

ONEWAY

The management of Oneway Finland visiting Utah and Rossignol head office in Park city

ROSSIGNOL
PURE MOUNTAIN
COMPANY



During August 2008, the founder and CEO of oneway sport Finland Andreas Bennert, together with Matthias Fallner visited the head office of Rossignol in Park City Utah and also attended the Outdoor retailer show in Salt Lake City. Great meeting with some dealers to introduce them to the Oneway spirit of being an authentic nordic brand, bringing to the market top quality equipment for nordic skier. Nordic poles, nordic walking poles, roller skis and down the road footwear and clothing. Rossignol, the exclusive distributor of the Oneway products in usa and canada is totally committed to develop the brand in North America, in the same spirit it has been done in Europe over the last few years. Oneway is sponsoring the American Birkebeiner ski race, Rossignol Elite team, team CXC and many more athletes are using the Diamond storm 10 Titanium. With the introduction a a complete line of roller ski this late summer 2008, Nordic skier can now find a complete list of products for their winter and summer need. The oneway poles will be available for demo at the rossignol tent at the west Yellowstone ski festival, at the American Birkebeiner ski race and during many demo days during the winter across the country.



Oneway is also launching Tour de XC

Tour de XC is one of the hardest cross country/biathlon event world wide, 6 stages around the world, featuring some of the top world athletes:

Virpi Kuitunen, Vincent Vittoz, Raphael Poiree, Bjorn Lind, Mats Larsson, Anders Aukland, Aino Kaisa Saarinen, Petra Madjic, Pietro Piller Cottrer.

Helsinki-Moscow-London-San Francisco-New York-Venice
(final stage)

We will release each stage every 2 weeks, starting soon.
Stay tuned!