Birkebeiner in 2009, I was amazed by the popularity of our products and felt we needed to increase our efforts in North America. I started discussing this with Oyvind Solvang, a native Norwegian and fellow Birkie racer, and last season we decided to ask Oyvind to re-establish our activities in the United States and Canada so we can have much closer contact with this important and growing market. I am personally very excited about this because I really enjoyed my last visit to the United States and look forward to coming back and meeting with retailers and fellow skiers."*



Oyvind Solvang, who heads up the distribution of the Bjorn Daehlie line of apparel in the United States and Canada, said: *"After Bjorn skied the Birkie, I visited with him and the management team at Bj Sport in Norway and we discussed how to best serve the North American Market. Having used the Bjorn Daehlie clothing for training and racing myself, I knew the company's slogan "Pure Function" is a totally true description and felt we could re-establish a very strong presence. The US Ski Team has renewed its contract with Bj Sport, so the top athletes in the country provide a strong testimony for us."*

"The excellent fit and function of the Bjorn Daehlie apparel allows me to focus 100% on performing my best. In our Bjorn Daehlie uniforms, those of us on the US Ski Team feel fast, sleek and professional" said Kikkan Randall of the US Ski Team.

Skiers can anticipate clothing to appear on the shelves of their favorite local or online retailer in the coming weeks.

Bjorn Daehlie North America is the North American arm of Bj Sport A/S, the Norwegian based apparel company that makes the Bjorn Daehlie product line of Nordic skiing apparel.

Visit BjornDaehlie.com

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