

SPORTS MARKETING SURVEYS USA.

Ski Dealer Trend Report

Year End 2012/2013

A Survey of Leading Ski Specialty Dealers



Using Sports Marketing Surveys Data

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1. Introduction and Methodology

The Year End Ski Report examines seasonal market trends for the 2012/2013 ski season relative to previous seasons. All surveys were conducted on either the telephone or the internet.

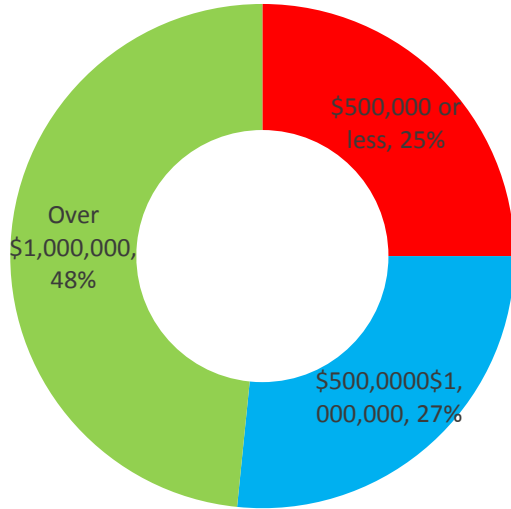
A total of 125 interviews were completed with leading specialty retailers in the ski business. The report does not include data from chain stores or mass merchants. Report findings are trended against and compared to previous reports.

Starting in 2012, the Brand Performance Ratings were separated into product and vendor categories. Each brand was rated on product including overall performance, next line vs. current line, product innovation, current consumer interest, etc. Each vendor was then rated on advertisement/promotion, sales representative, customer service, terms and policies, and delivery. By doing this, the data has been limited to only reflect the past two season performances. For the season 2010/2011, the index rating was based on the average rating of product performance across the product.

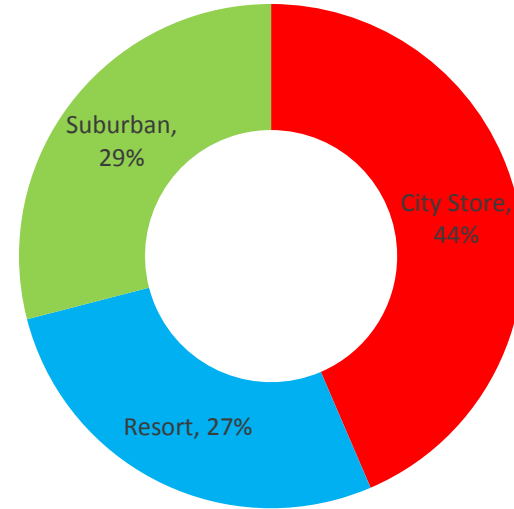
2. Store Profile

2. Store Profile

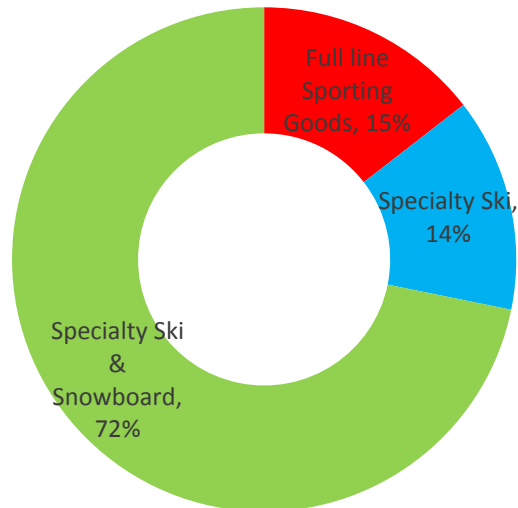
Annual Store Sales



Store Location



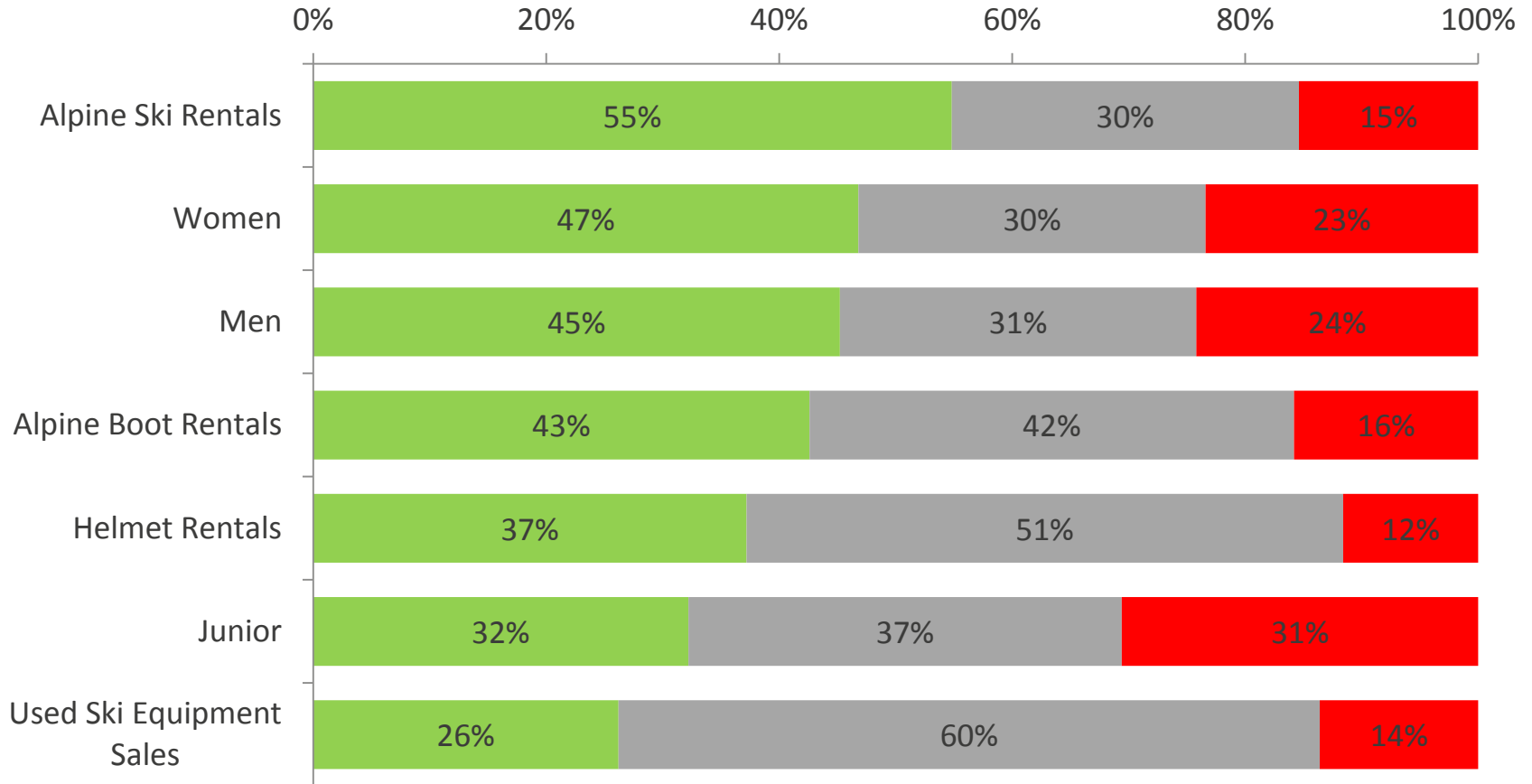
Store Type



2. Store Profile

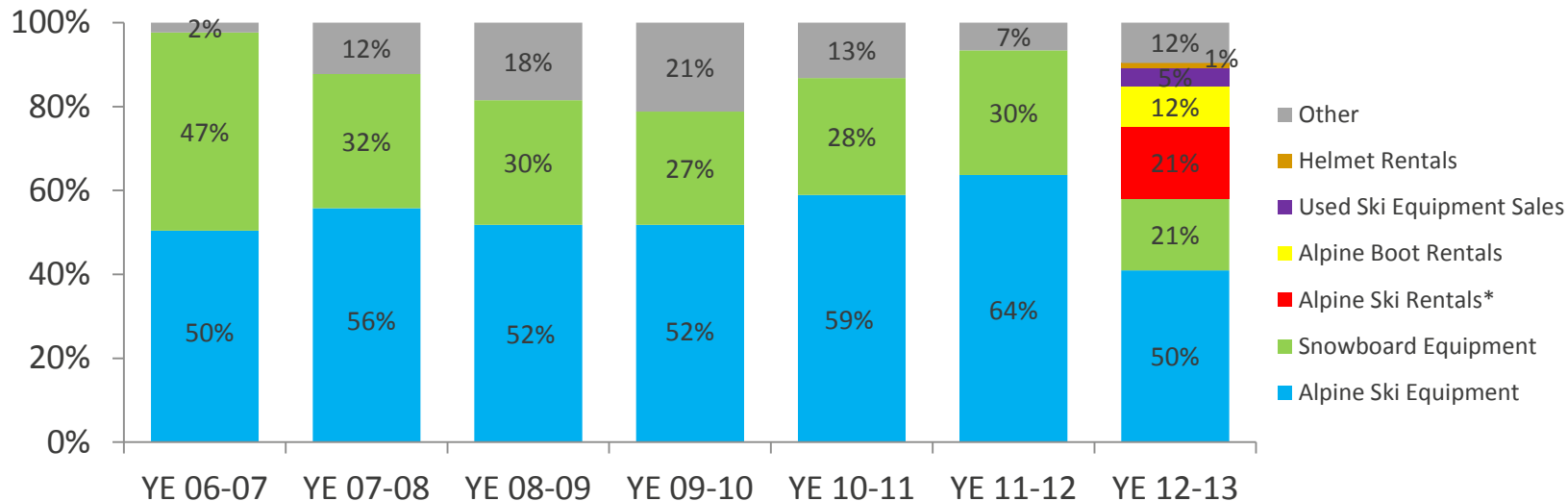
Equipment Sales Change

■ Increased ■ Stayed the Same ■ Decreased

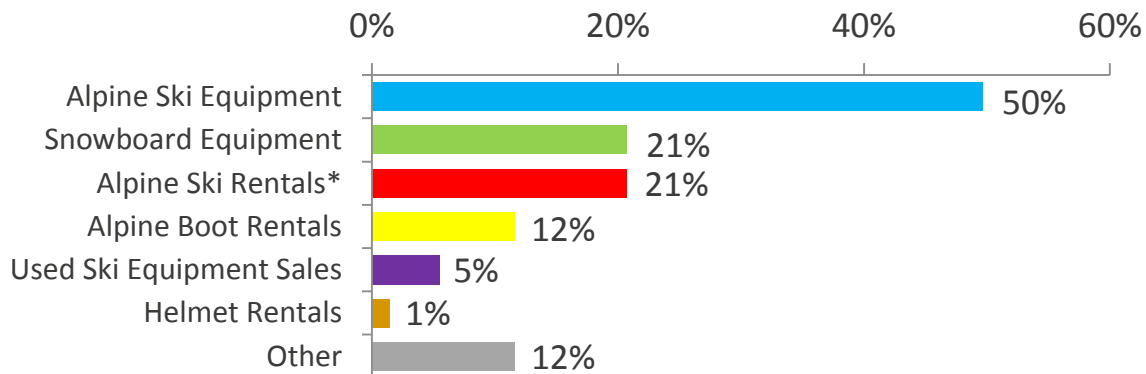


2. Store Profile

Store Sales Breakdown by Product Type (Historical)



YE 12/13 Store Sales Breakdown by Product Type

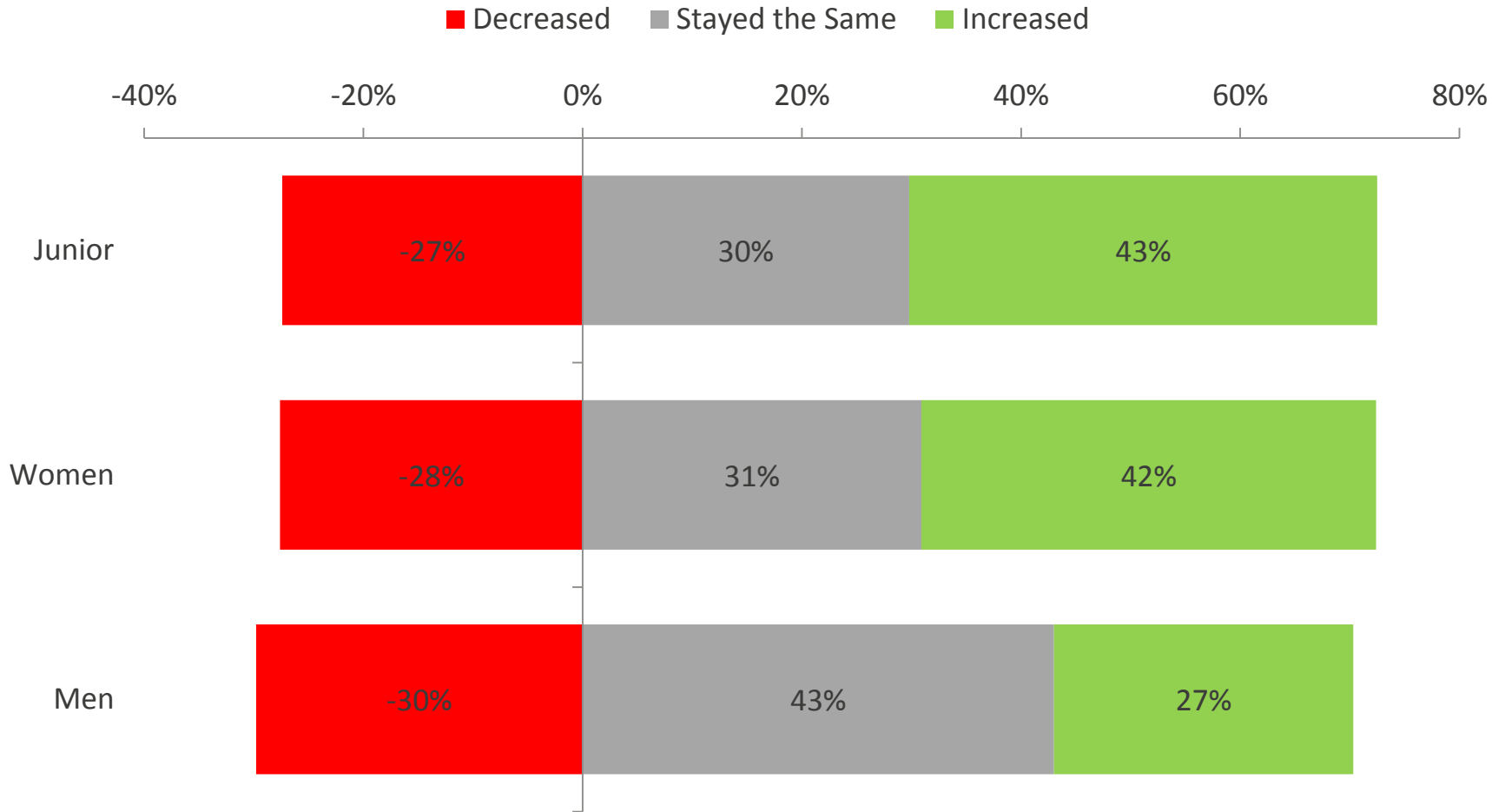


YE 12 -13 Survey categories expand on "other" category

3. Alpine Skis

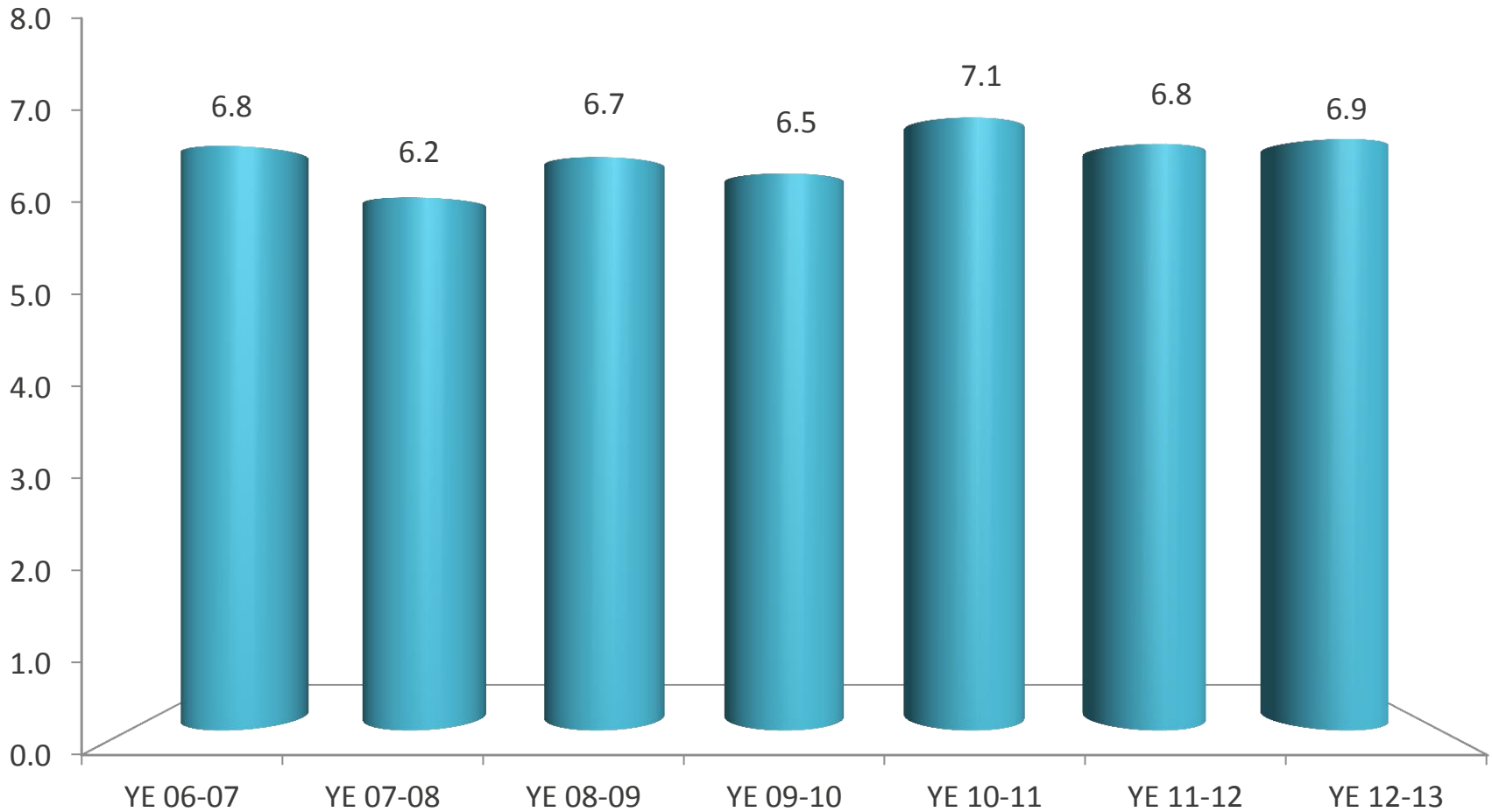
3. Alpine Ski

Ski Dollar Sales Change ~ Men, Women, and Junior



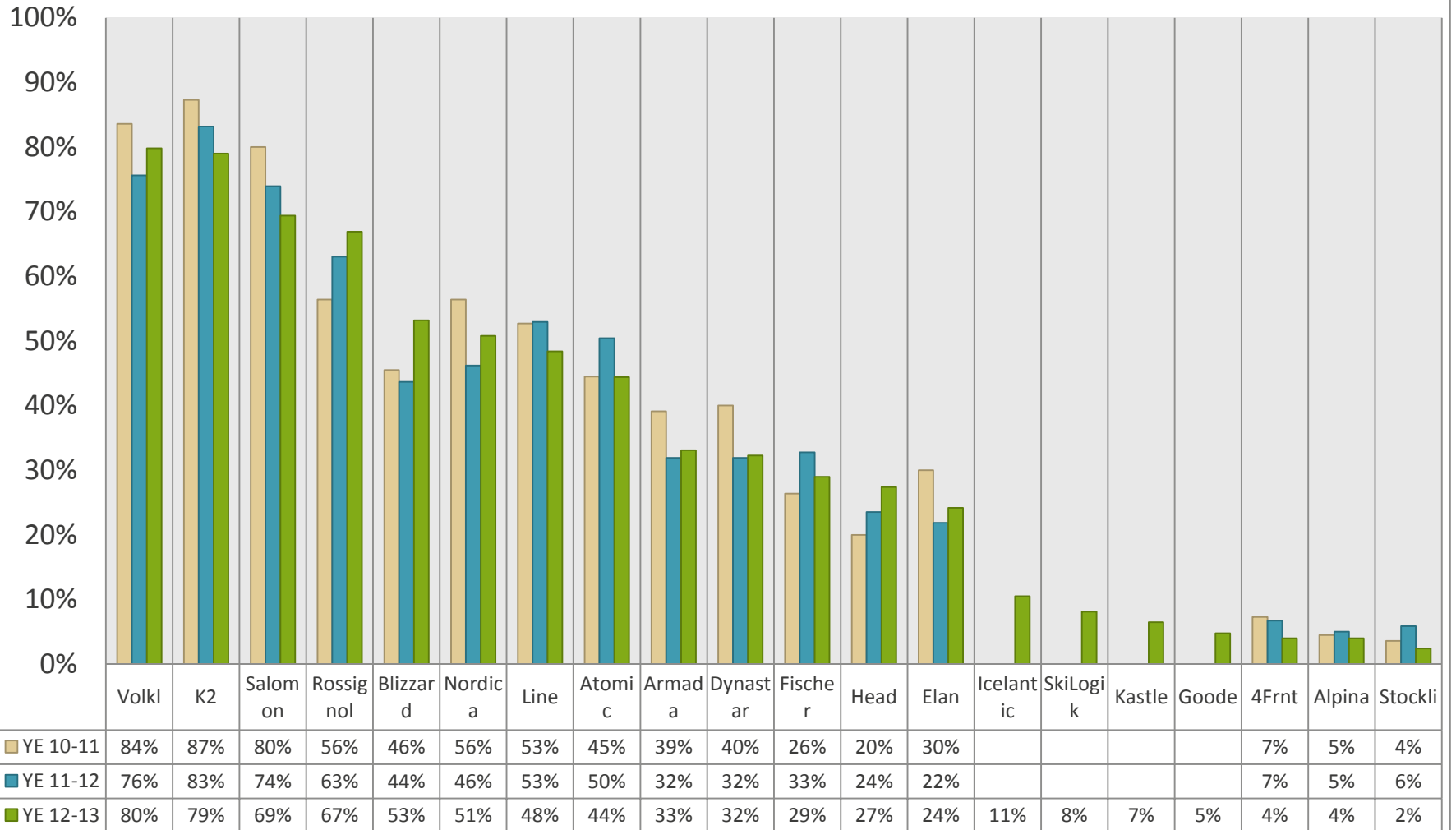
3. Alpine Ski

Average # of Ski Brands Carried



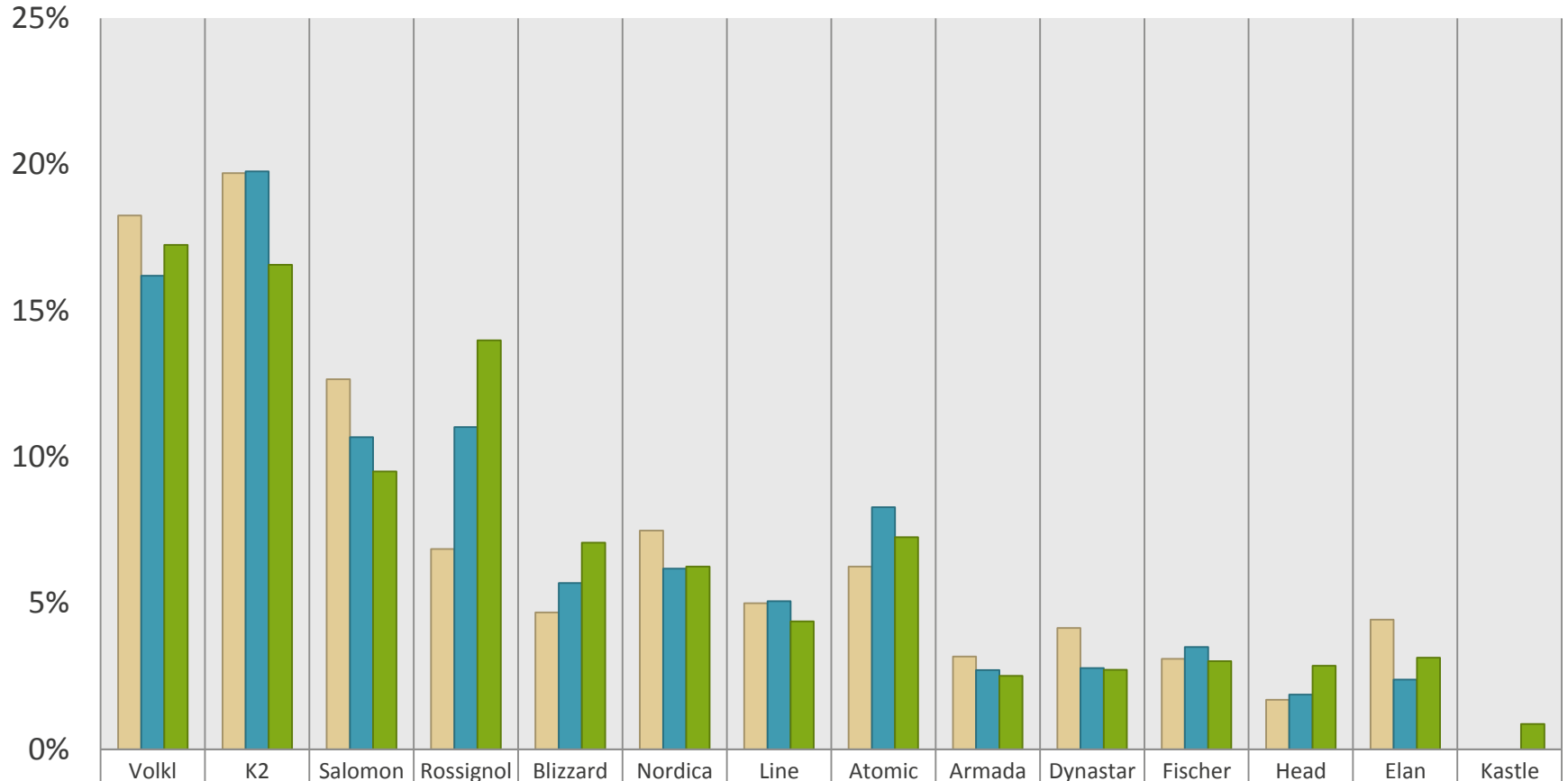
3. Alpine Ski

Brand Distribution - % of Dealers Carrying Ski Brand



3. Alpine Ski

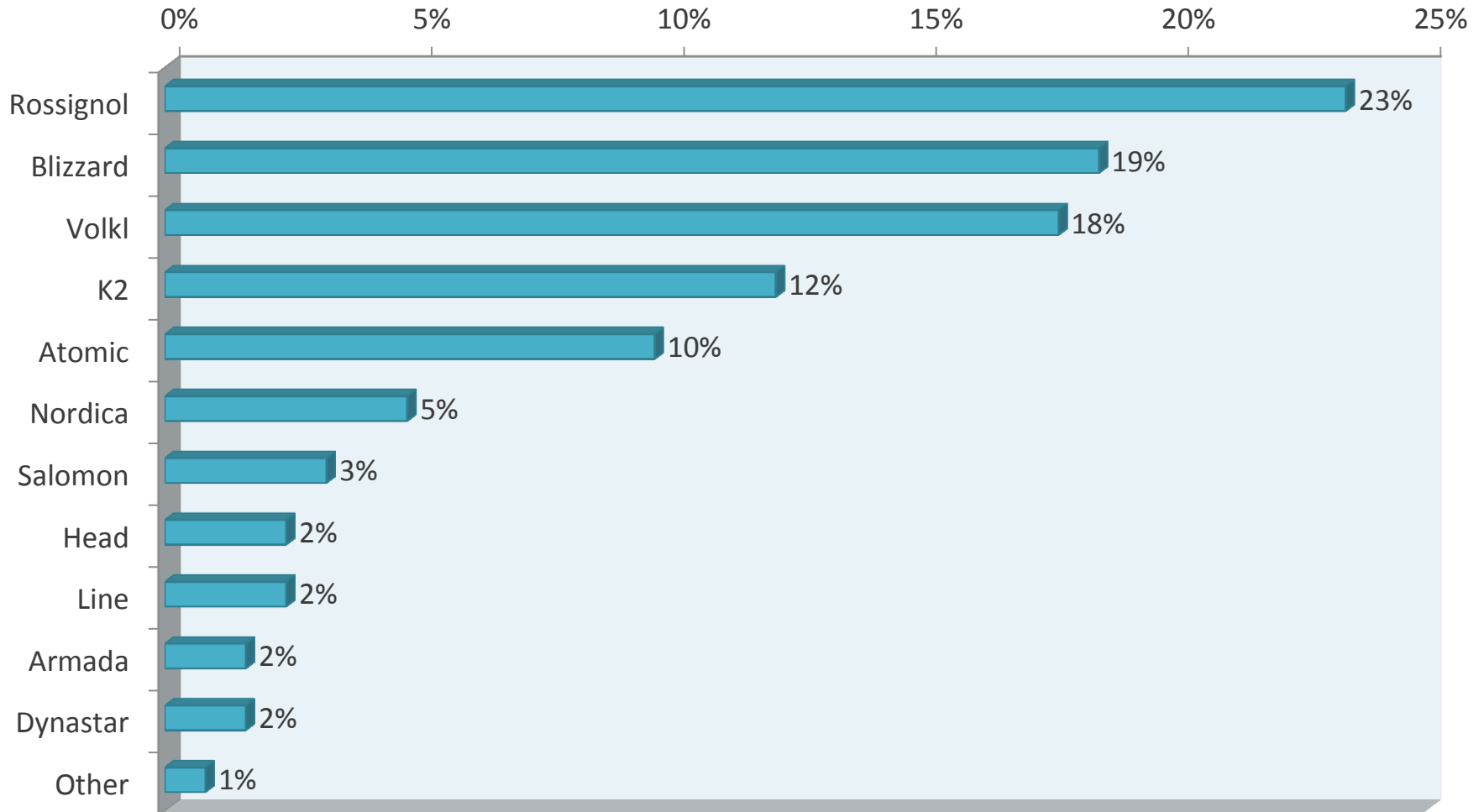
Dollar Market Share ~ Ski Brands



	Volkl	K2	Salomon	Rossignol	Blizzard	Nordica	Line	Atomic	Armada	Dynastar	Fischer	Head	Elan	Kastle
YE 10-11	18%	20%	13%	7%	5%	7%	5%	6%	3%	4%	3%	2%	4%	
YE 11-12	16%	20%	11%	11%	6%	6%	5%	8%	3%	3%	3%	2%	2%	
YE 12-13	17%	17%	10%	14%	7%	6%	4%	7%	3%	3%	3%	3%	3%	1%

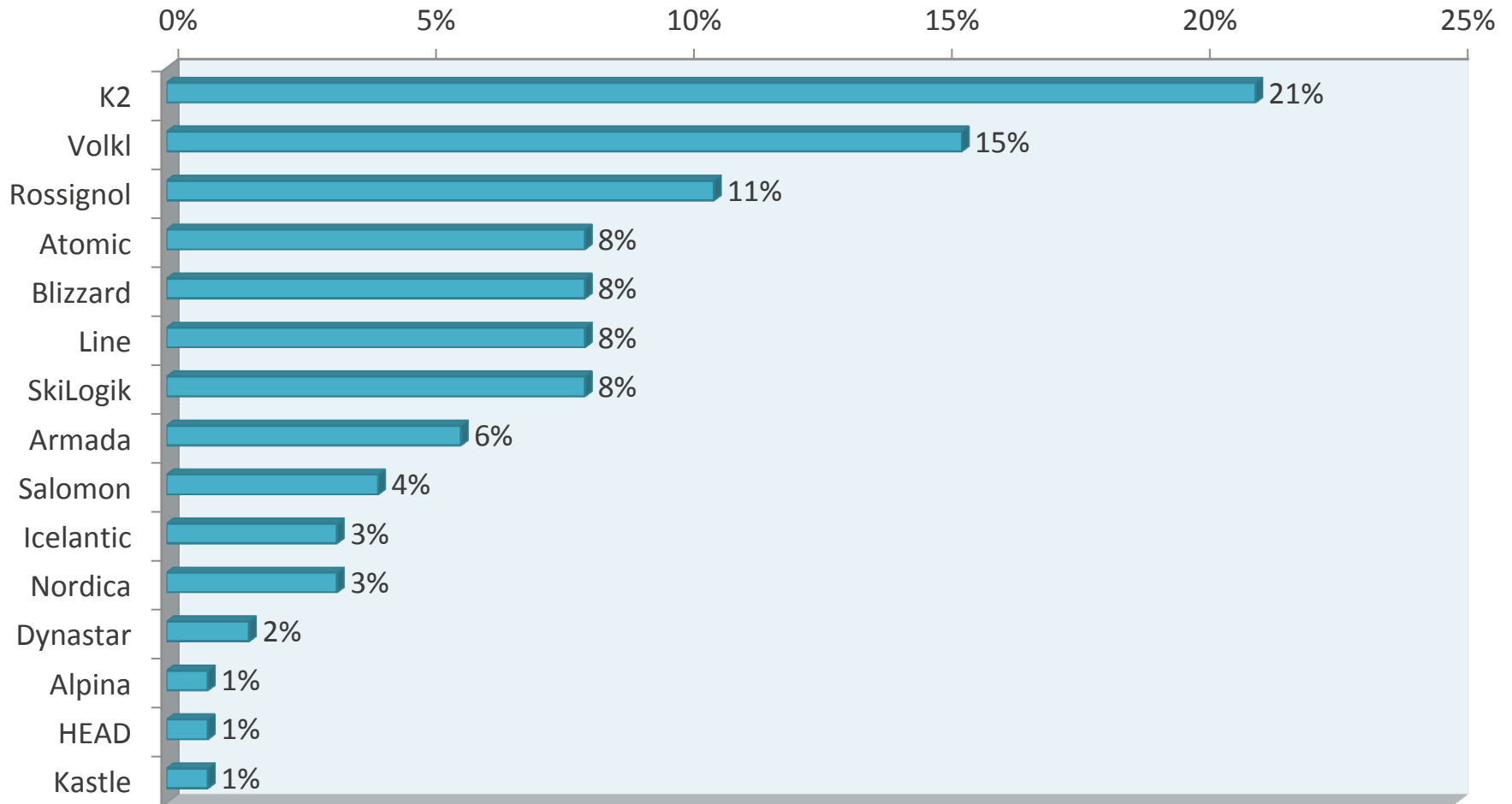
3. Alpine Ski

Which brand do you feel has the best Ski collection for 2013?



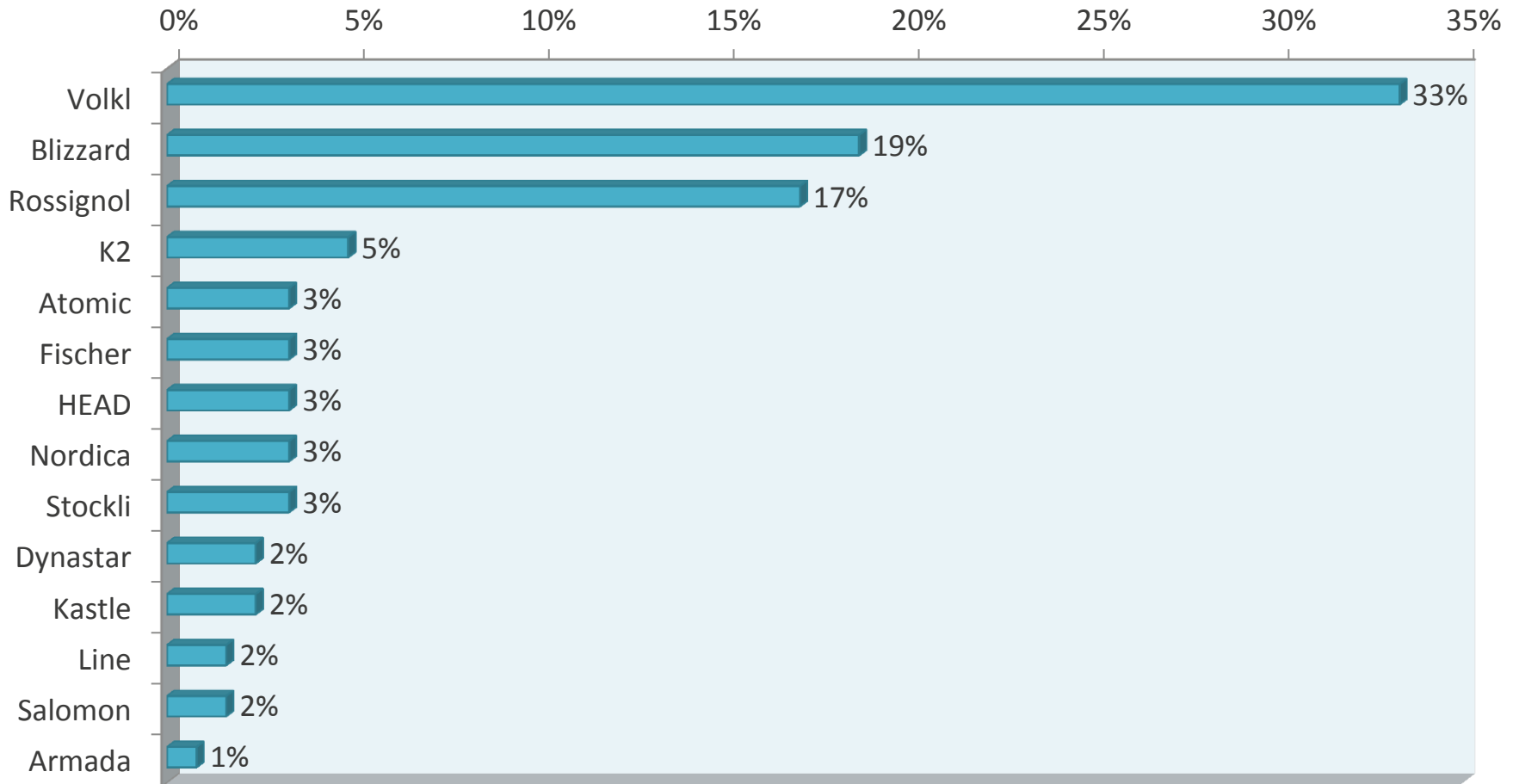
3. Alpine Ski

Which brand do you feel has the best Ski collection based on GRAPHICS alone for 2013?



3. Alpine Ski

Which brand do you feel has the best Ski collection based on PERFORMANCE alone for 2013?



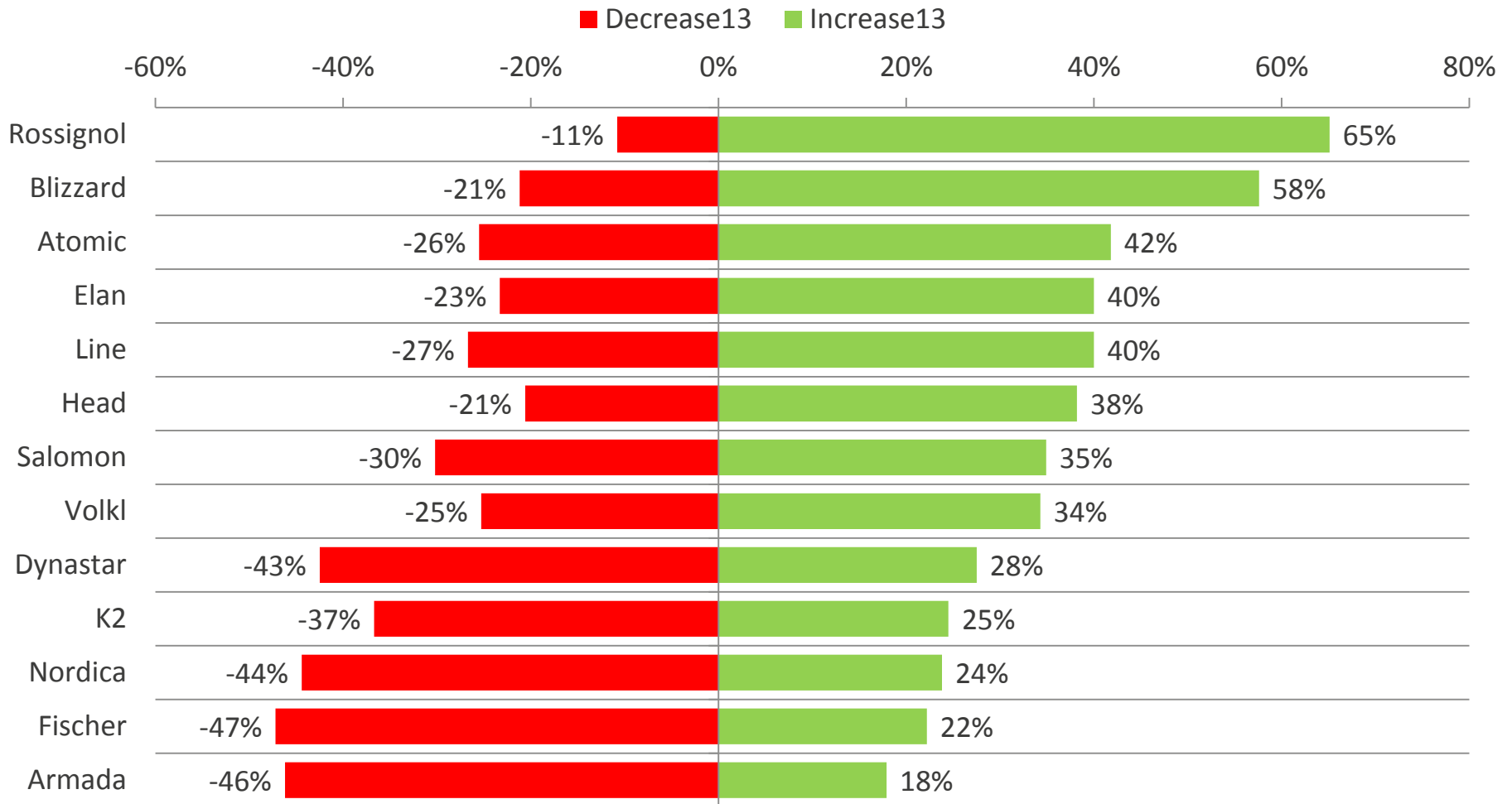
Ski Brands – Add/Drop

Will you be adding any brands to your current ski collection for the next season?
 Will you be dropping any brands from your current ski collection for the next season?

	Adding	Dropping	Net
Blizzard	10	2	8
Rossignol	7	0	7
Stockli	3	0	3
Elan	4	2	2
Salomon	4	2	2
HEAD	6	5	1
Kastle	2	1	1
4Frnt	2	3	-1
Alpina	0	1	-1
Atomic	3	4	-1
SkiLogik	2	3	-1
Volkl	1	2	-1
K2	0	2	-2
Line	4	6	-2
Armada	4	7	-3
Goode	0	3	-3
Icelantic	2	5	-3
Fischer	2	6	-4
Dynastar	2	7	-5
Nordica	1	10	-9

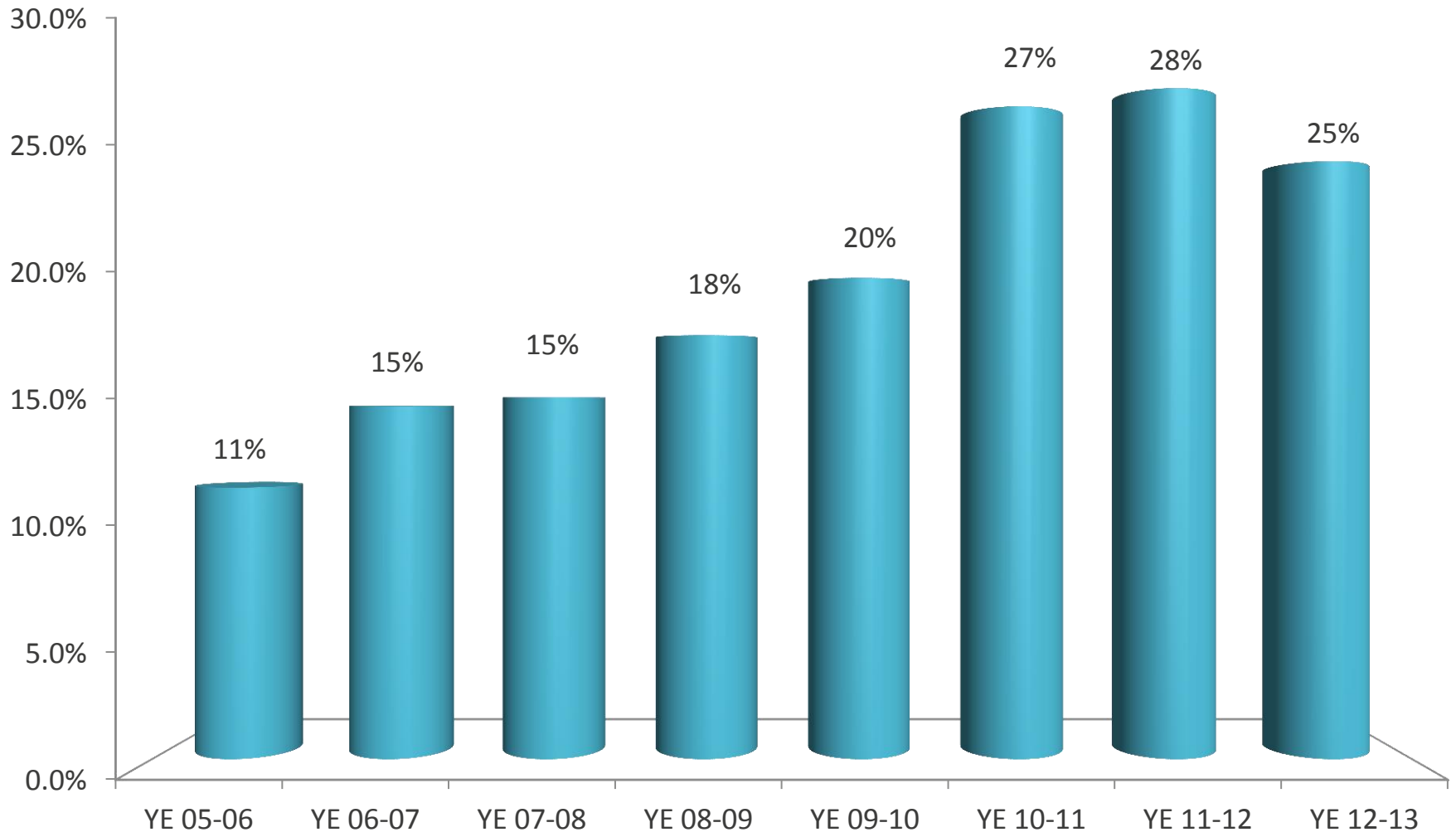
3. Alpine Ski

Sales Predictions ~ Ski Brands % of Dealers Carrying Brands



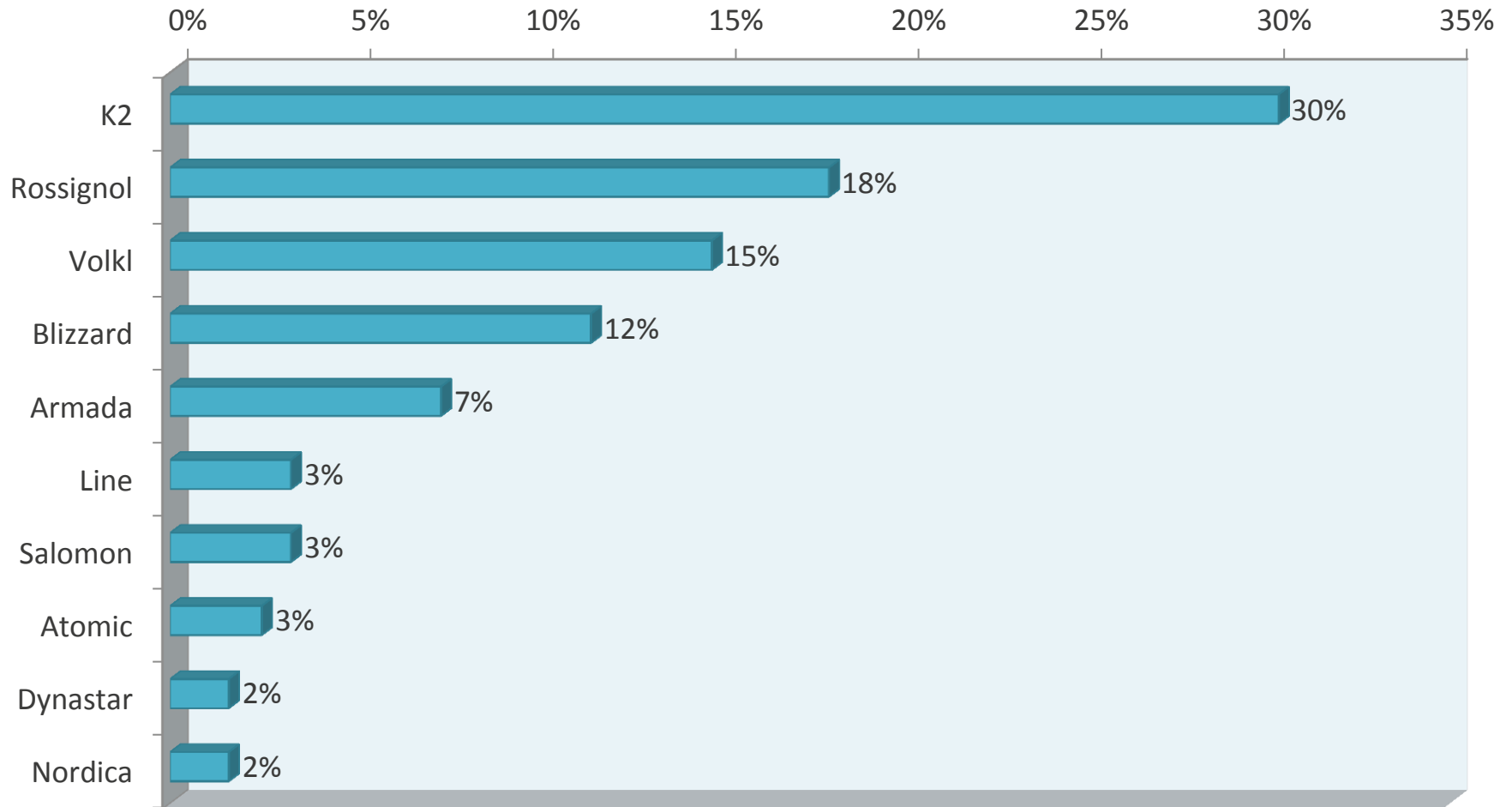
3. Alpine Ski

What % of your Ski sales are twin-tips?



3. Alpine Ski

Which brand do you feel produces the most successful Rocker Skis?



3. Alpine Ski

Ski Brand Performance Ratings

For each of the following brands that you carry, please rate the following characteristics on a scale of 5 to 1 where 5 is one of the best, 4 is above average, 3 is average, 2 is below average, and 1 is one of the worst.

	Next vs. Current Line	Product Innovation	Current Consumer Interest	Total Profit to Dealer	Ski Construction	Graphic Design	Credibility w/ Serious Skiers	Overall Average
Blizzard	3.50	4.03	4.02	3.41	3.95	3.52	4.03	3.78
Volkl	3.49	3.70	3.89	2.94	3.95	3.42	4.38	3.68
Rossignol	3.86	3.82	3.73	3.57	3.56	3.43	3.78	3.68
Atomic	3.42	3.56	3.46	3.78	3.52	3.42	3.87	3.58
K2	3.47	3.39	3.38	3.29	3.41	3.40	3.49	3.40
Line	3.47	3.25	3.29	3.14	3.30	3.69	3.37	3.36
Salomon	3.40	3.27	3.05	3.21	3.39	3.05	3.26	3.23
Dynastar	3.15	3.23	2.70	3.25	3.52	3.08	3.50	3.20
Armada	3.20	3.41	3.07	2.00	3.34	3.50	3.66	3.17
Elan	3.10	3.34	2.63	3.80	3.47	2.93	2.83	3.16
Nordica	3.16	3.16	2.75	3.08	3.48	2.81	3.08	3.07
Head	3.32	3.03	2.39	3.03	3.52	2.38	3.24	2.99
Fischer	2.78	2.97	2.31	2.86	3.60	2.34	3.34	2.89

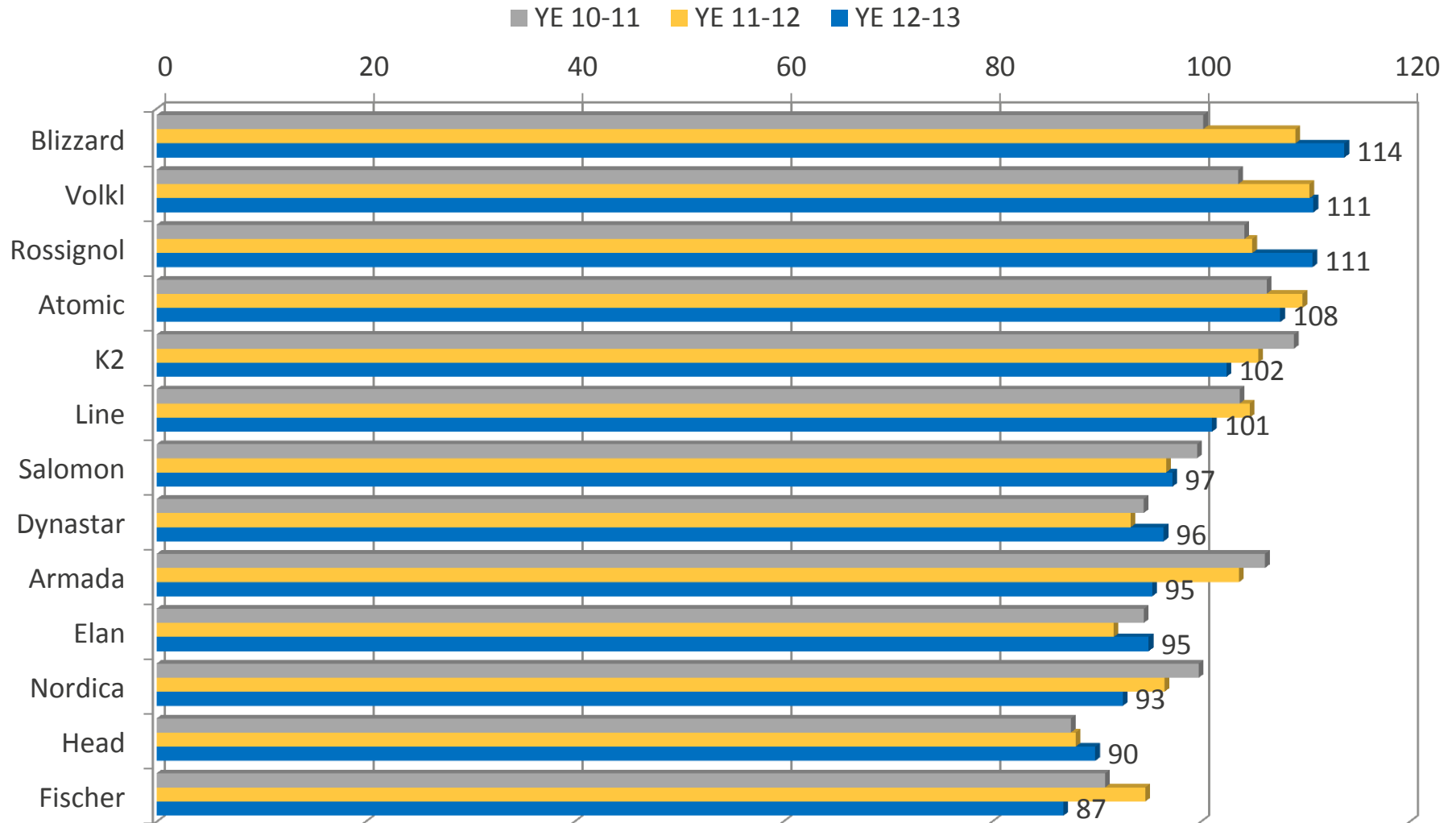
3. Alpine Ski

Ski Brand Performance Rank

	Next vs. Current Line	Product Innovation	Current Consumer Interest	Total Profit to Dealer	Ski Construction	Graphic Design	Credibility w/ Serious Skiers	Overall Average	Overall Average YE 11/12
Blizzard	2	1	1	4	1	2	2	1	3
Volkl	3	3	2	11	1	5	1	2	1
Rossignol	1	2	3	3	4	4	4	3	5
Atomic	6	4	4	2	5	5	3	4	2
K2	4	6	5	5	10	7	7	5	4
Line	4	9	6	8	13	1	8	6	6
Salomon	7	8	8	7	11	9	10	7	8
Dynastar	11	10	10	6	5	8	6	8	11
Armada	9	5	7	13	12	3	5	9	7
Elan	12	7	11	1	9	10	13	10	12
Nordica	10	11	9	9	8	11	12	11	9
Head	8	12	12	10	5	12	11	12	13
Fischer	13	13	13	12	3	13	9	13	10

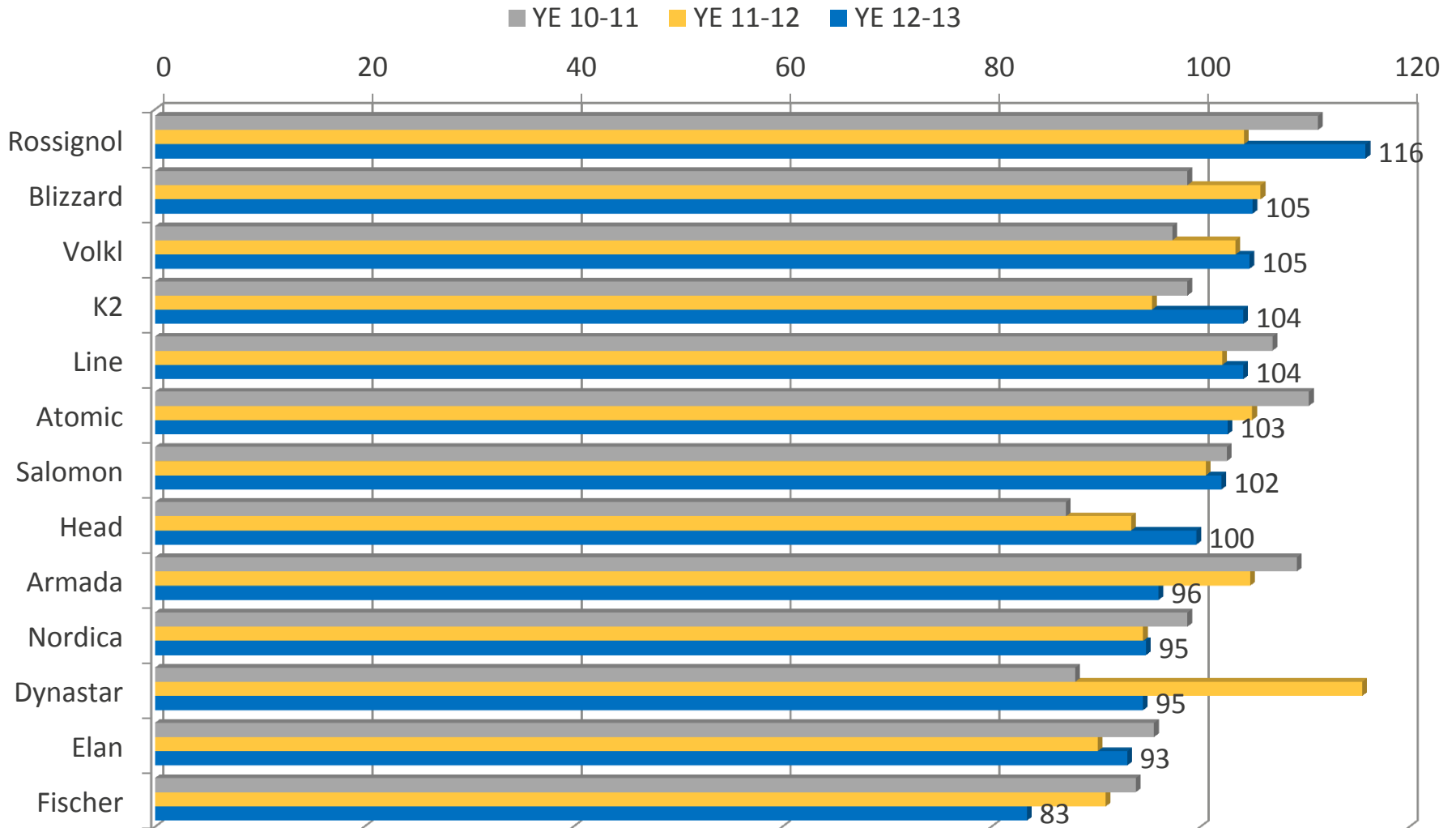
3. Alpine Ski

Ski Brand Ratings Index ~ Overall Average



3. Alpine Ski

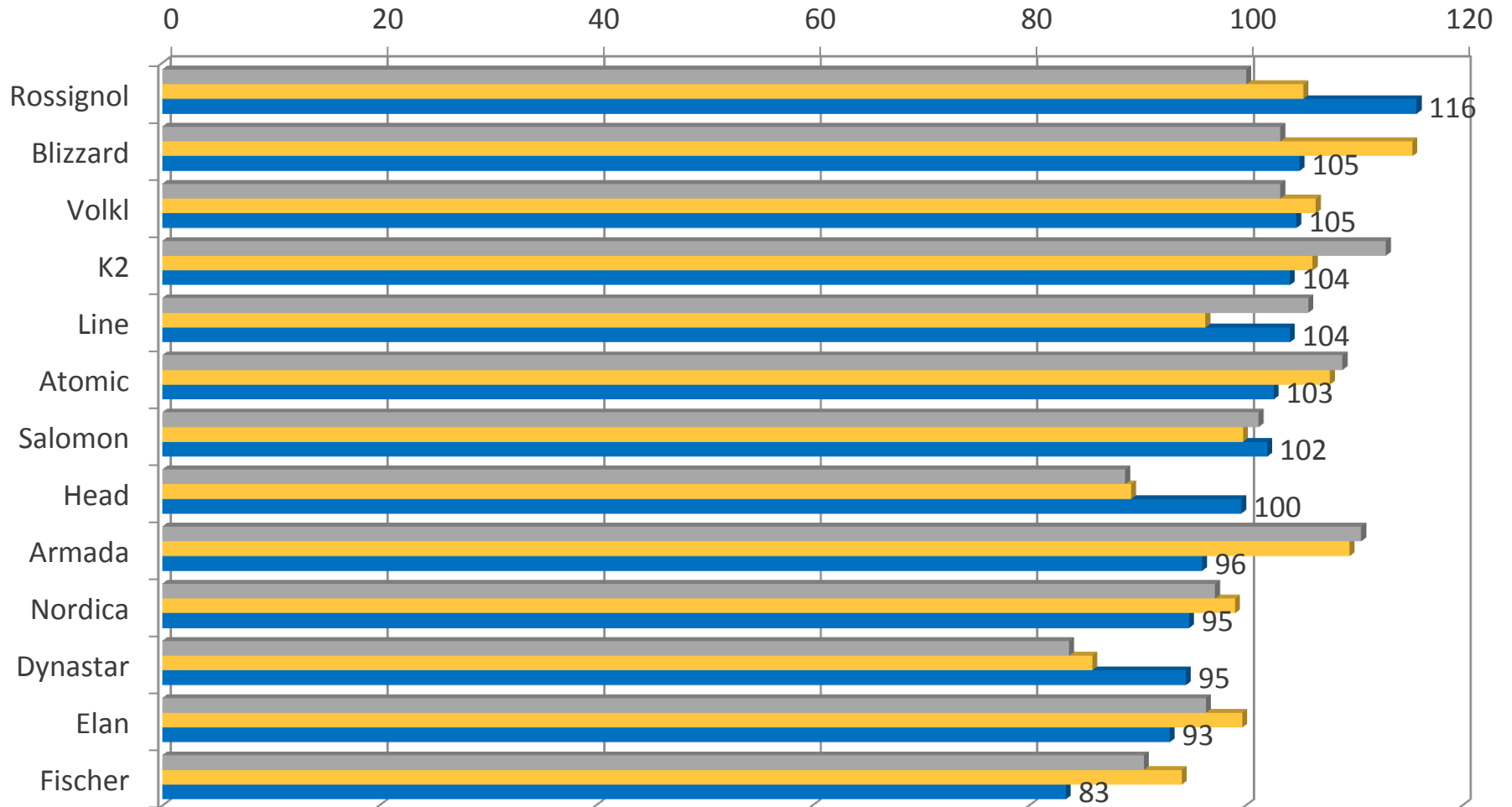
Ski Brand Ratings Index ~ Next Line vs. Current Line



3. Alpine Ski

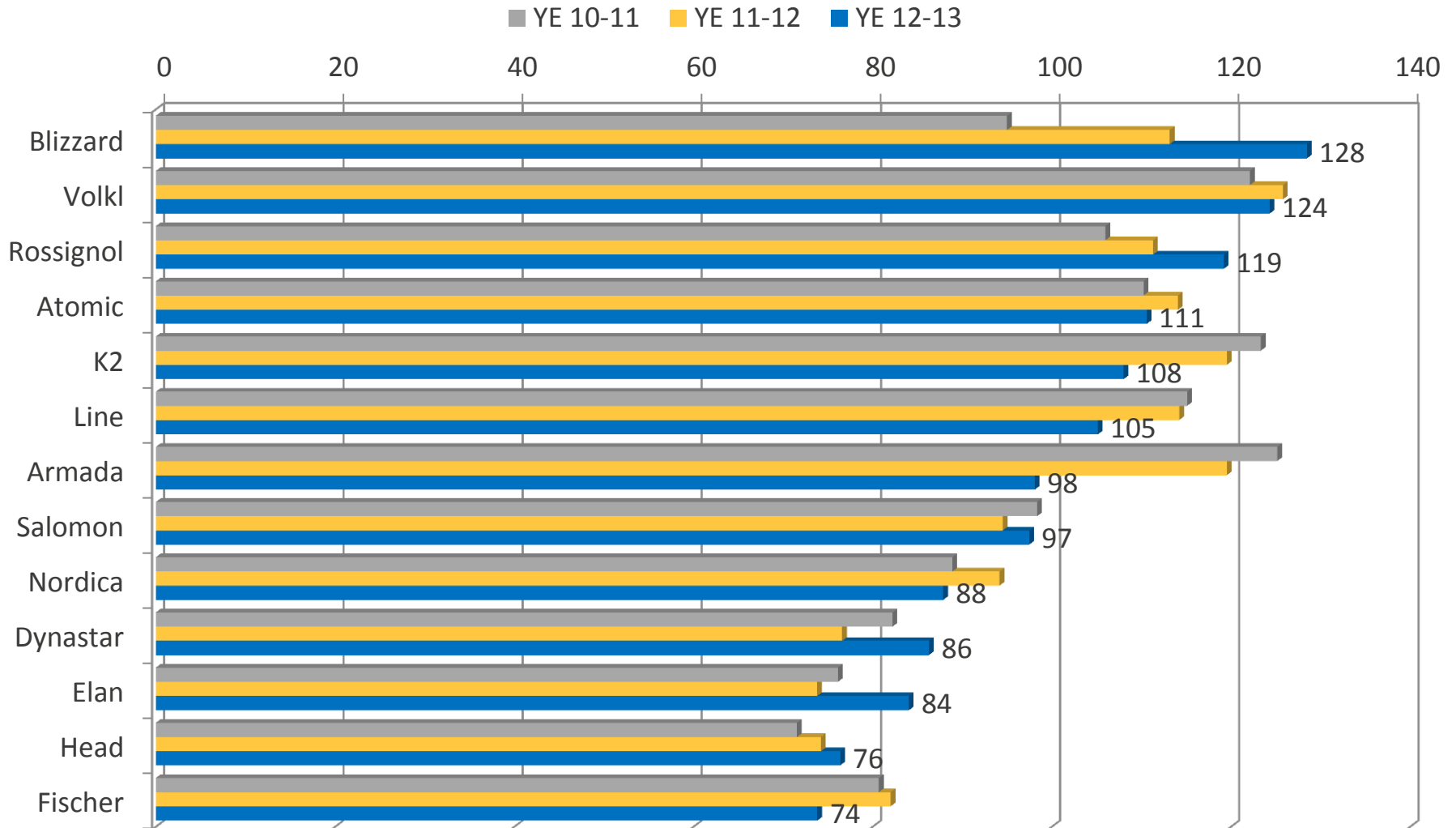
Ski Brand Ratings Index ~ Product Innovation

■ YE 10-11 ■ YE 11-12 ■ YE 12-13



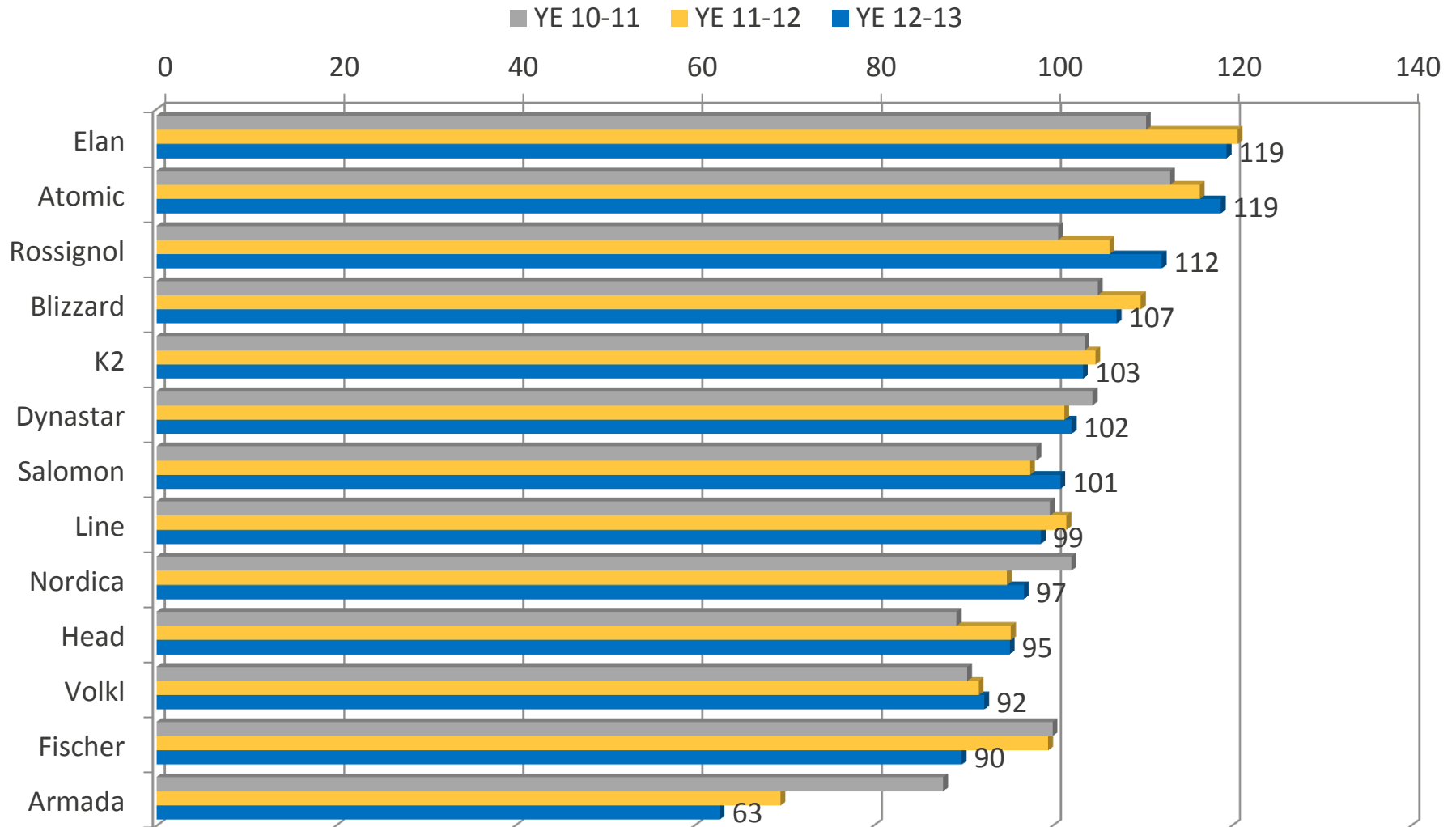
3. Alpine Ski

Ski Brand Ratings Index ~ Current Consumer Interest



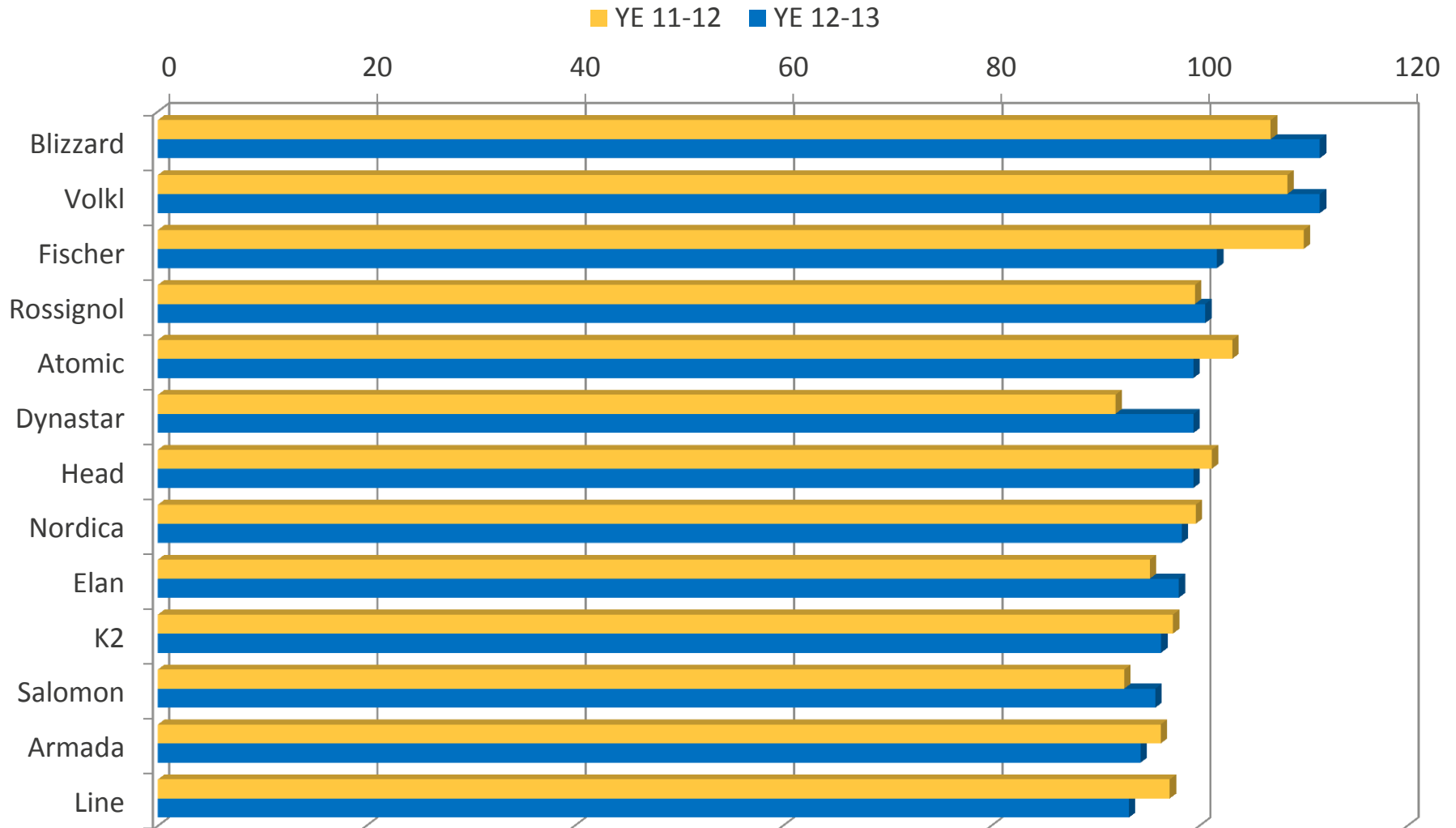
3. Alpine Ski

Ski Brand Ratings Index ~ Total Profit to Dealer



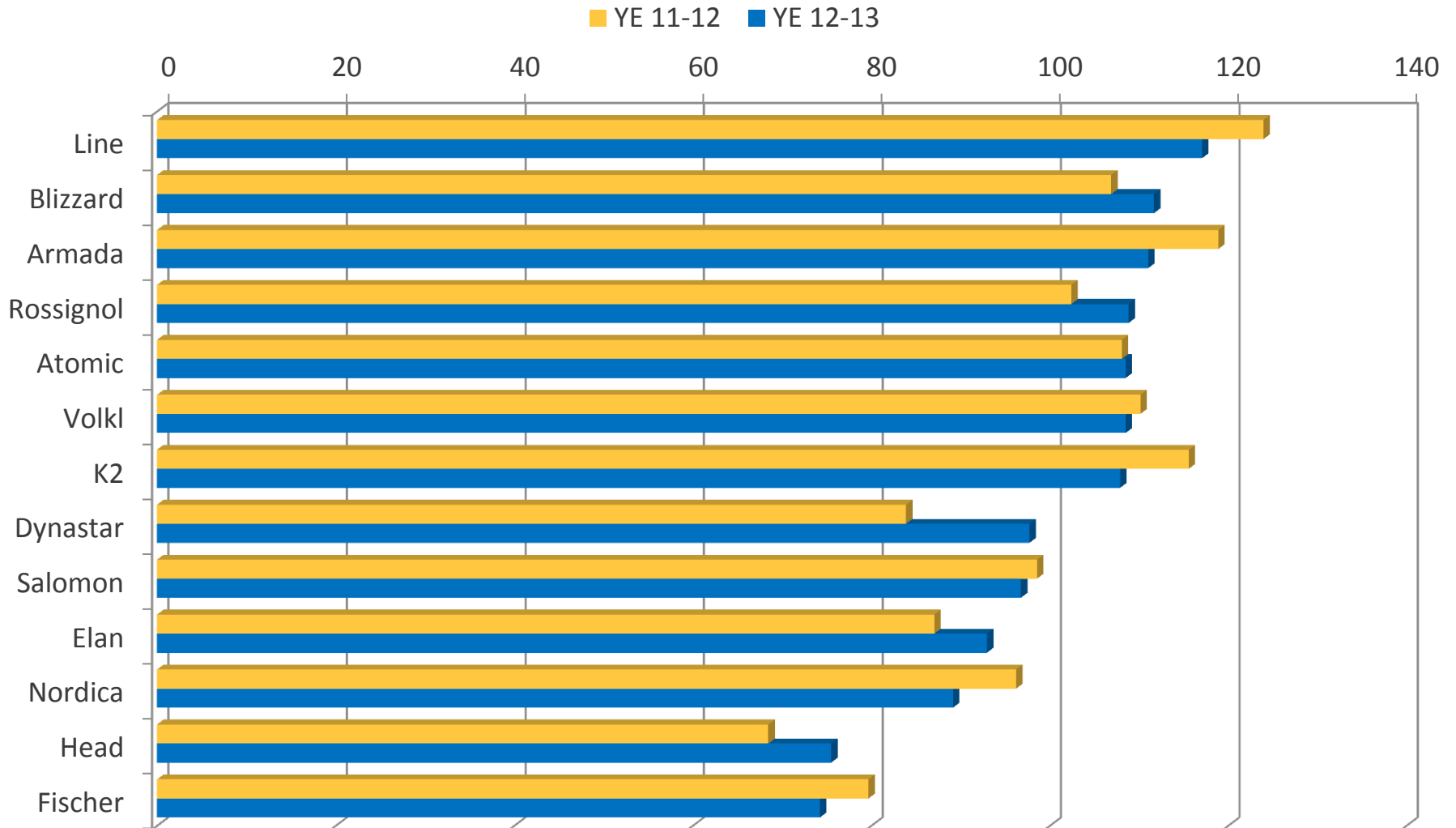
3. Alpine Ski

Ski Brand Ratings Index ~ Ski Construction



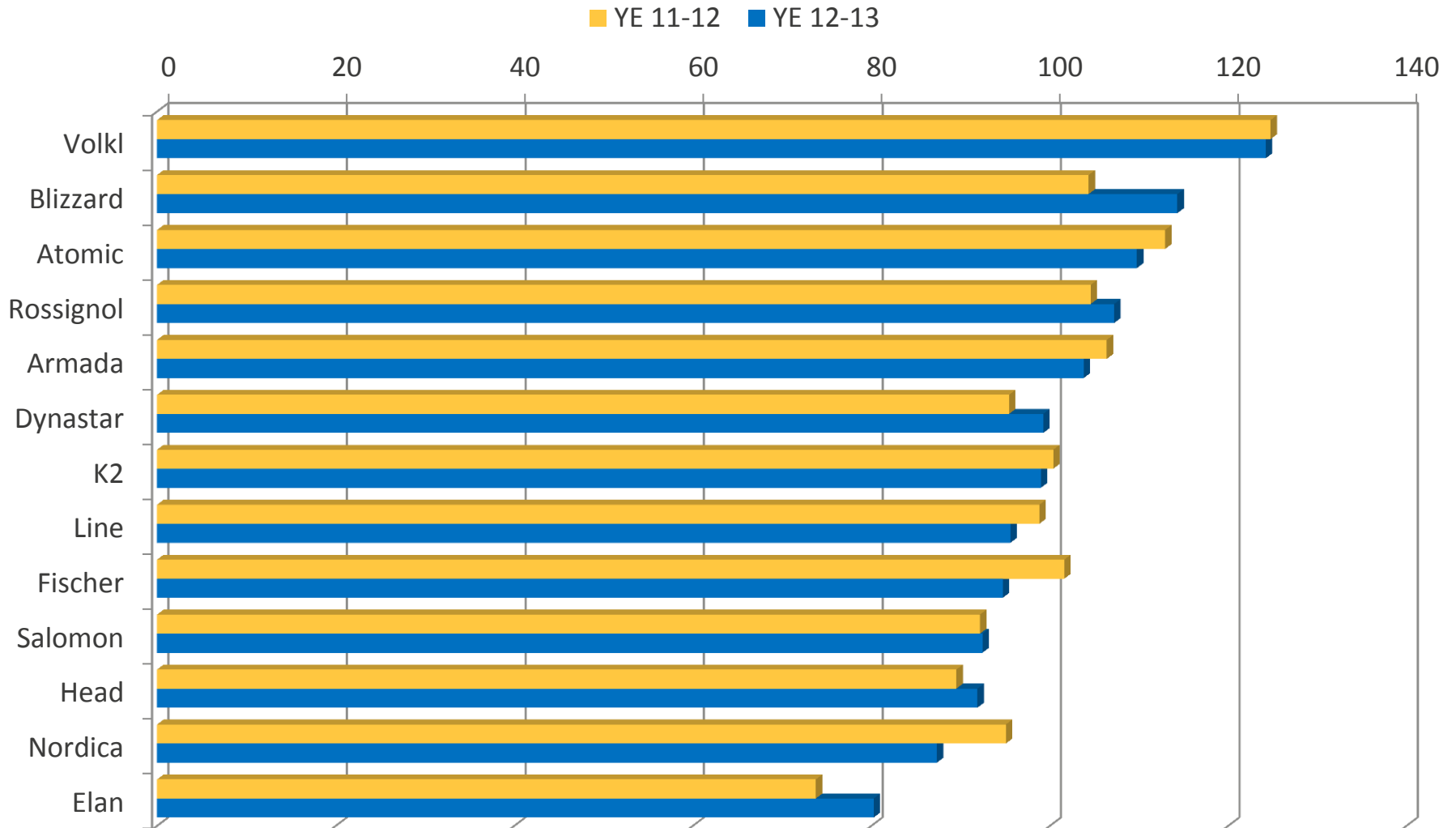
3. Alpine Ski

Ski Brand Ratings Index ~ Graphic Design



3. Alpine Ski

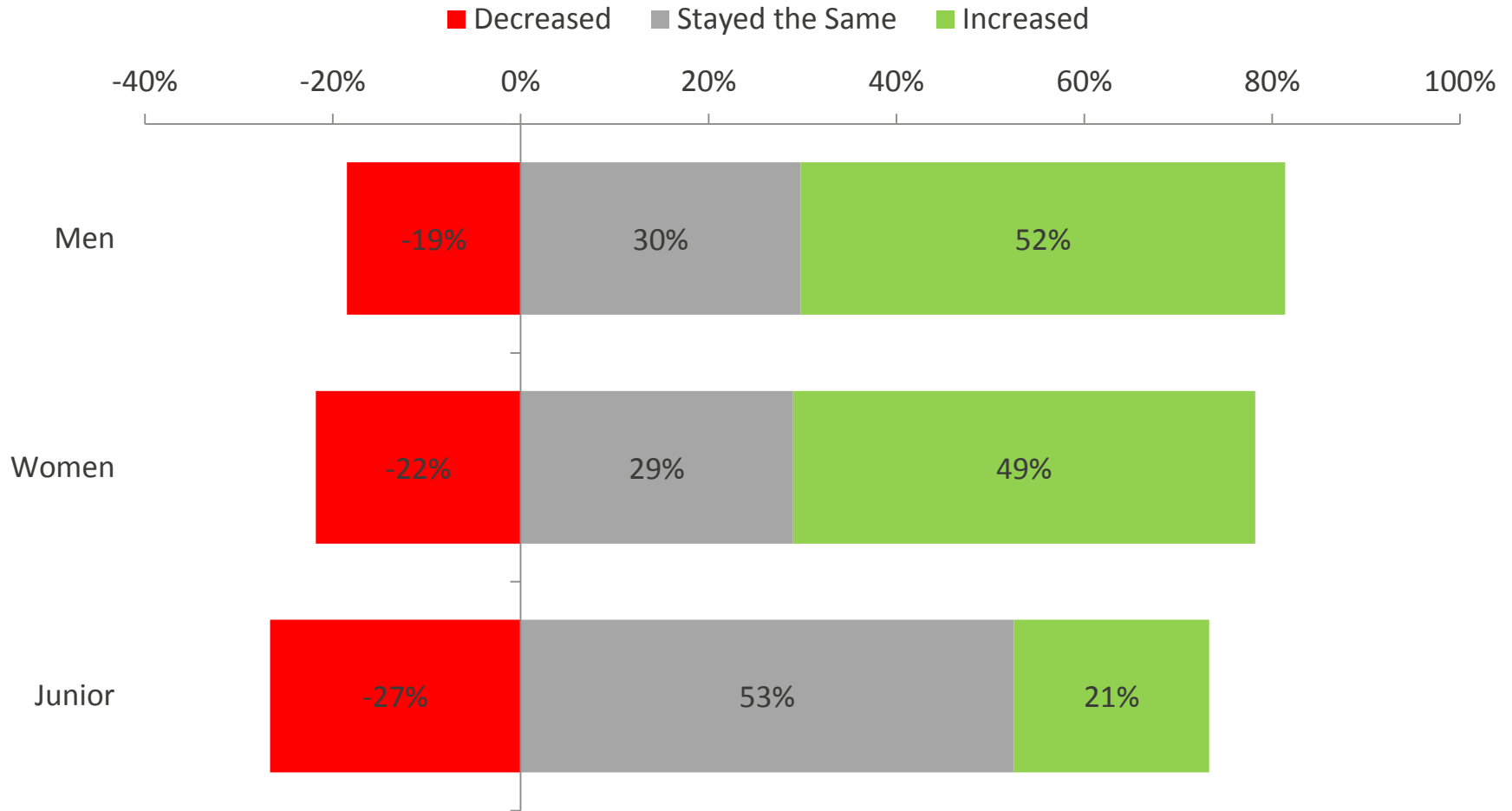
Ski Brand Ratings Index ~ Creditability w/Serious Skiers



4. Alpine Bootss

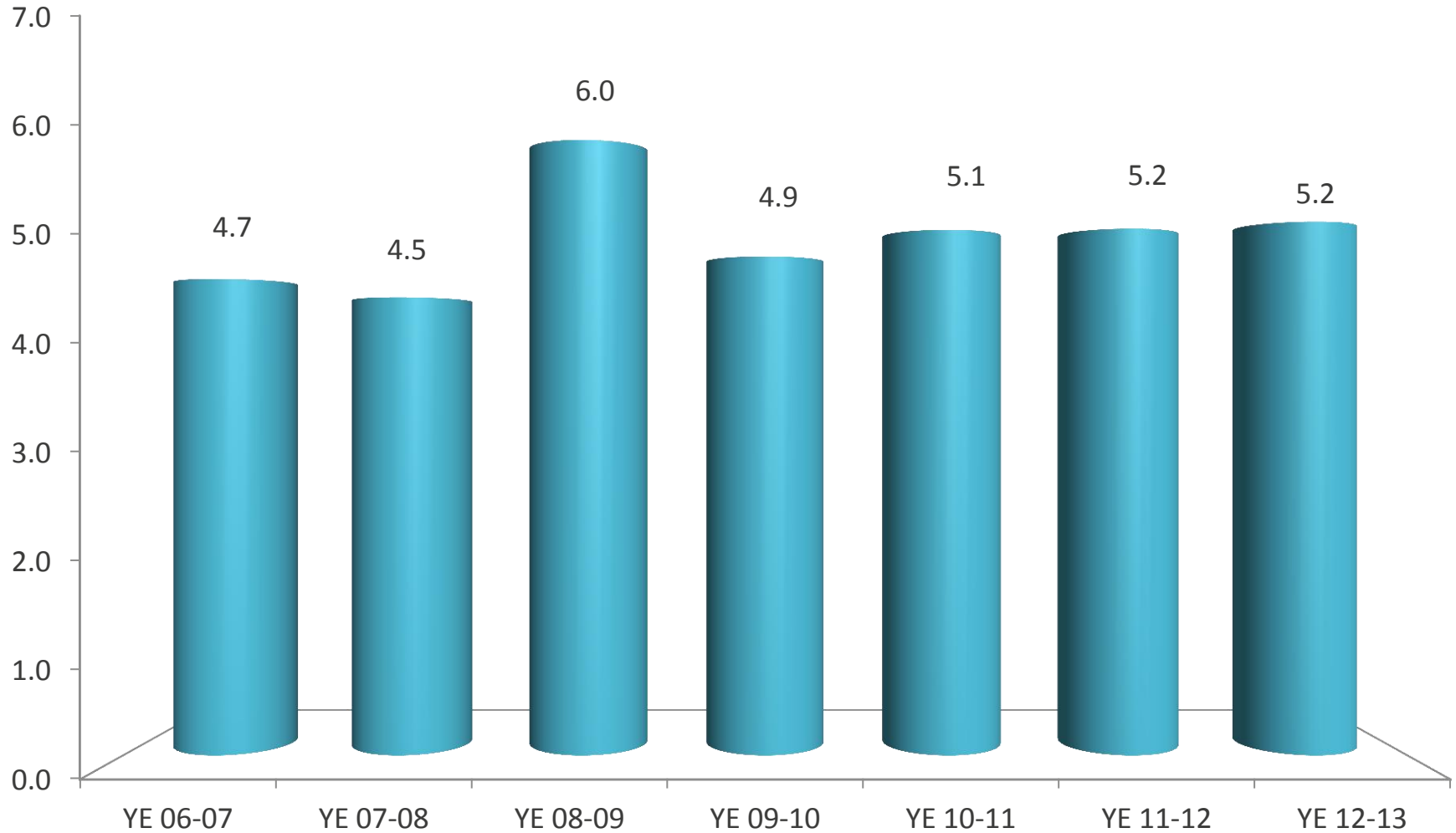
4. Alpine Bootss

Boot Dollar Sales Change ~ Men, Women, and Junior



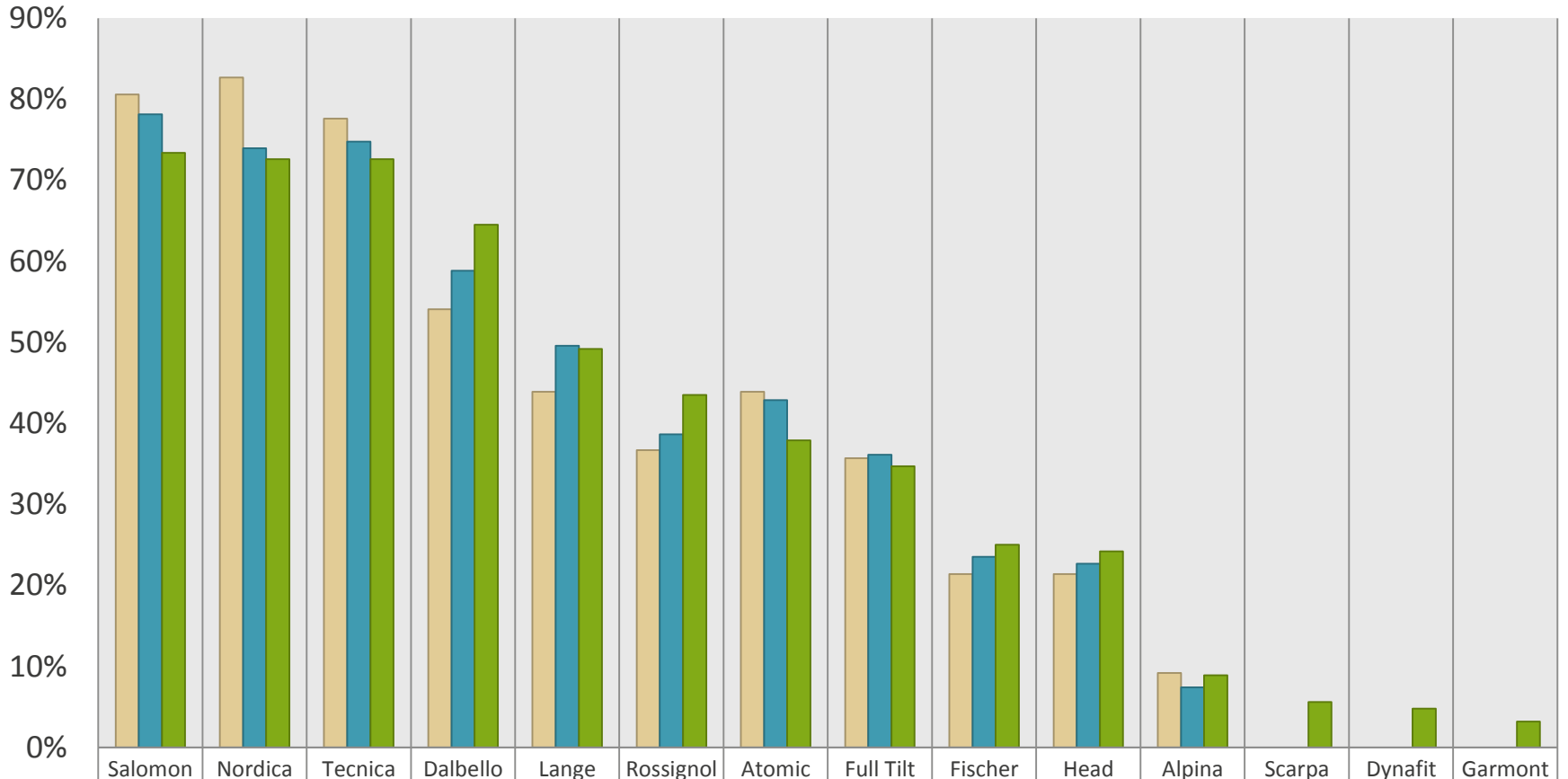
4. Alpine Boots

Average # of Boot Brands Carried



4. Alpine Boots

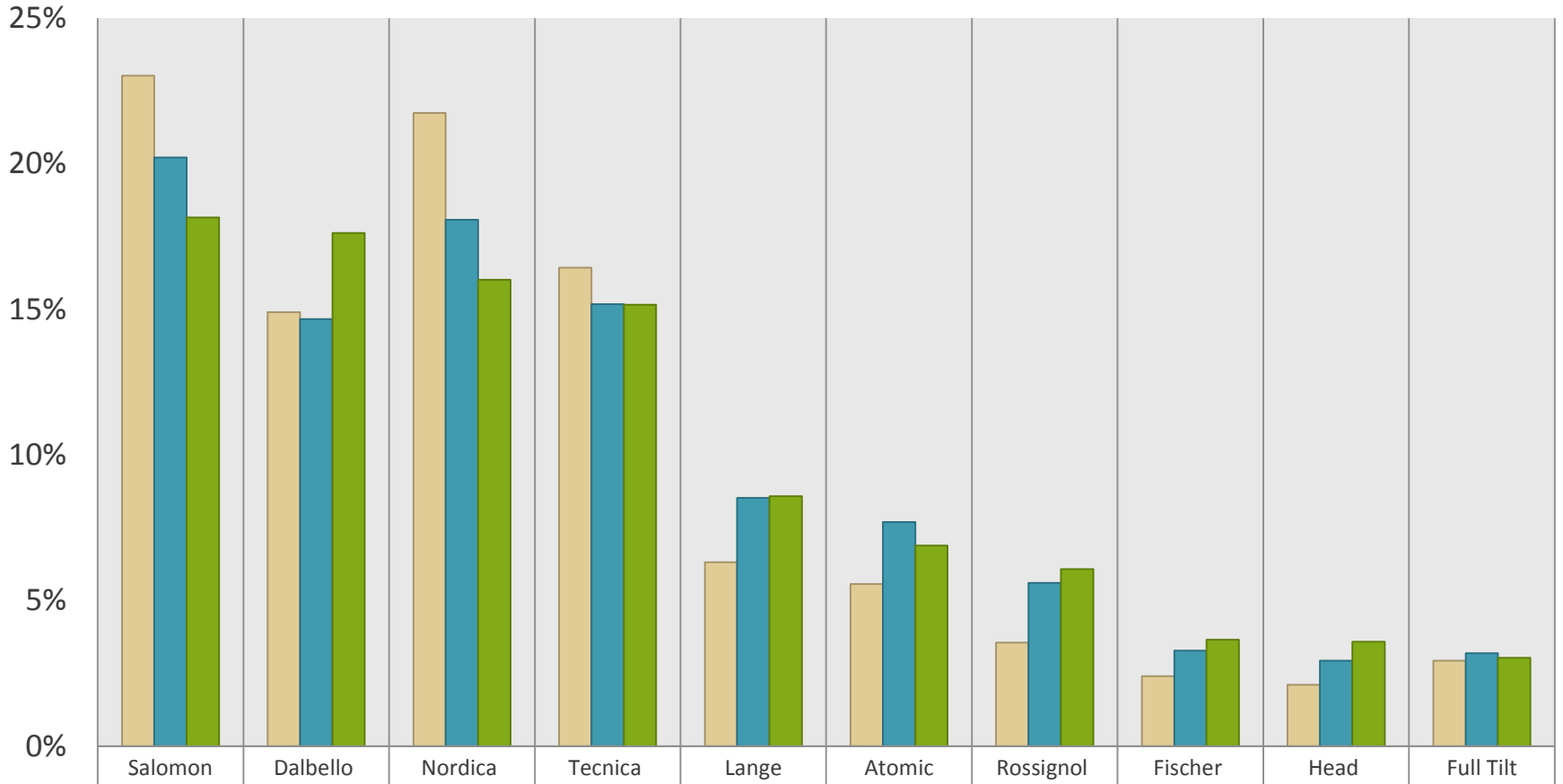
Brand Distribution ~ % of Dealers Carrying Boot Brands



	Salomon	Nordica	Tecnica	Dalbello	Lange	Rossignol	Atomic	Full Tilt	Fischer	Head	Alpina	Scarpa	Dynafit	Garmont
YE 10-11	81%	83%	78%	54%	44%	37%	44%	36%	21%	21%	9%			
YE 11-12	78%	74%	75%	59%	50%	39%	43%	36%	24%	23%	7%			
YE 12-13	73%	73%	73%	65%	49%	44%	38%	35%	25%	24%	9%	6%	5%	3%

4. Alpine Boots

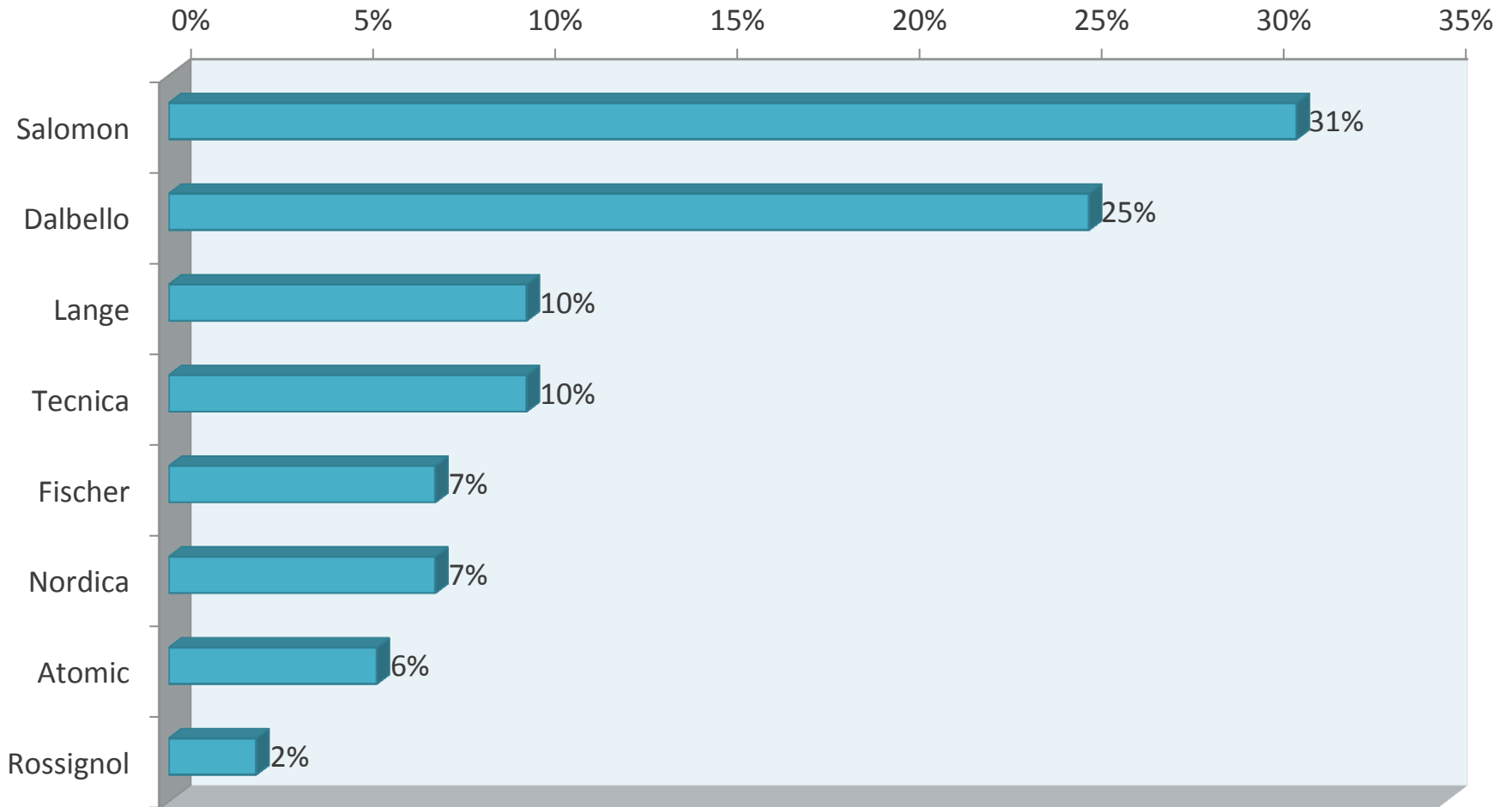
Dollar Market Share ~ Boot Brands



	Salomon	Dalbello	Nordica	Tecnica	Lange	Atomic	Rossignol	Fischer	Head	Full Tilt
YE 10-11	23%	15%	22%	16%	6%	6%	4%	2%	2%	3%
YE 11-12	20%	15%	18%	15%	9%	8%	6%	3%	3%	3%
YE 12-13	18%	18%	16%	15%	9%	7%	6%	4%	4%	3%

4. Alpine Boots

Which brand do you feel has the best Boot collection for 2013?



4. Alpine Boots

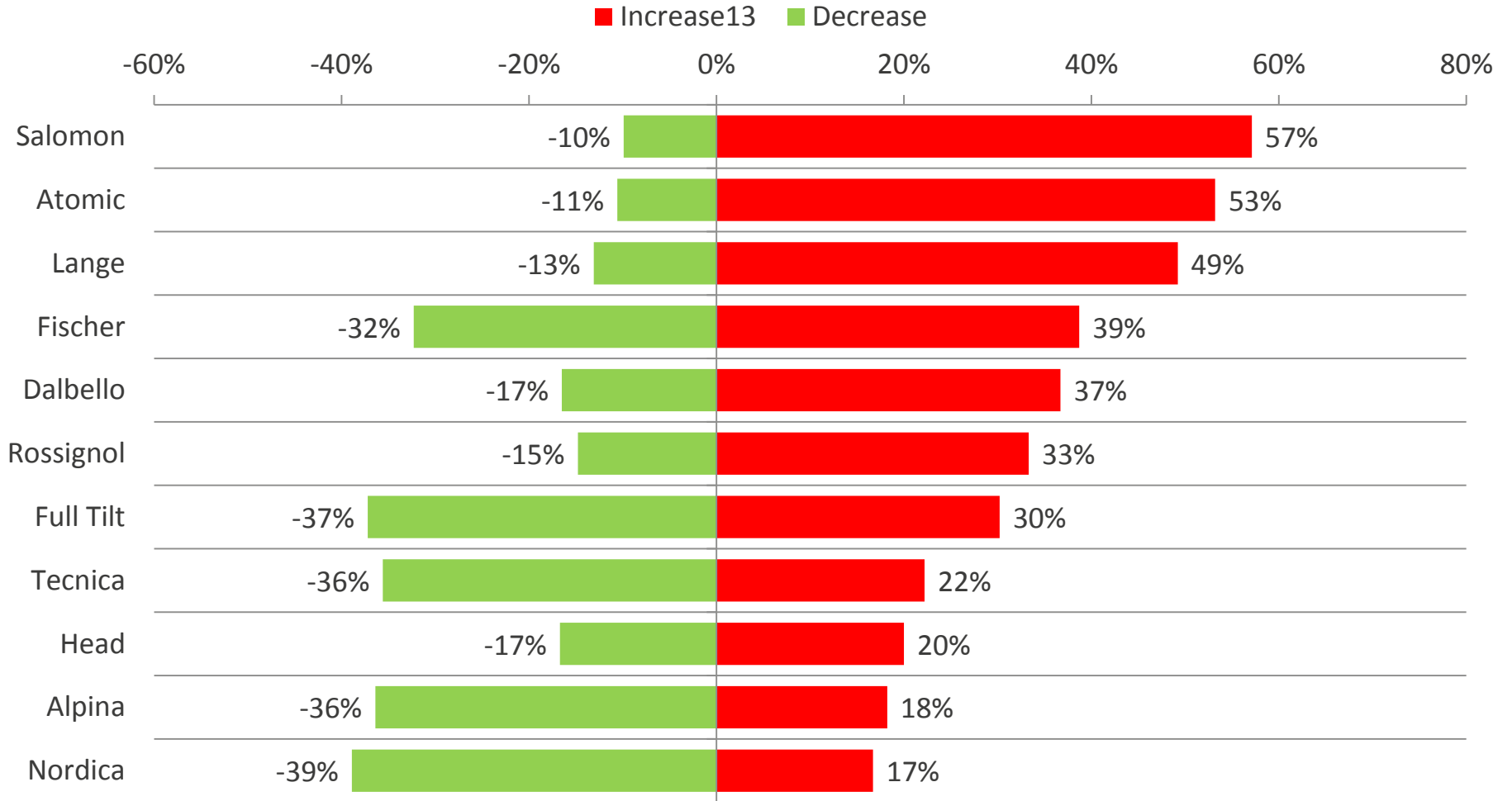
Boot Brands – Add/Drop

Will you be adding any brands to your current boot collection for the next season?
Will you be dropping any brands from your current boot collection for the next season?

	Adding	Dropping	Net
Fischer	6	2	4
Full Tilt	5	7	-2
Lange	4	1	3
Atomic	3	3	0
HEAD	3	4	-1
Salomon	3	1	2
Dalbello	2	4	-2
Dynafit	1	1	0
Garmont	1	4	-3
Rossignol	1	3	-2
Tecnica	1	4	-3
Alpina	0	2	-2
Nordica	0	7	-7
Scarpa	0	2	-2

4. Alpine Boots

Sales Predictions ~ Boot Brands % of Dealers Carrying Brands



4. Alpine Boots

Boot Brand Performance Ratings

For each of the following brands that you carry, please rate the following characteristics on a scale of 5 to 1 where 5 is one of the best, 4 is above average, 3 is average, 2 is below average, and 1 is one of the worst.

	Next vs. Current Line	Product Innovation	Comfort and Fit	Current Consumer Interest	Total Profit to Dealer	Overall Average
Fischer	3.48	4.33	3.81	4.00	3.47	3.82
Salomon	3.89	3.93	3.98	3.78	3.46	3.81
Dalbello	3.45	3.76	3.74	3.27	4.25	3.69
Lange	3.52	3.41	3.78	3.92	3.78	3.68
Atomic	3.53	3.70	3.93	3.43	3.54	3.63
Rossignol	3.50	3.58	3.45	2.80	3.31	3.33
Tecnica	3.19	3.28	3.30	3.22	3.09	3.22
Head	3.20	3.07	3.37	2.77	3.33	3.15
Full Tilt	3.09	2.74	3.17	3.33	3.02	3.07
Nordica	3.20	2.93	3.08	2.91	3.13	3.05
Alpina	2.82	2.00	2.27	1.55	3.45	2.42

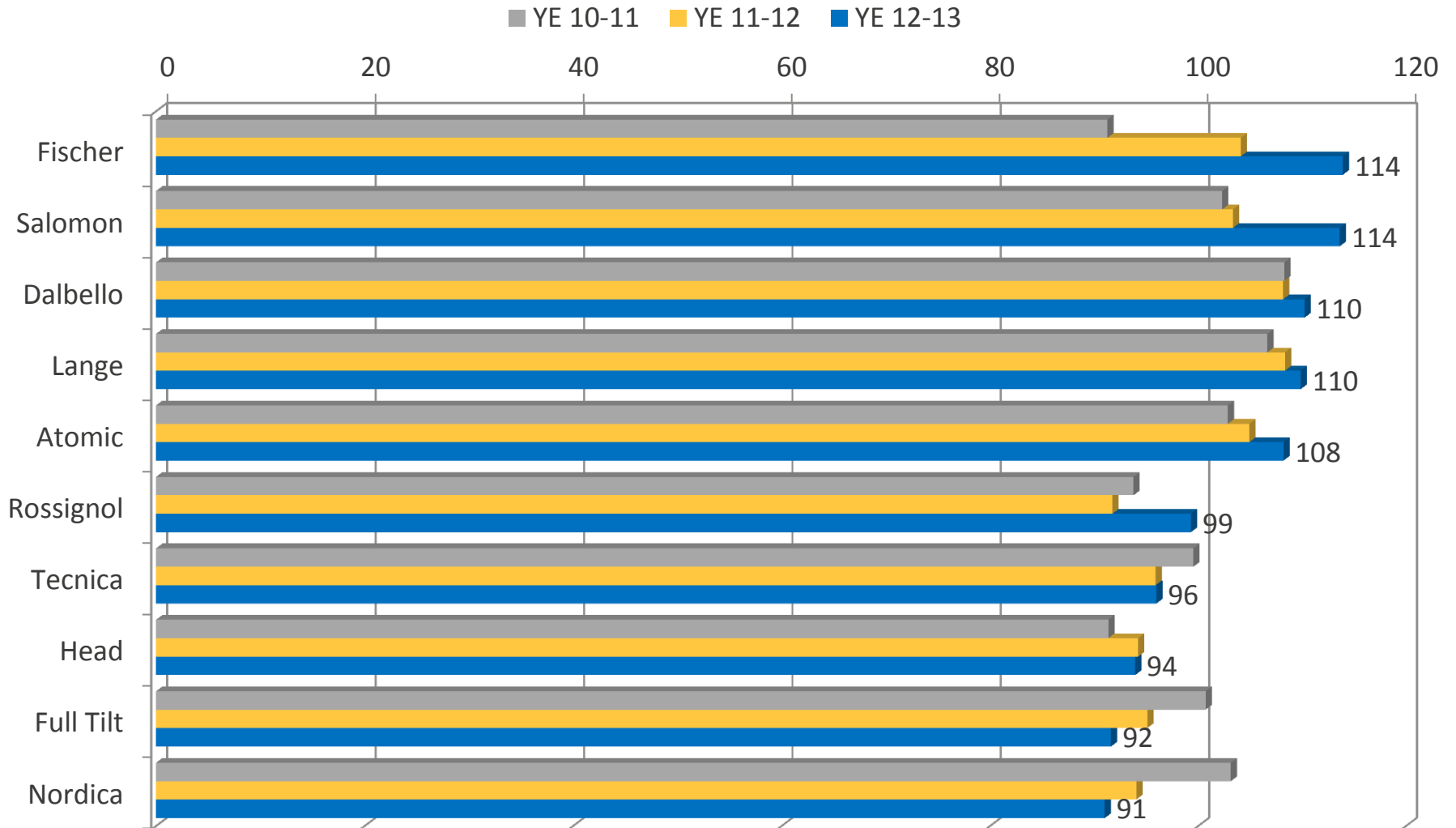
4. Alpine Boots

Boot Brand Performance Rank

	Next vs. Current Line	Product Innovation	Comfort and Fit	Current Consumer Interest	Total Profit to Dealer	Overall Average	Overall Average YE 11/12
Fischer	5	1	3	1	4	1	4
Salomon	1	2	1	3	5	2	5
Dalbello	6	3	5	6	1	3	2
Lange	3	6	4	2	2	4	1
Atomic	2	4	2	4	3	5	3
Rossignol	4	5	6	9	8	6	8
Tecnica	9	7	8	7	10	7	6
Head	7	8	7	10	7	8	9
Full Tilt	10	10	9	5	11	9	7
Nordica	7	9	10	8	9	10	9
Alpina	11	11	11	11	6	11	N/A

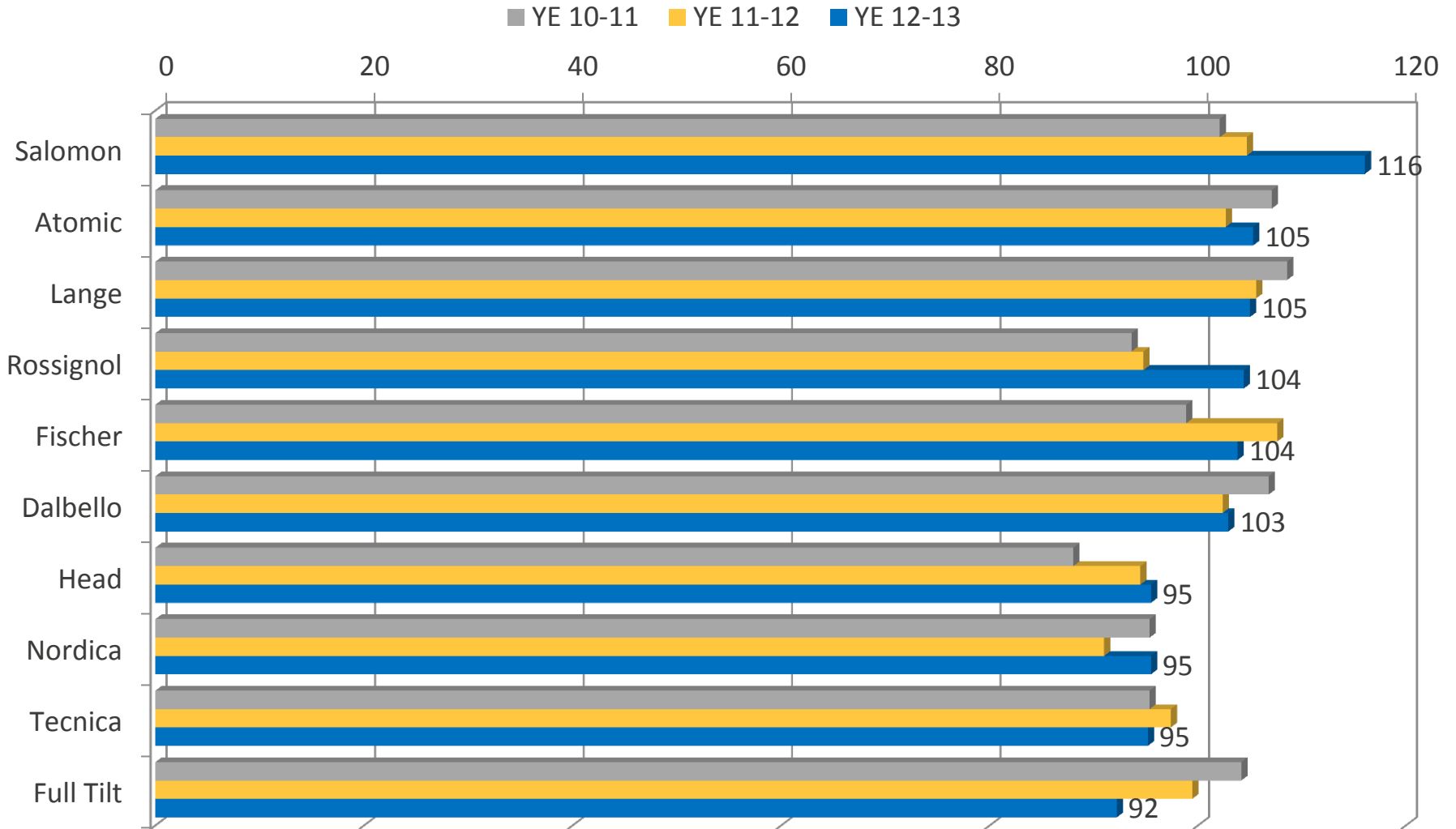
4. Alpine Boots

Boot Brand Ratings Index ~ Overall Average



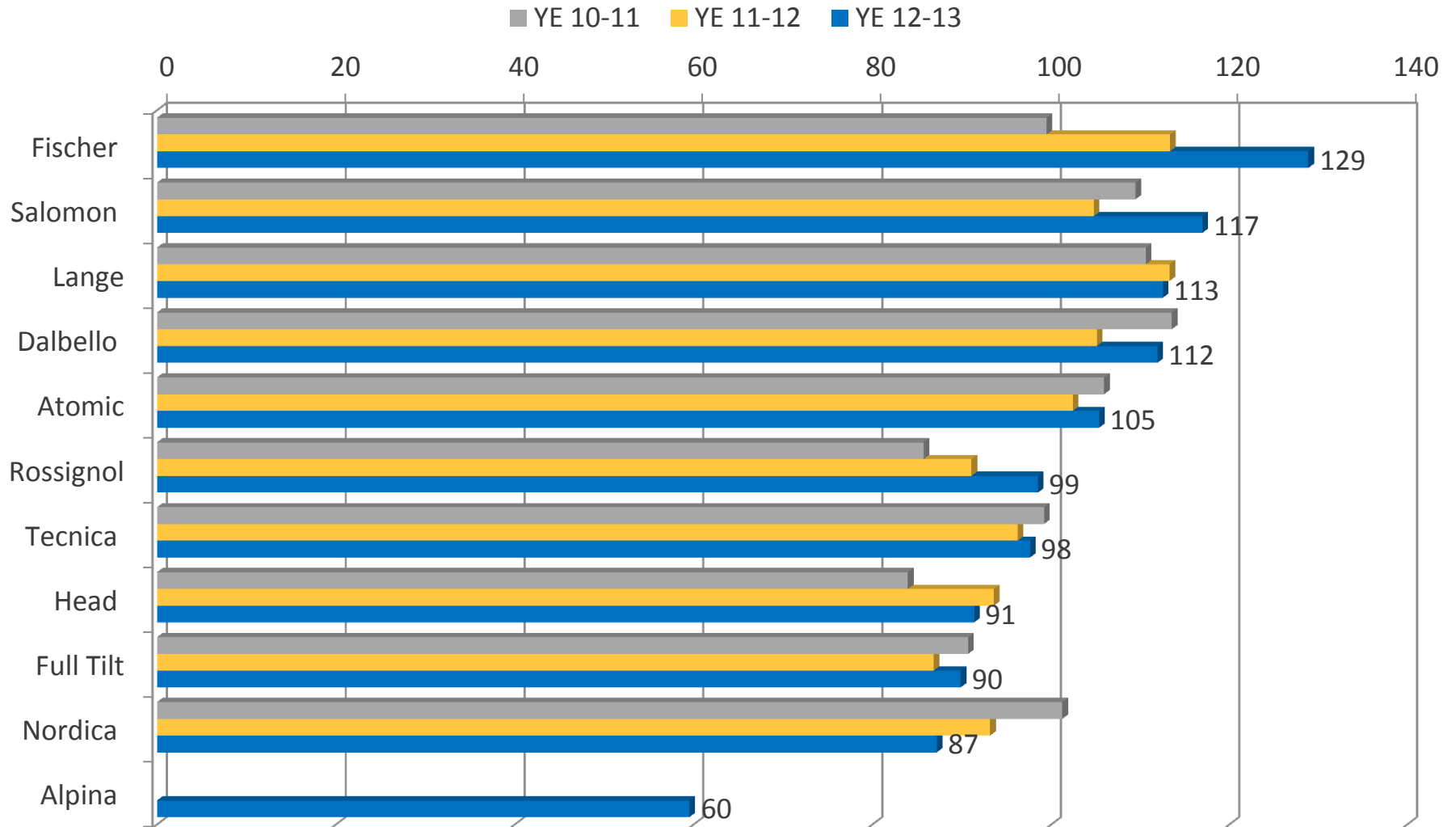
4. Alpine Boots

Boot Brand Ratings Index ~ Next Line vs. Current Line



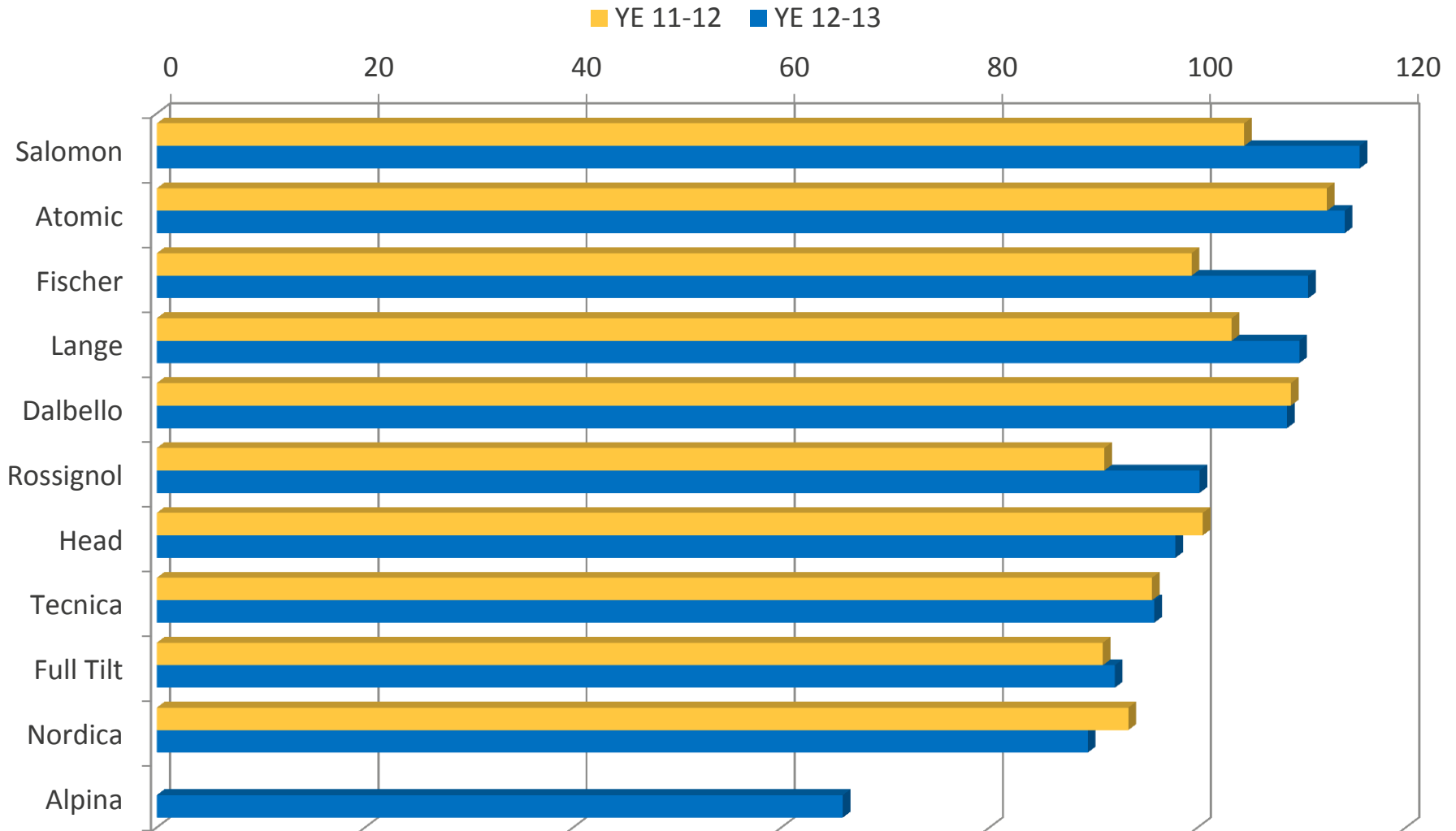
4. Alpine Boots

Boot Brand Ratings Index ~ Product Innovation



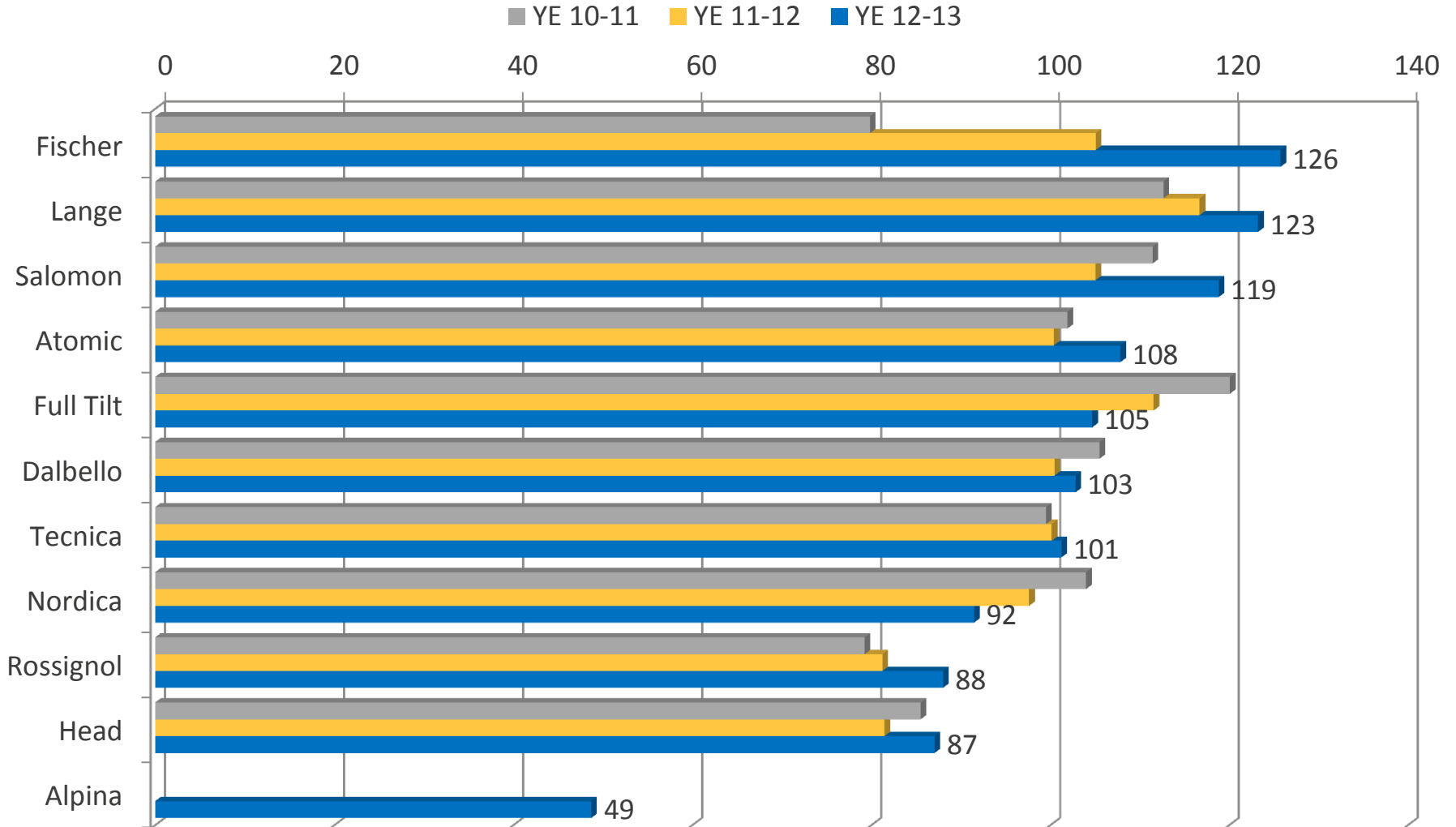
4. Alpine Boots

Boot Brand Ratings Index ~ Fit and Comfort



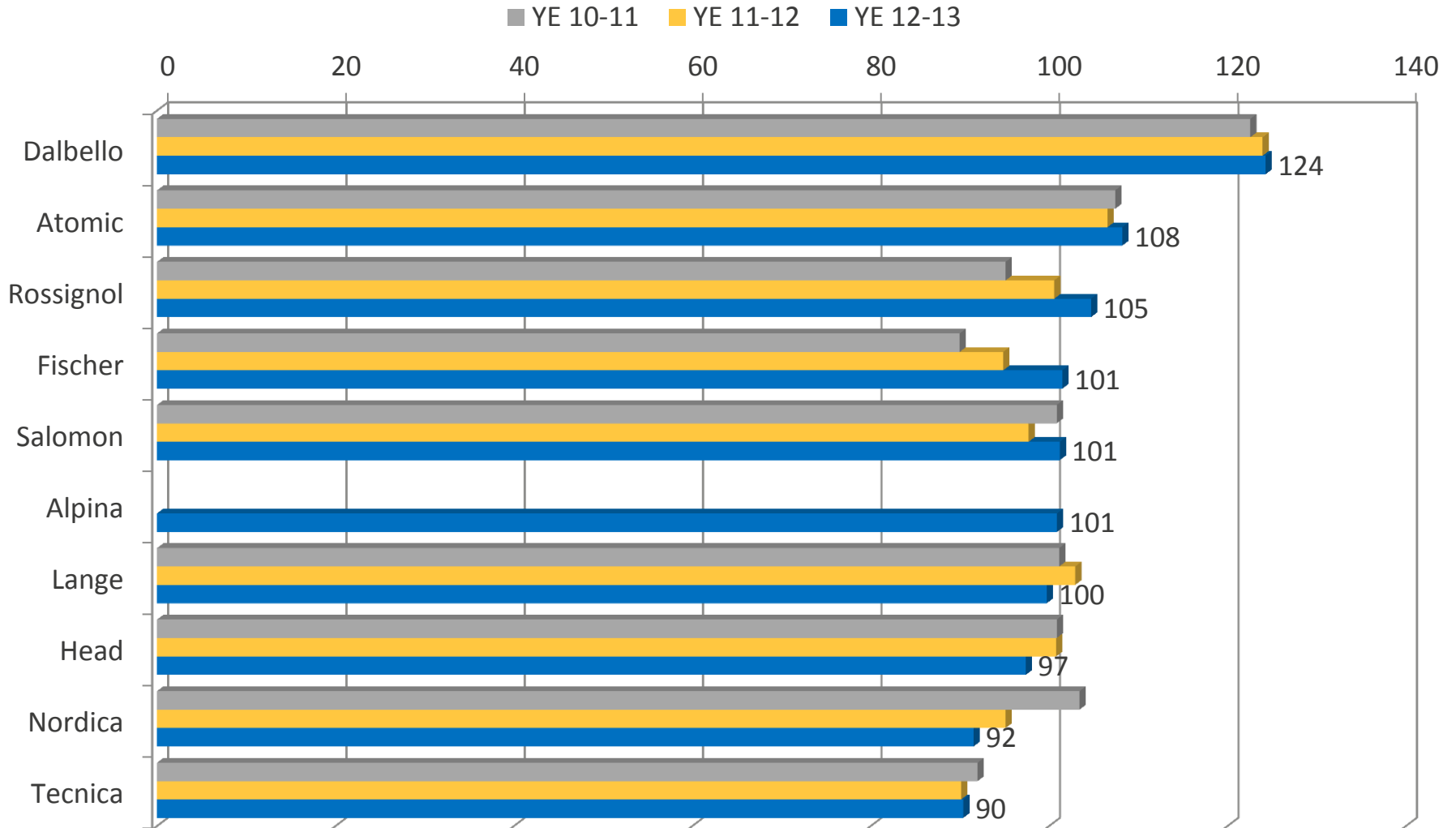
4. Alpine Boots

Boot Brand Ratings Index ~ Current Consumer Interest



4. Alpine Boots

Boot Brand Ratings Index ~ Total Profit to Dealer

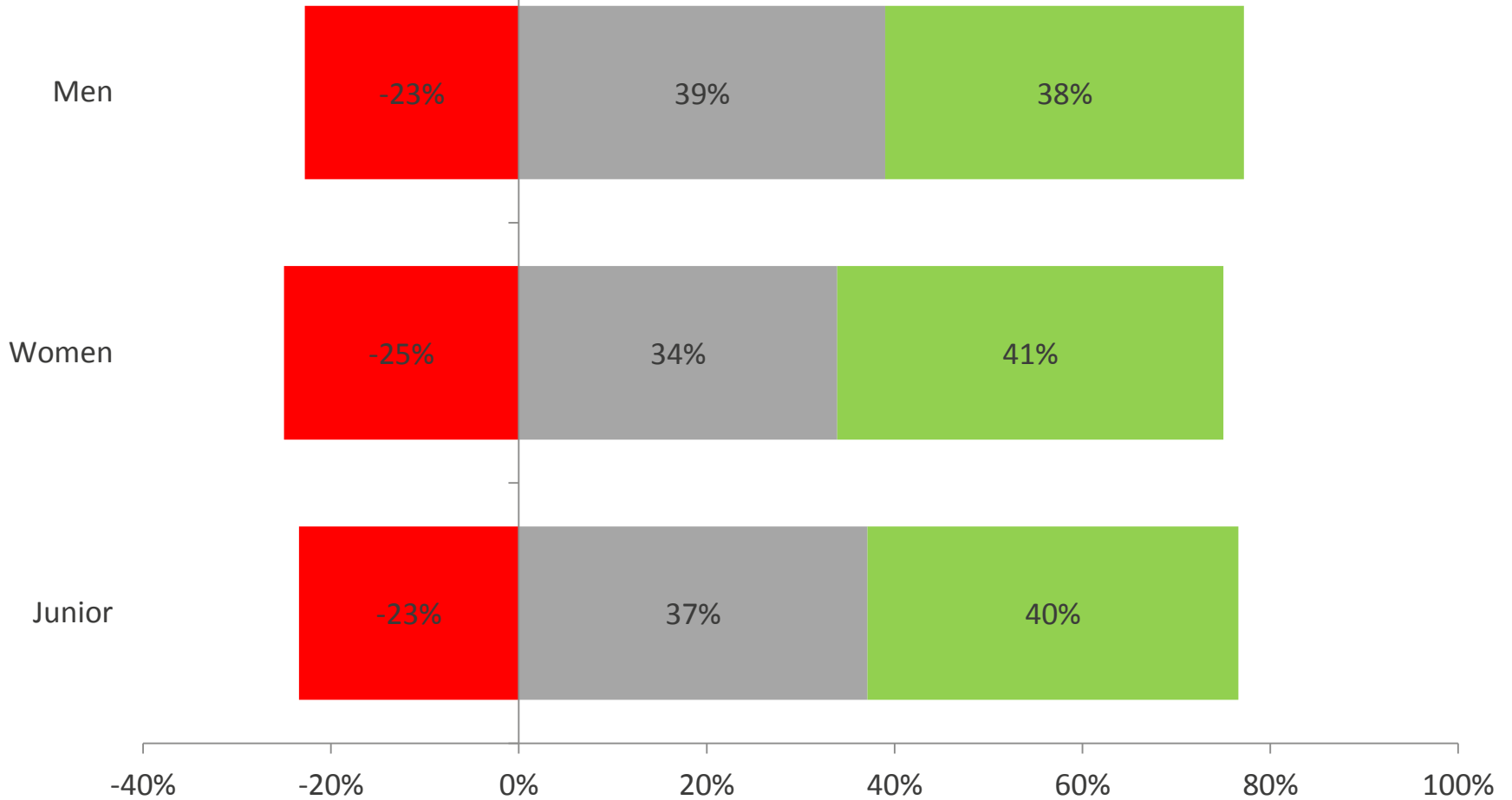


5. Alpine Helmets

5. Alpine Helmet

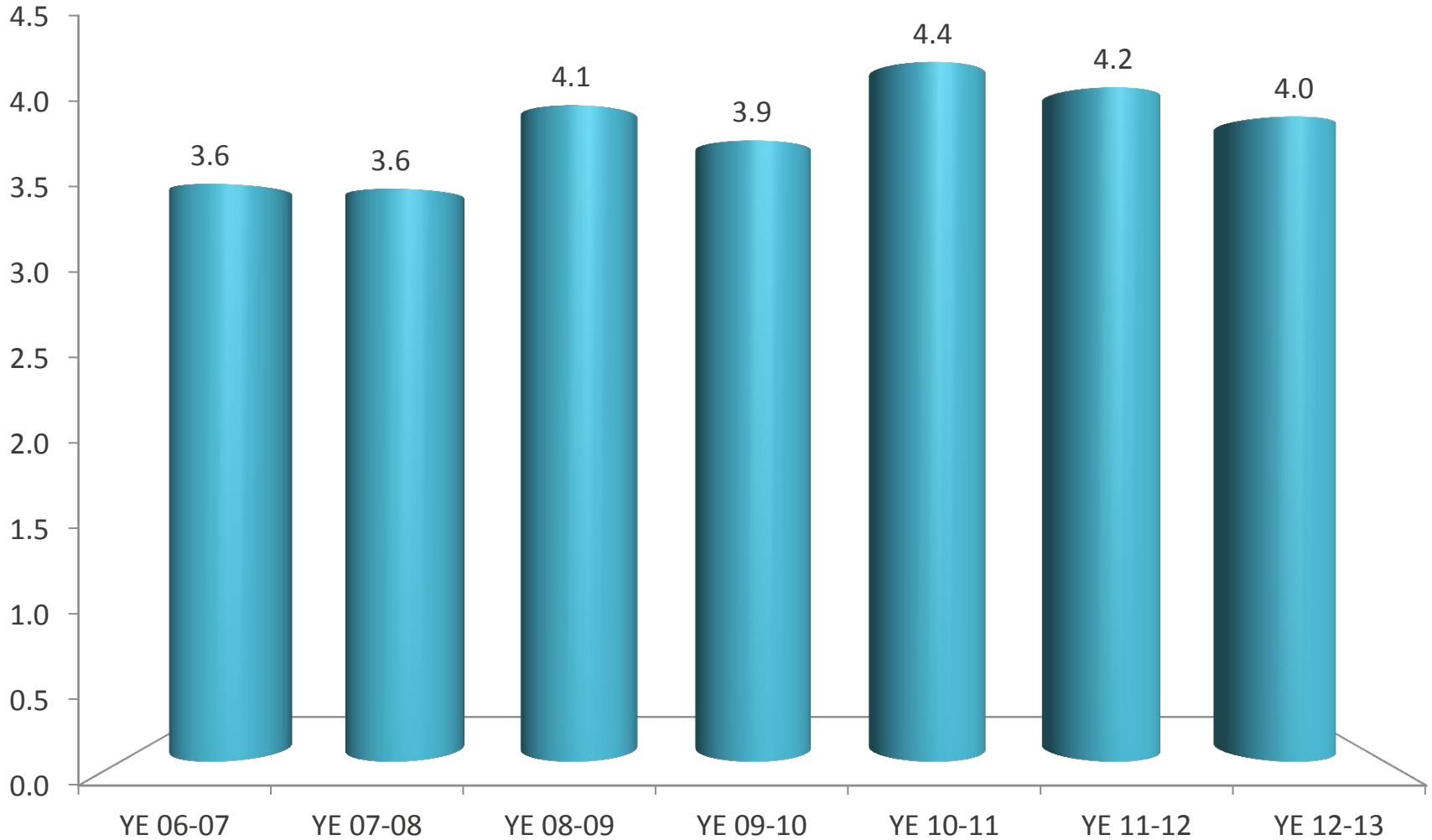
Helmet Dollar Sales Change ~ Men, Women, and Junior

■ Decreased ■ Stayed the Same ■ Increased



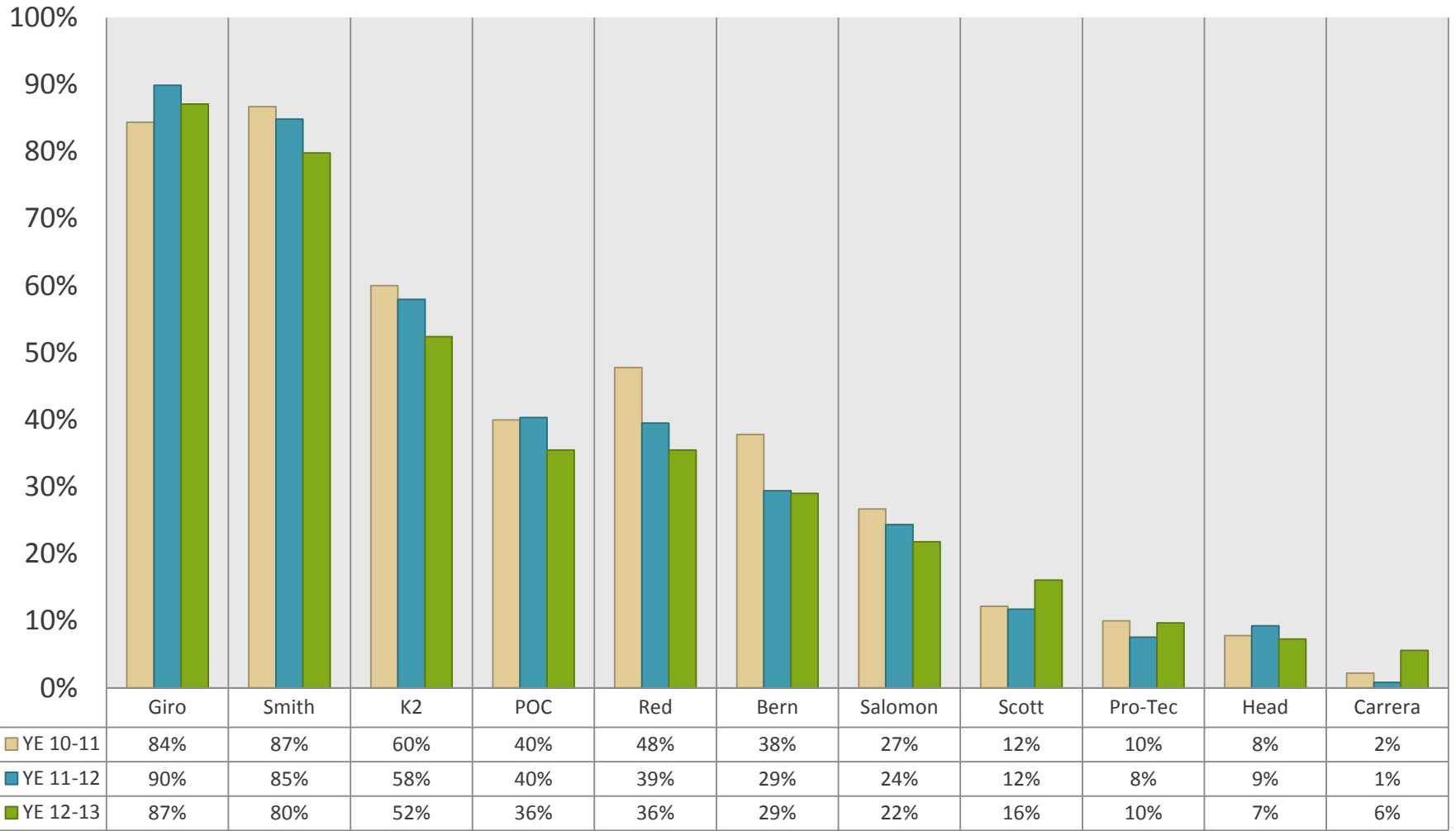
5. Alpine Helmet

Average # of Helmet Brands Carried



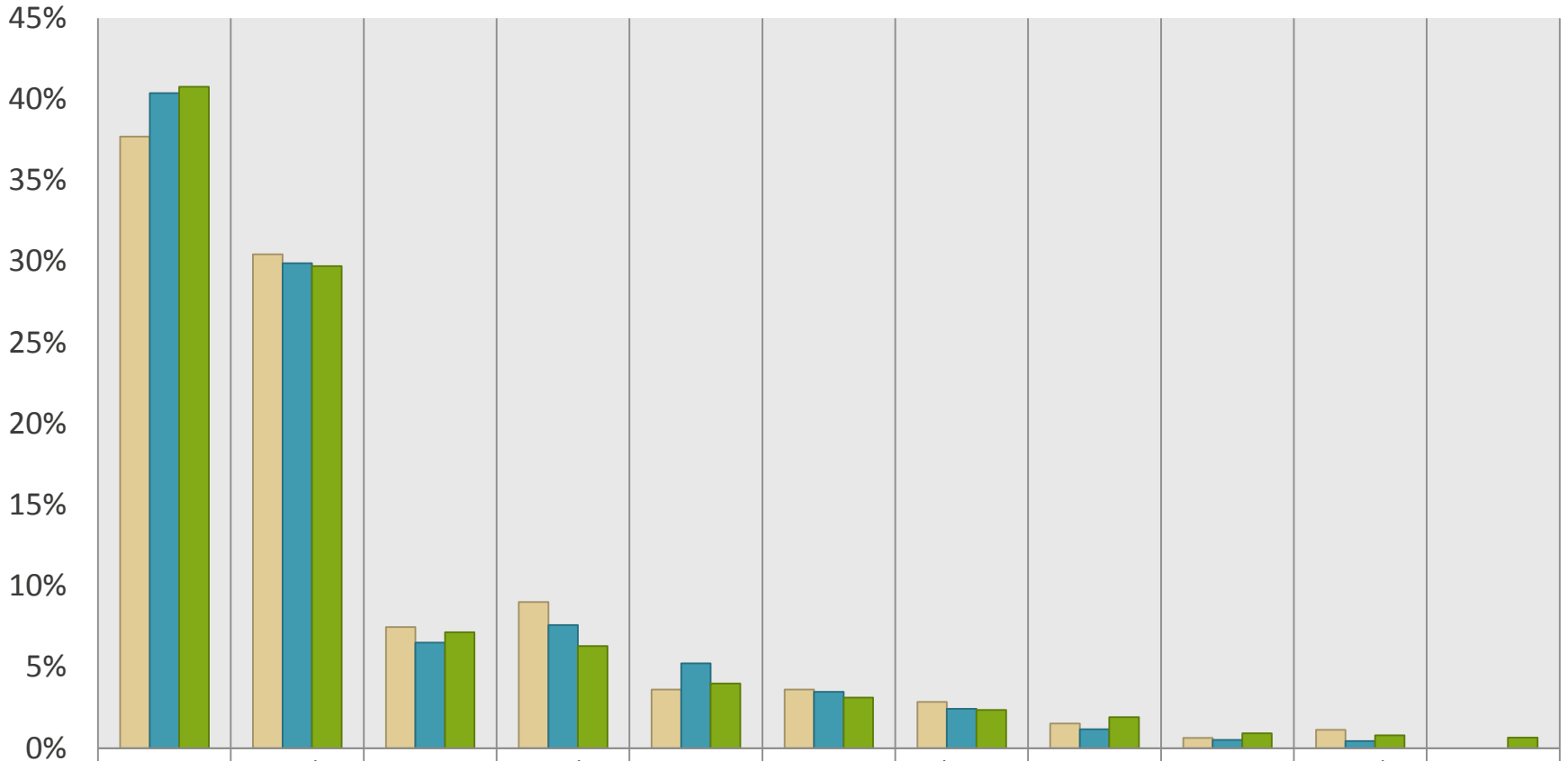
5. Alpine Helmet

Brand Distribution ~ % of Dealers Carrying Helmet Brands



5. Alpine Helmet

Dollar Market Share ~ Helmet Brands



	Giro	Smith	K2	Red	POC	Bern	Salomon	Scott	Pro-tec	Head	Carrera
YE 10-11	38%	30%	7%	9%	4%	4%	3%	2%	1%	1%	
YE 11-12	40%	30%	7%	8%	5%	3%	2%	1%	1%	0%	
YE 12-13	41%	30%	7%	6%	4%	3%	2%	2%	1%	1%	1%

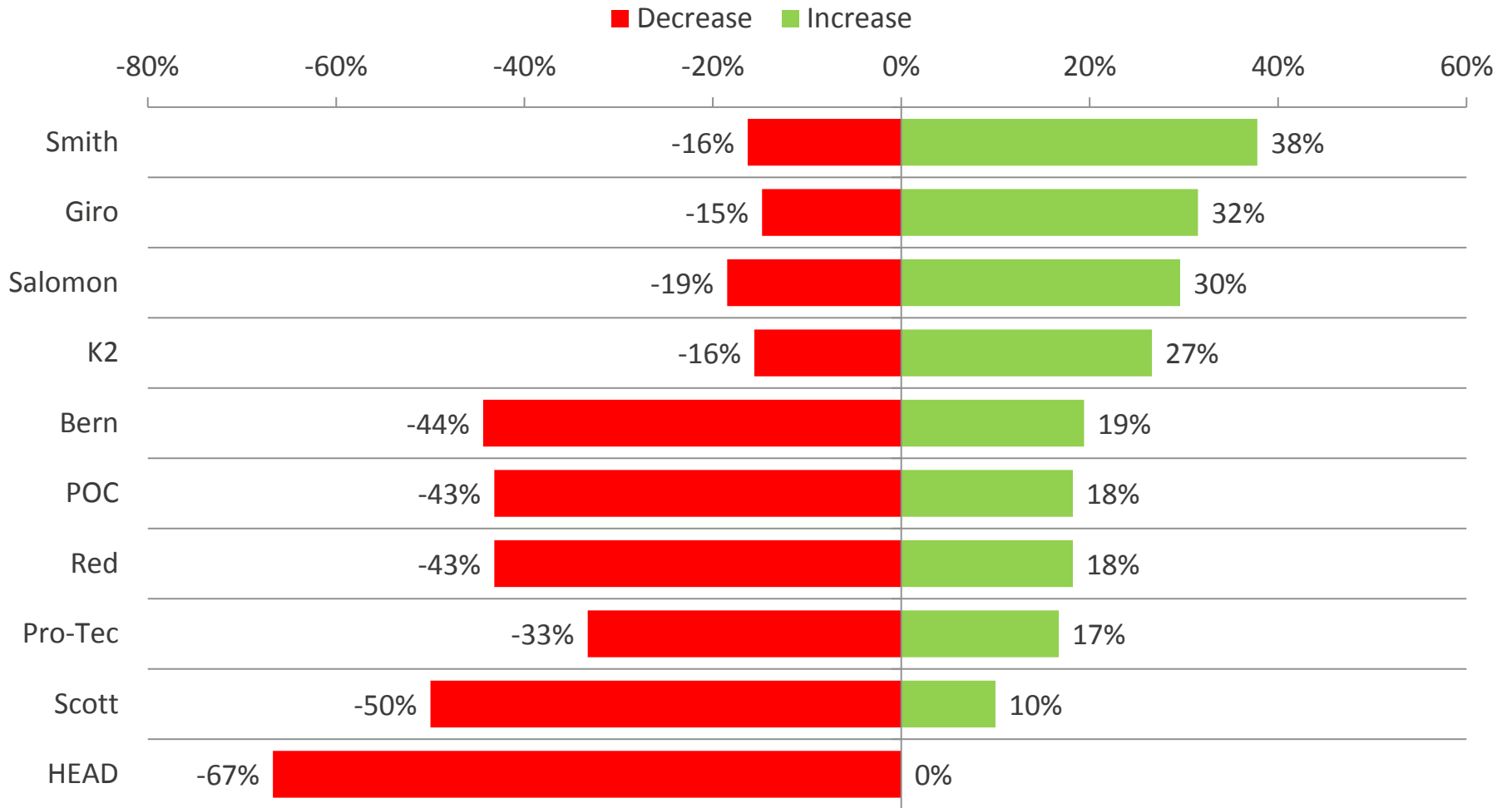
Helmet Brands – Add/Drop

Will you be adding any brands to your current helmet collection for the next season?
 Will you be dropping any brands from your current helmet collection for the next season?

	Adding	Dropping	Net
Marker	9		9
Salomon	4	1	3
Other	4	1	3
POC	5	3	2
Smith	5	3	2
UVex	2	2	0
Boeri		1	-1
Giro		1	-1
Rosignol		1	-1
K2	1	3	-2
HEAD		3	-3
Pro-Tec		3	-3
Red	2	6	-4
Scott	1	5	-4
Carrera		5	-5
Bern	1	7	-6

5. Alpine Helmet

Sales Predictions ~ Helmet Brands % of Dealers Carrying Brands



5. Alpine Helmet

Helmet Brand Performance Ratings

For each of the following brands that you carry, please rate the following characteristics on a scale of 5 to 1 where 5 is one of the best, 4 is above average, 3 is average, 2 is below average, and 1 is one of the worst.

	Next vs. Current Line	Product Innovation	Comfort and Fit	Current Consumer Interest	Total Profit to Dealer	Overall Average
Smith	3.60	3.93	3.91	3.95	3.68	3.81
Giro	3.44	3.81	4.08	3.91	3.64	3.78
K2	3.23	3.23	3.37	3.06	3.55	3.29
Salomon	3.19	3.41	3.52	2.81	3.35	3.26
POC	3.18	3.70	3.05	3.53	2.59	3.21
Scott	3.10	3.30	3.00	2.74	3.00	3.03
Pro-Tec	3.00	2.92	2.92	2.83	3.25	2.98
Bern	3.08	2.94	2.83	2.97	2.78	2.92
Red	3.12	2.89	2.93	2.77	2.83	2.91
HEAD	3.00	2.56	3.13	2.13	3.00	2.76

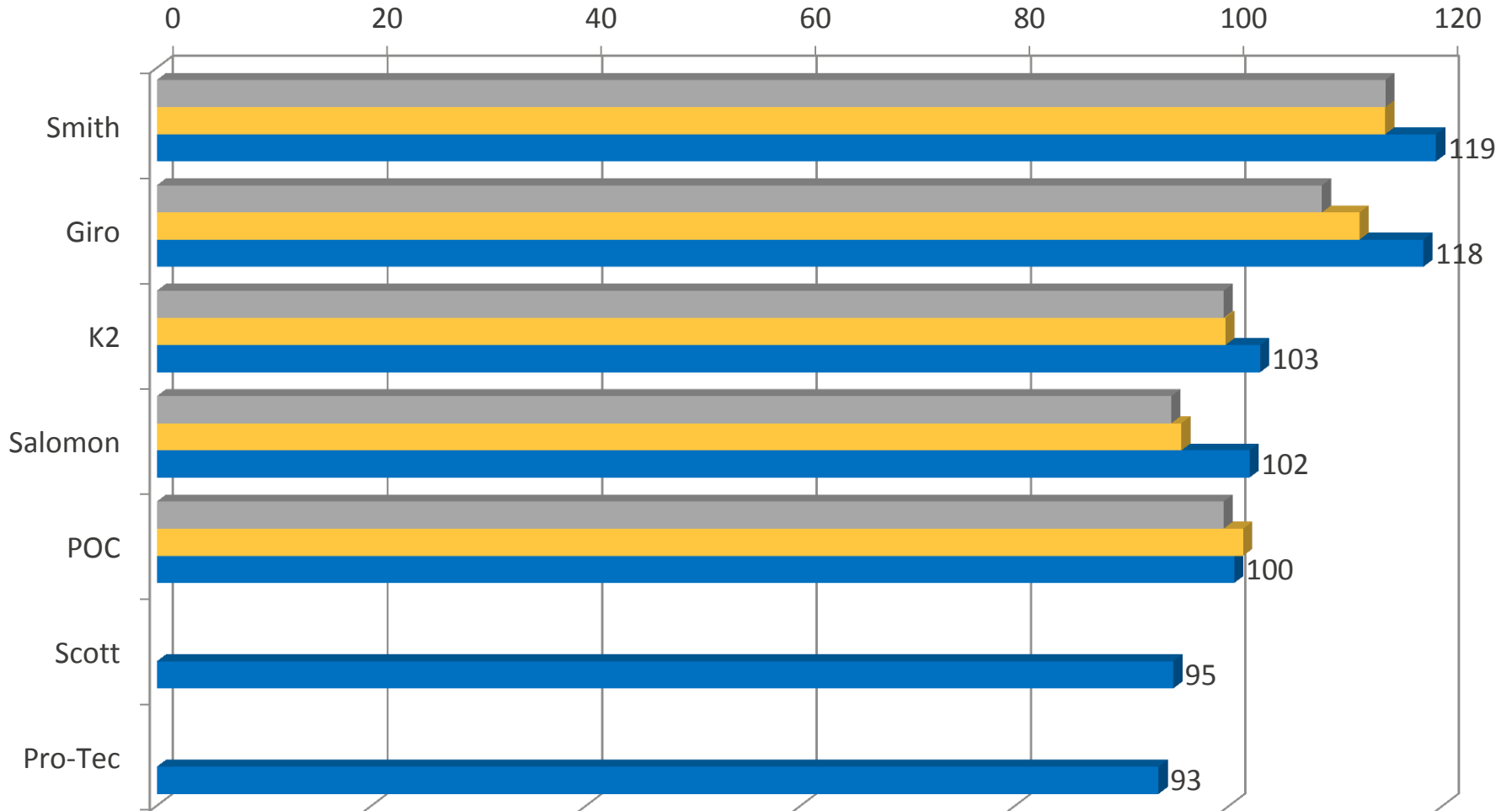
Helmet Brand Performance Rank

	Next vs. Current Line	Product Innovation	Comfort and Fit	Current Consumer Interest	Total Profit to Dealer	Overall Average	Overall Average YE11-12
Smith	1	1	2	1	1	1	1
Giro	2	2	1	2	2	2	2
K2	3	6	4	4	3	3	4
Salomon	4	4	3	7	4	4	5
POC	5	3	6	3	10	5	3
Scott	7	5	7	9	6	6	N/A
Pro-Tec	9	8	9	6	5	7	N/A
Bern	8	7	10	5	9	8	6
Red	6	9	8	8	8	9	7
HEAD	9	10	5	10	6	10	N/A

5. Alpine Helmet

Helmet Brand Ratings Index ~ Overall Average

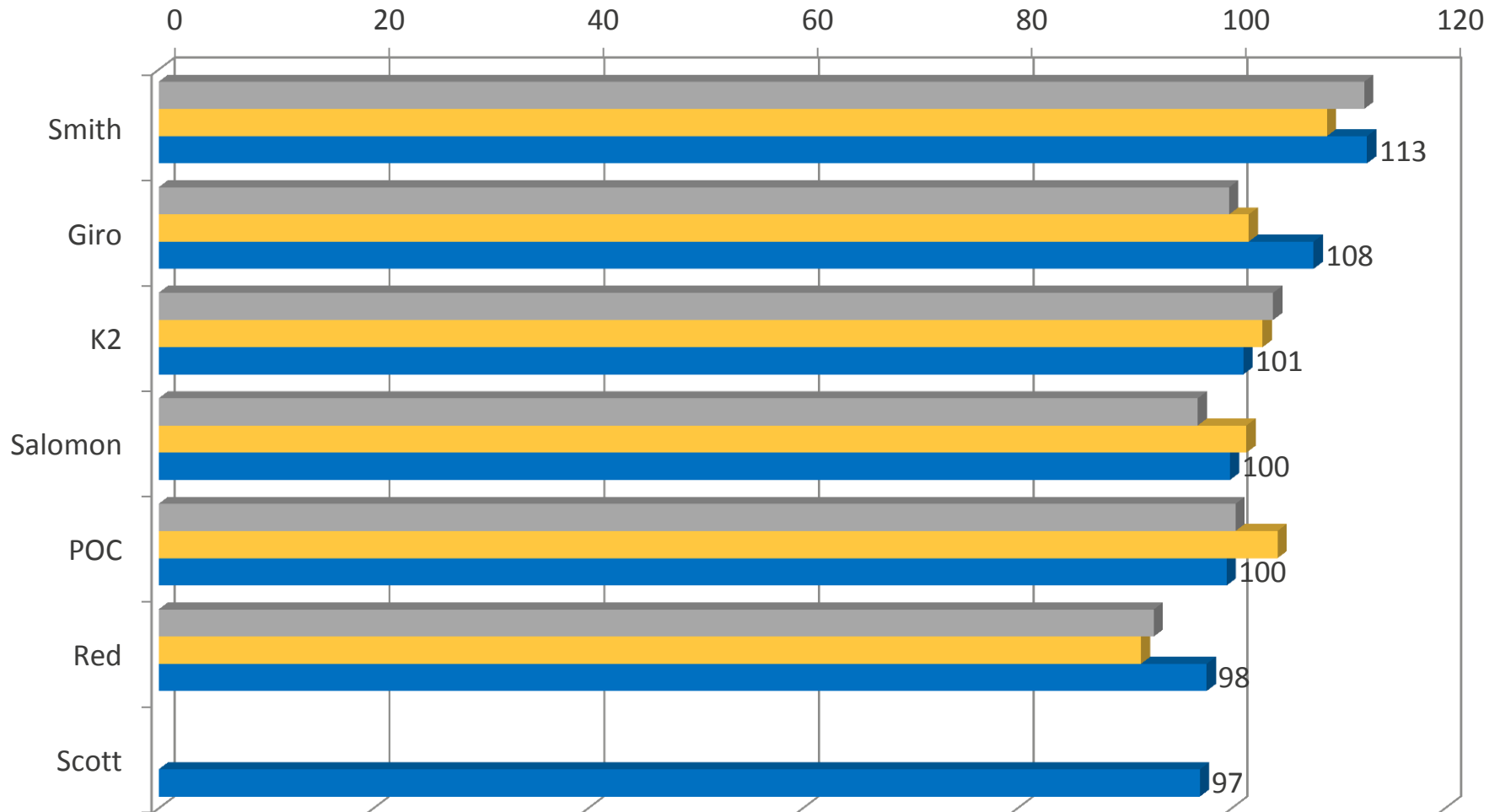
■ YE 10-11 ■ YE 11-12 ■ YE 12-13



5. Alpine Helmet

Helmet Brand Ratings Index ~ Next Line vs. Current Line

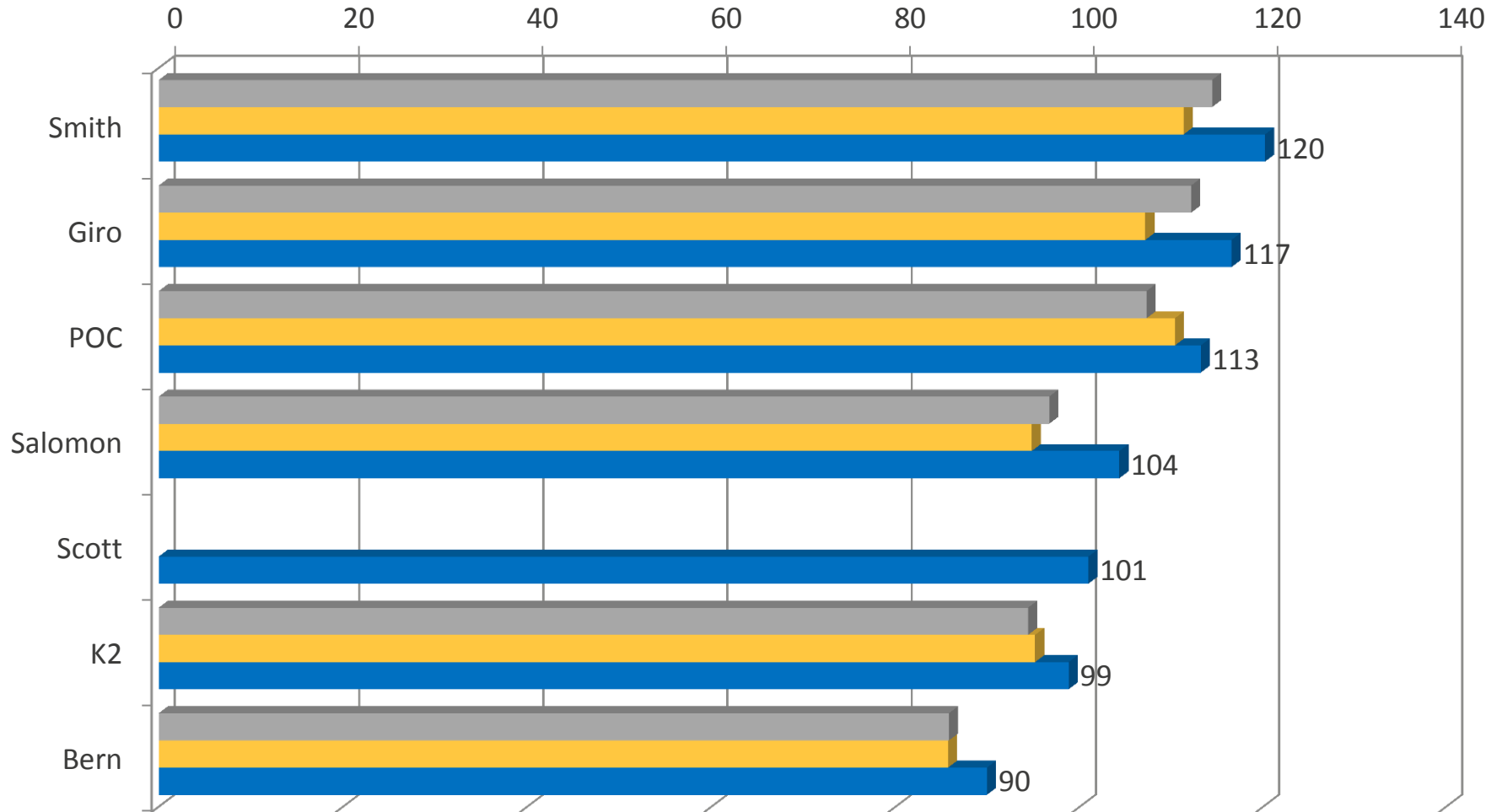
■ YE 10-11 ■ YE 11-12 ■ YE 12-13



5. Alpine Helmet

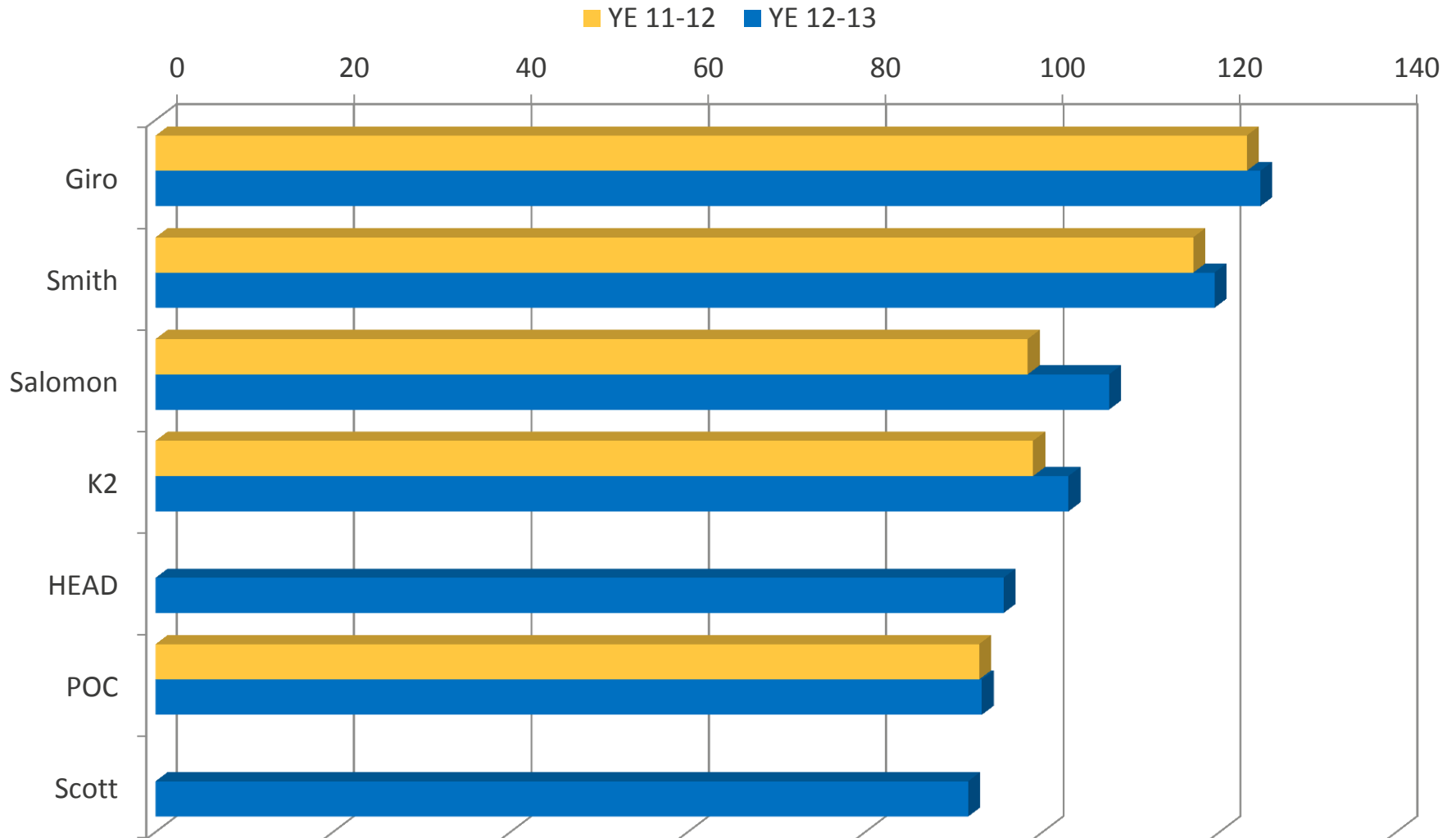
Helmet Brand Ratings Index ~ Product Innovation

■ YE 10-11 ■ YE 11-12 ■ YE 12-13



5. Alpine Helmet

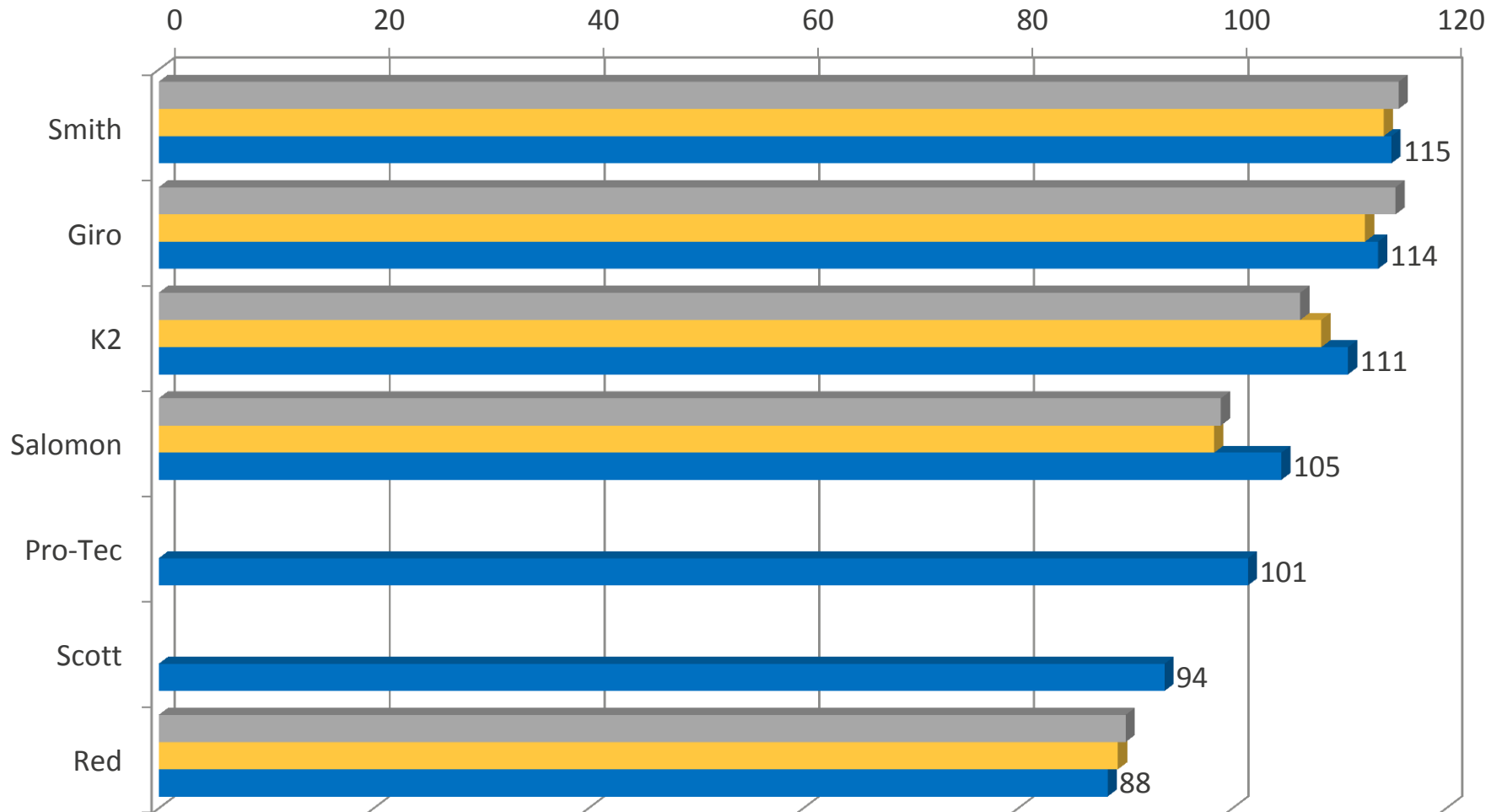
Helmet Brand Ratings Index ~ Current Consumer Interest



5. Alpine Helmet

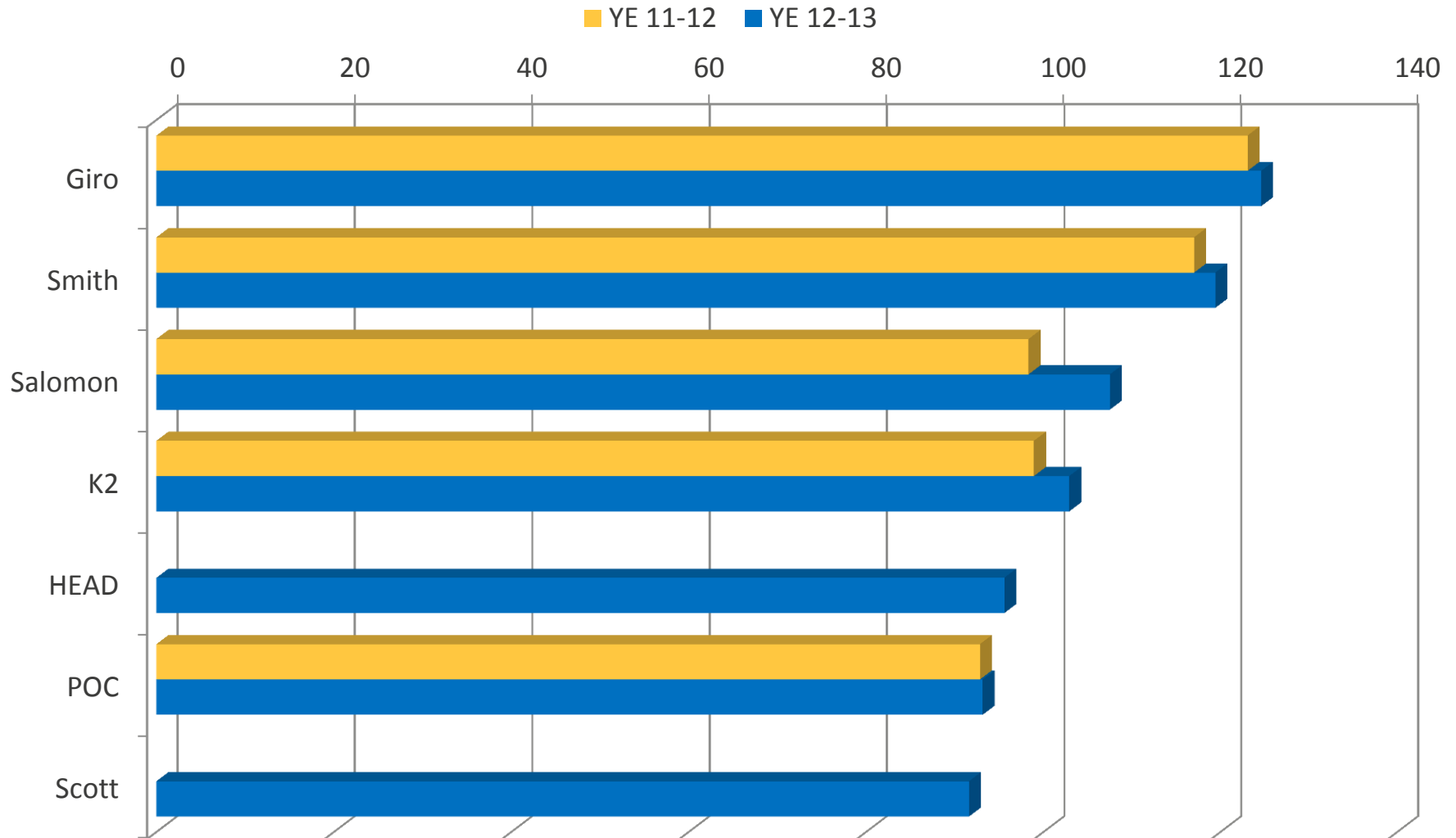
Helmet Brand Ratings Index ~ Total Profit to Dealer

■ YE 10-11 ■ YE 11-12 ■ YE 12-13



5. Alpine Helmet

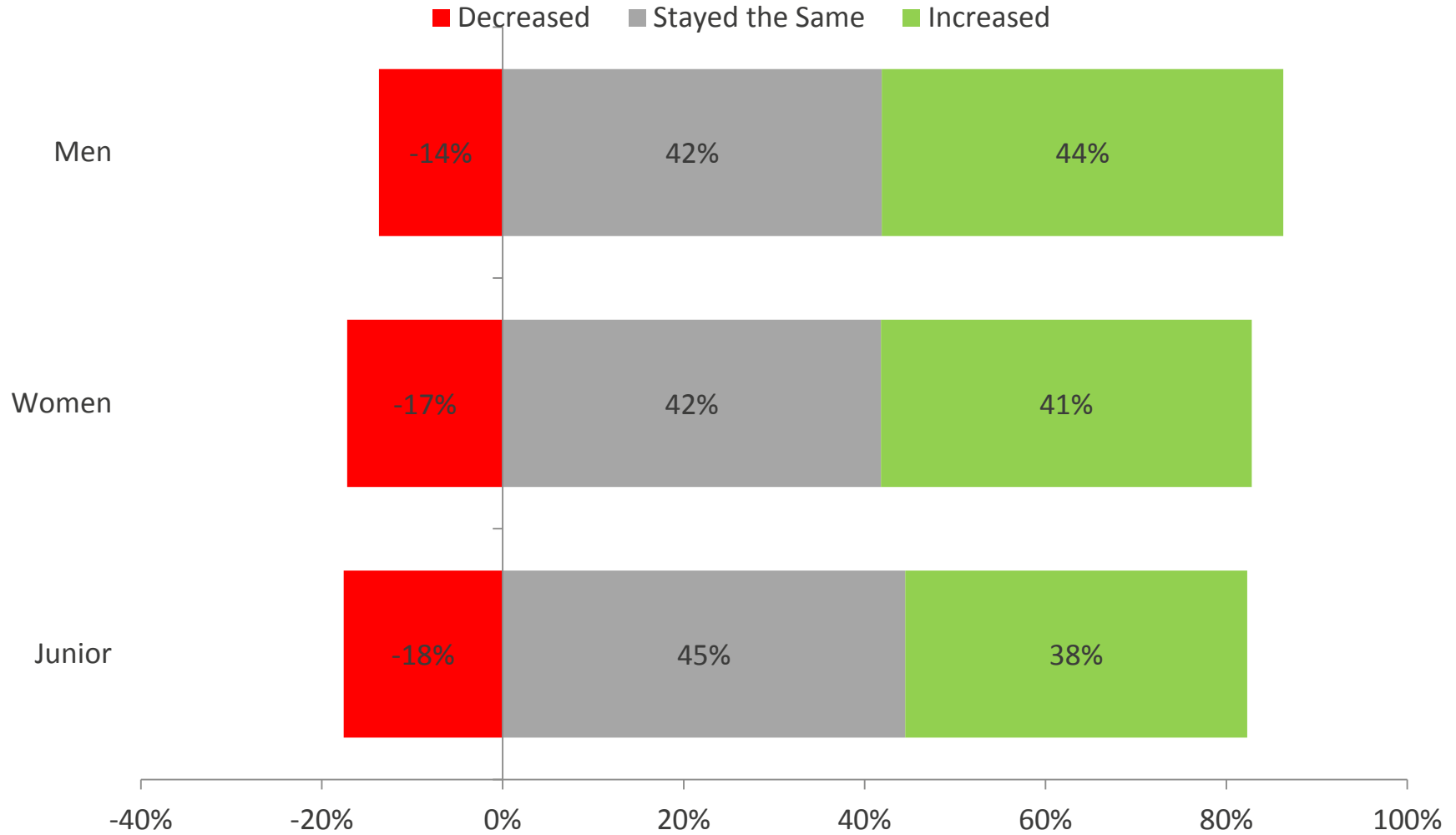
Helmet Brand Ratings Index ~ Fit and Comfort



6. Alpine Goggles

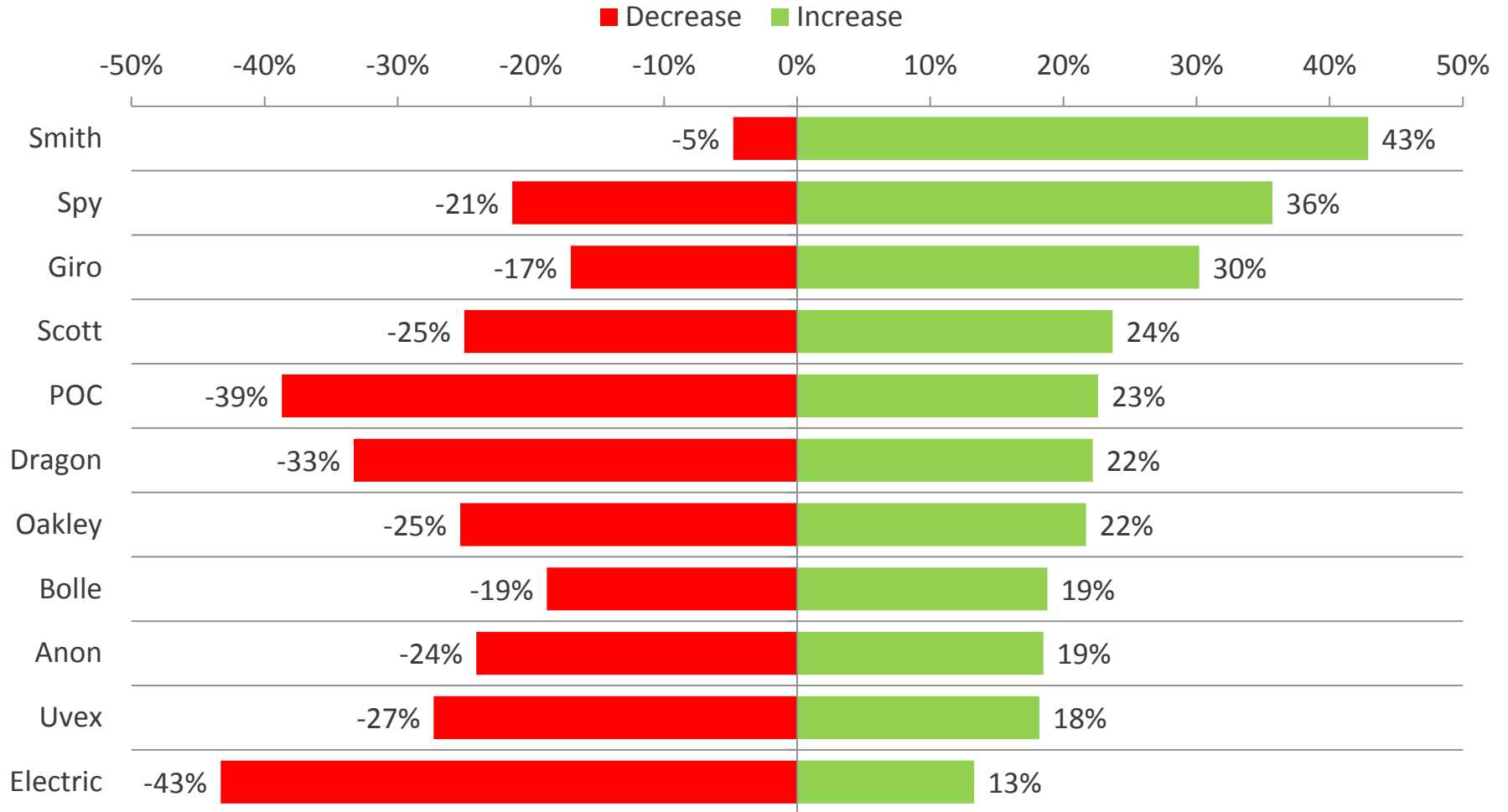
6. Alpine Goggles

Goggle Dollar Sales Change ~ Men, Women, and Juniors



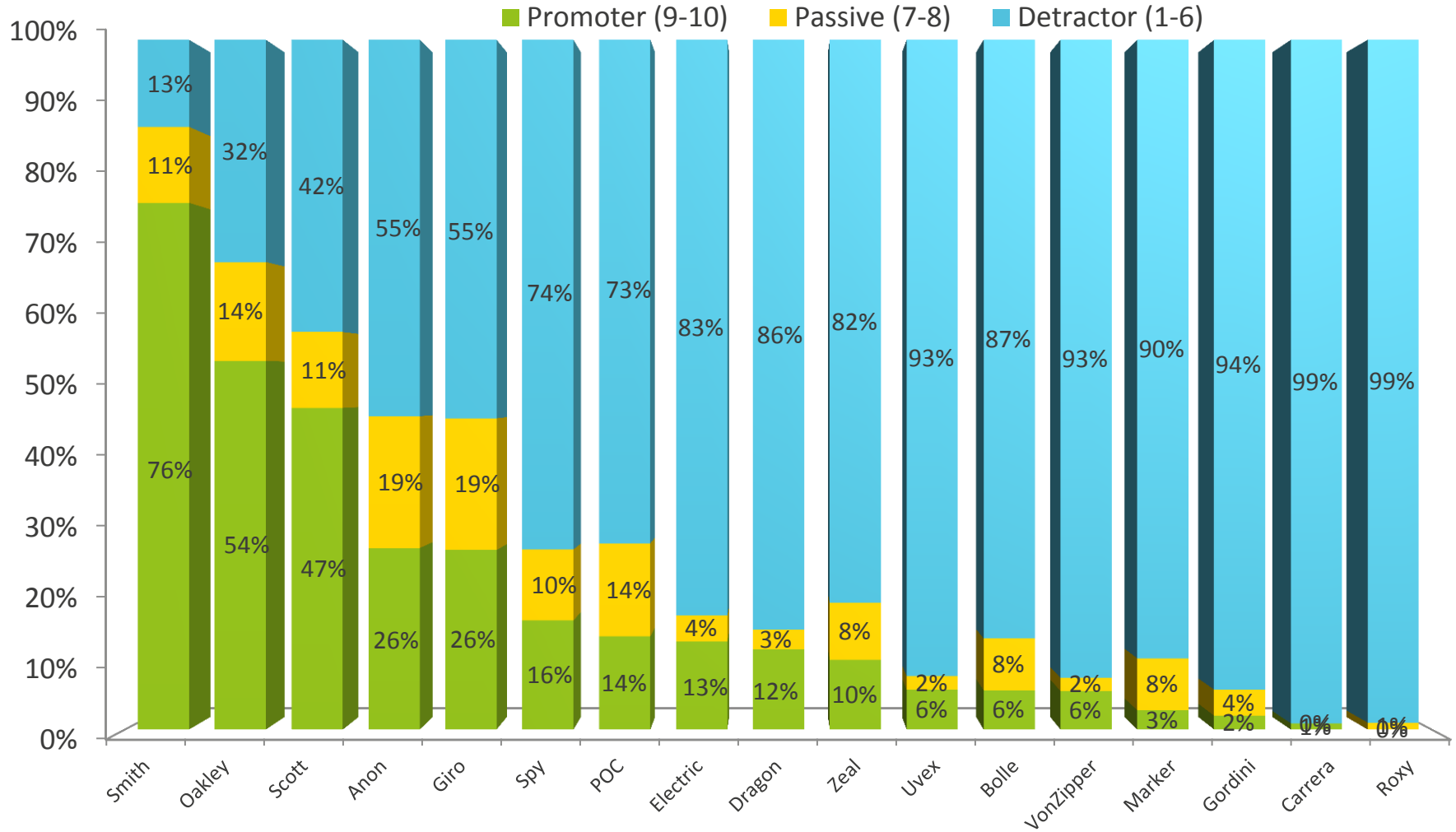
6. Alpine Goggles

Sales Predictions ~ Goggle Brands % of Dealers Carrying Brands



6. Alpine Goggles

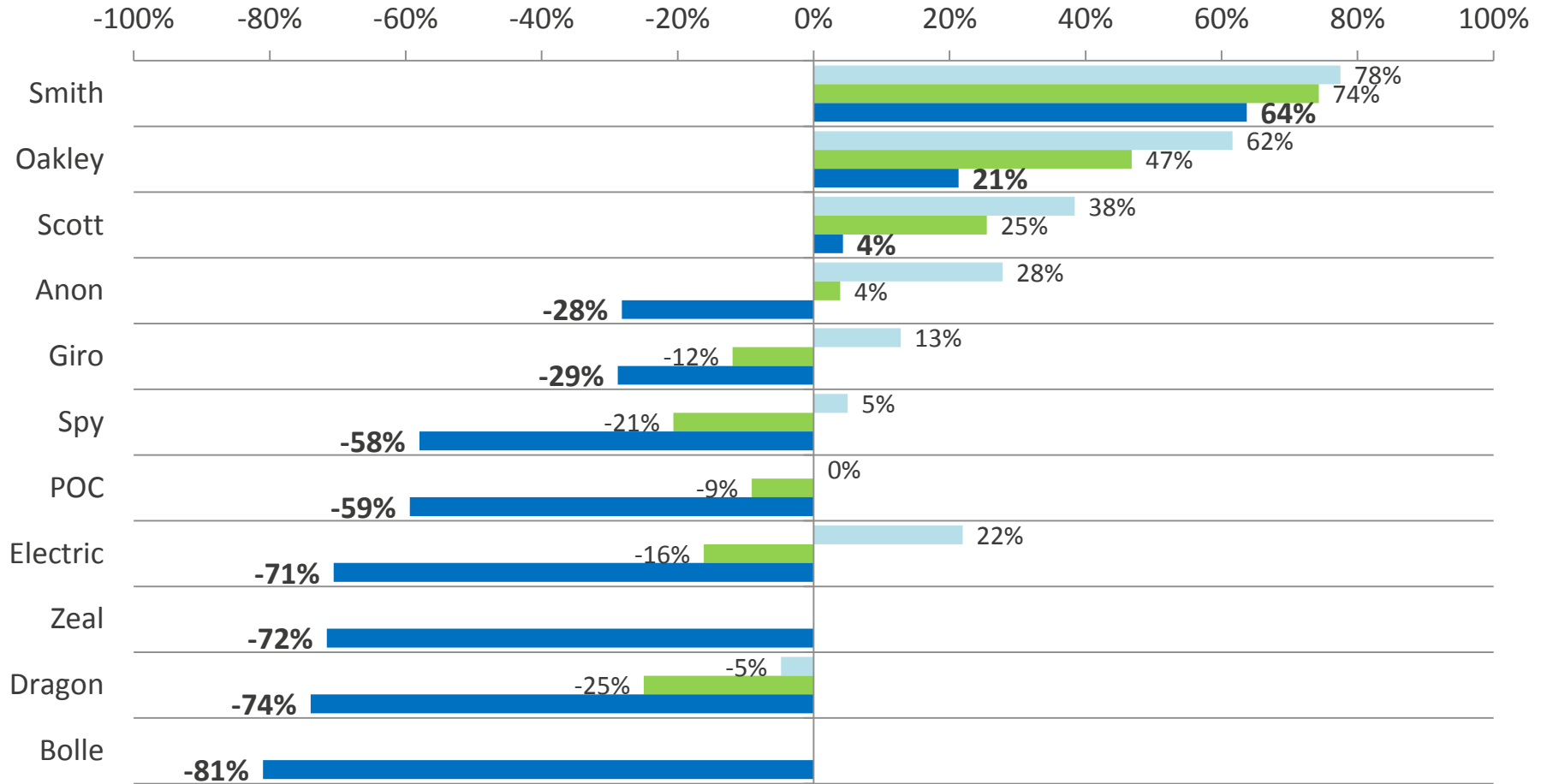
Likelihood to Purchase Goggle Brands



6. Alpine Goggles

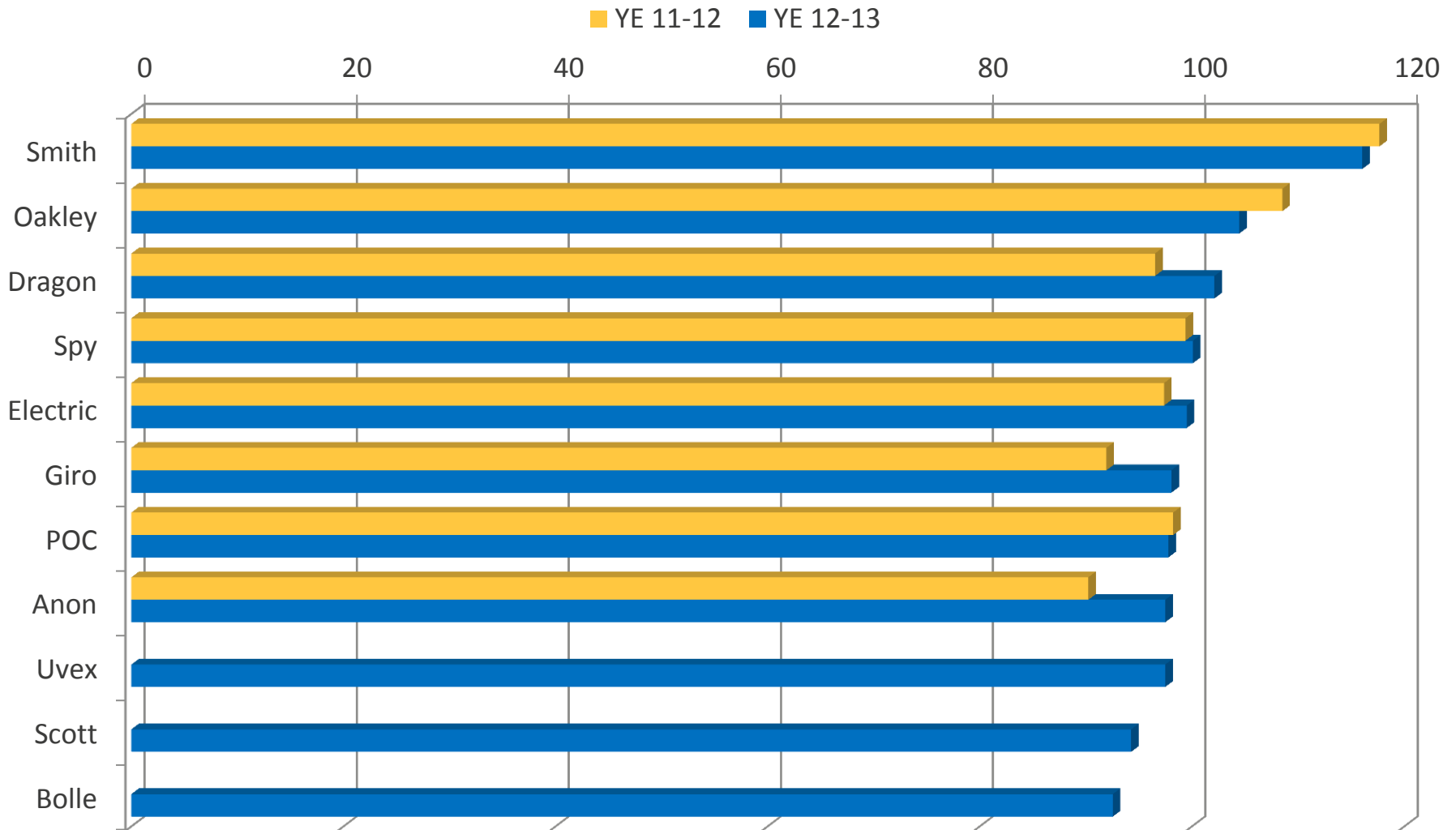
Net Promoter Score

YE 10-11 YE 11-12 YE 12-13



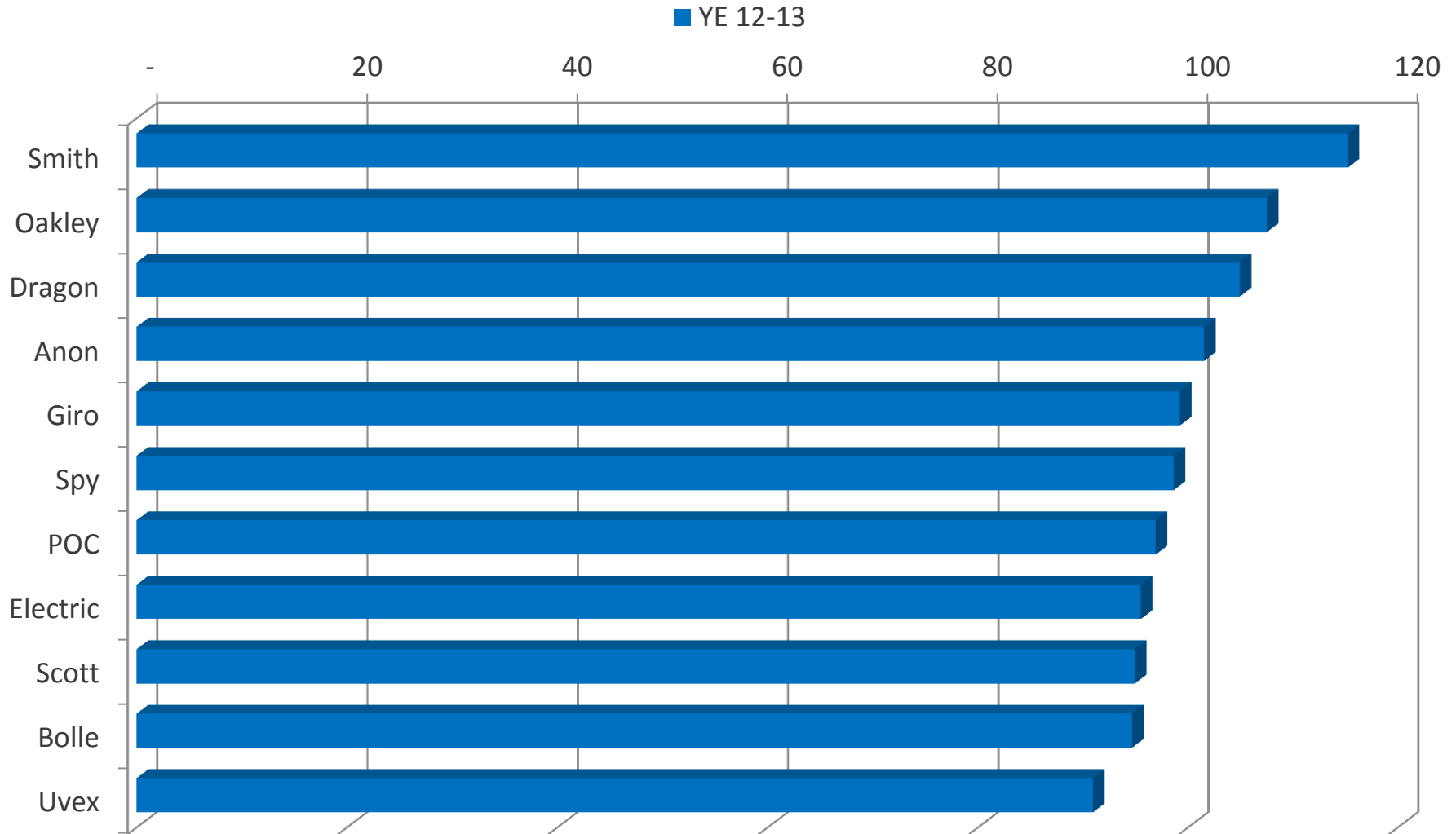
6. Alpine Goggles

Goggle Brand Rating Index ~ Fit and Comfort



6. Alpine Goggles

Goggle Brand Rating Index ~ Product Innovation



7. Vendor Ratings

7. Vendor Ratings

Advertising/Promotions

Brand	YE 10-11	YE 11-12	YE 12-13	3 year trend
K2	114	122	127	
Oakley		122	118	
Marker			116	
Blizzard	87	105	114	
Rossignol	99	103	113	
Volkl	105	108	113	
Smith	119	114	112	
Salomon	102	108	110	
Line	109	106	109	
Atomic	99	101	108	
Dragon		94	108	
Lange	104	106	108	
Full Tilt	115	109	105	
Giro	114	96	105	
Tecnica	99	100	105	
Nordica	100	103	104	
Anon		97	101	
Armada	107	107	100	
Scott		89	99	
Dalbello	97	93	99	
Dynastar	86	94	98	
Electric		101	95	
Spy		91	95	
Red	99	94	94	
Bern	97	85	93	
POC	101	95	92	
HEAD/Tyrolia	85	88	92	
Look			91	
Icelantic			90	
Fischer	76	85	90	
Pro-Tec			89	
Elan	86	83	88	
KneeBinding			84	
Bolle			80	
Alpina			55	

Index is determined by taking the rating for each brand (in the respective category) dividing it by the average rating for all brands (in the respective category) then multiplying by 100.

7. Vendor Ratings

Sales Representative

Brand	YE 10-11	YE 11-12	YE 12-13	3 year trend
Rossignol	106	110	119	
Dynastar	112	113	115	
Blizzard	106	107	115	
Elan	98	110	114	
Lange	108	110	114	
Dalbello	106	107	113	
Nordica	109	108	111	
Tecnica	104	105	111	
Atomic	103	110	110	
Smith	110	107	110	
Look			110	
Volkl	103	104	109	
Marker			109	
Scott		105	107	
HEAD/Tyrolia	90	99	107	
K2	94	103	106	
Salomon	99	94	105	
Giro	96	96	104	
Line	96	98	104	
Fischer	94	104	101	
Armada	100	89	100	
Full Tilt	94	95	100	
POC	96	100	98	
Uvex			96	
Anon		93	95	
Spy		97	95	
Red	88	85	94	
Dragon	106	90	92	
Electric		88	91	
Bolle			88	
Alpina			88	
Bern	81	92	86	
Icelantic			86	
Oakley		81	84	
KneeBinding			59	
SkiLogik			56	

7. Vendor Ratings

Customer Service

Brand	YE 10-11	YE 11-12	YE 12-13	3 year trend
Dalbello	107	111	117	
Blizzard	105	110	117	
Volkl	105	106	114	
Dynastar	103	107	113	
Rossignol	102	109	113	
K2	102	112	112	
Lange	102	108	112	
Marker			112	
Look			112	
Nordica	105	108	111	
Tecnica	108	106	111	
Smith	106	107	106	
Elan	98	97	105	
Head/Tyrolia	102	101	104	
Atomic	97	104	103	
Line	95	101	103	
Giro	100	101	101	
Fischer	100	103	100	
Salomon	91	91	100	
Scott		100	99	
Anon		94	99	
Alpina			99	
Pro-Tec			98	
Armada	104	96	96	
Bern	88	91	96	
Electric		88	96	
Electric		88	96	
Full Tilt	97	97	96	
Red	96	91	92	
Spy		94	92	
Bolle			91	
Icelantic			91	
POC	88	86	89	
Oakley		86	88	
Dragon		95	88	
KneeBinding			82	
Uvex			75	
SkiLogik			74	

Brand	YE 11-12	YE 12-13	2 year trend
Dynastar	110	113	
Dalbello	109	112	
Rossignol	110	112	
Lange	108	111	
Atomic	110	109	
Smith	108	109	
Nordica	106	107	
Scott	106	107	
Blizzard	107	106	
Head/Tyrolia	104	105	
Elan	103	105	
K2	104	105	
Salomon	100	105	
Volkl	101	104	
Tecnica	102	103	
Giro	105	103	
Line	101	99	
Spy	90	99	
Fischer	103	98	
Full Tilt	93	94	
Electric	91	90	
Anon	96	89	
Dragon	86	89	
Red	95	89	
Bern	90	87	
Oakley	89	85	
POC	85	84	
Armada	86	82	

brand	YE 11-12	YE 12-13	2 year trend
Dalbello	110	110	
Blizzard	103	109	
Lange	106	106	
K2	109	106	
Smith	107	106	
Rossignol	105	105	
Tecnica	99	105	
Volkl	95	104	
Atomic	102	104	
Scott	103	104	
Dynastar	97	103	
Elan	100	102	
Line	108	102	
Nordica	102	102	
Giro	103	101	
Electric	100	99	
Fischer	100	98	
Head/Tyrol	101	98	
Armada	98	97	
Red	95	97	
Dragon	98	97	
Salomon	93	97	
Anon	98	96	
Spy	99	94	
Bern	93	92	
Oakley	92	90	
POC	91	90	
Full Tilt	93	88	

8. Dealer Confidence Index

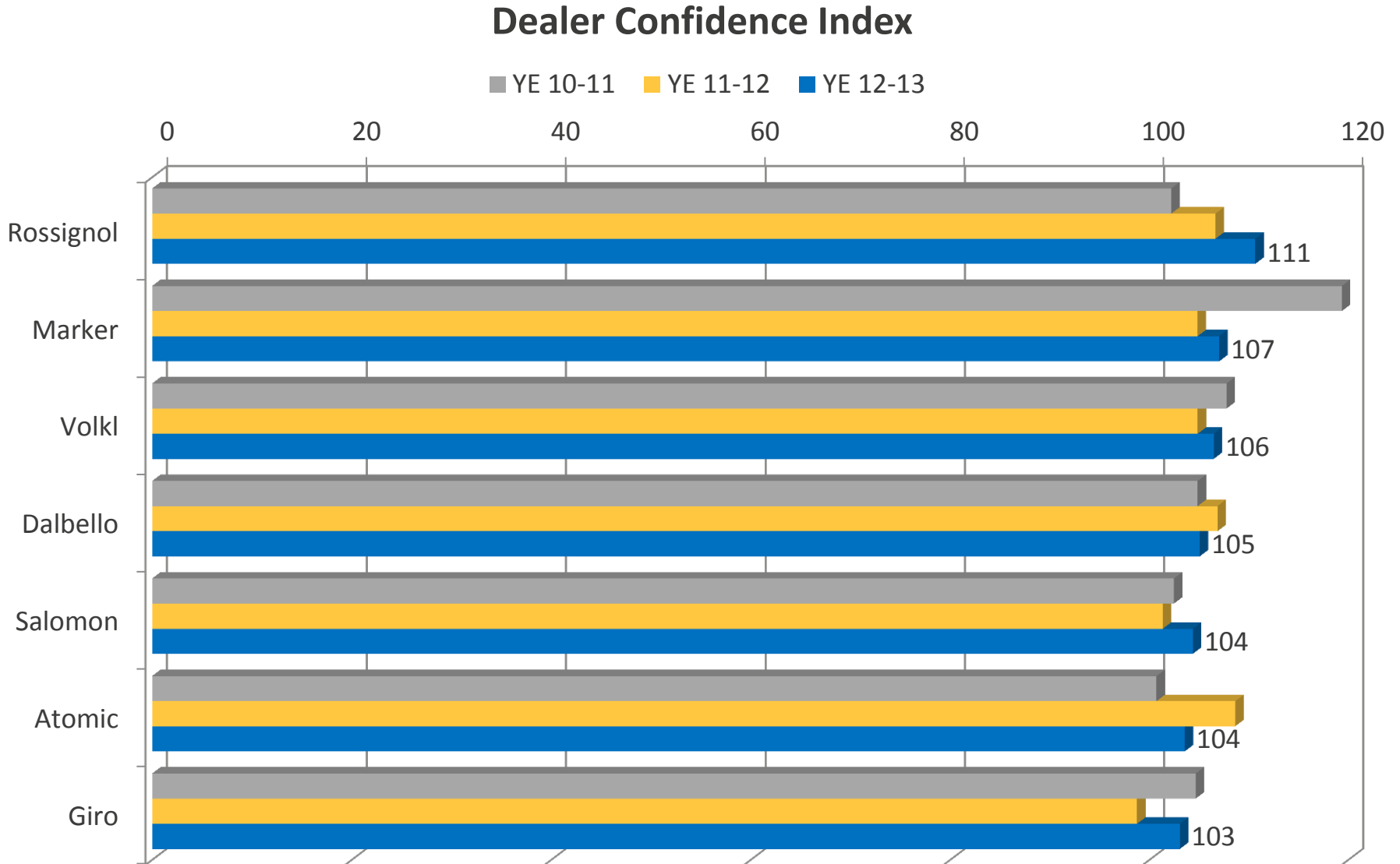
8. Dealer Confidence Index

The Dealer Confidence Index (DCI) are based exclusively on the response of the Dealer. The DCI is a good measure of how dealers “feel” about a vendor.

The DCI rating is generated by assigning three points to a response of “Positive,” two points to a response of “Indifferent,” and one point to a response of “Negative.”

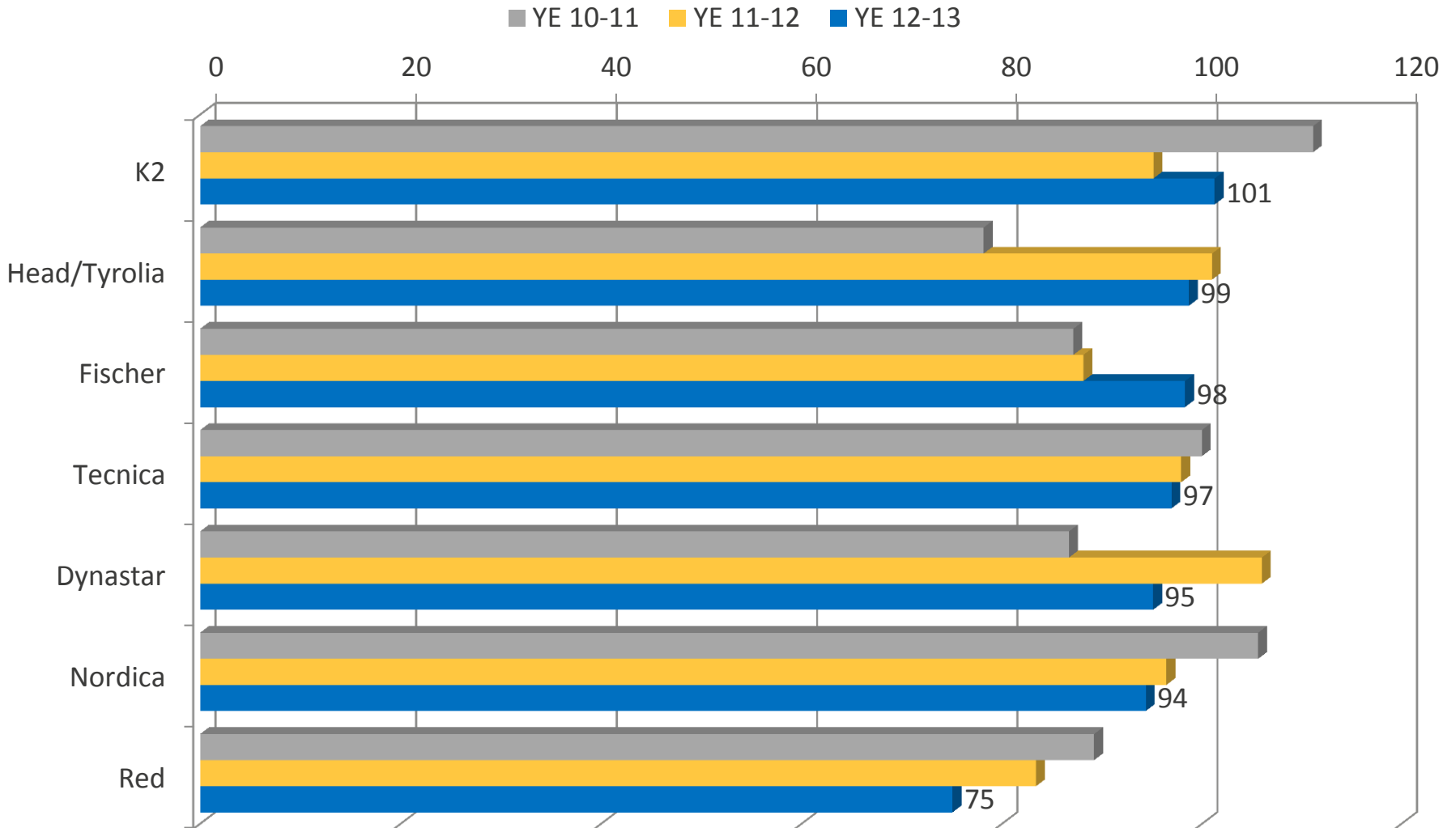
The indexed numbers are then calculated by dividing the DCI of each brand by the average DCI for all brands, then multiplying by 100. The overall sample average is 100, therefore, a score of 110 represents 10 points above average.

8. Dealer Confidence Index



8. Dealer Confidence Index

Dealer Confidence Index Cont.



9. Dealer Verbatim Comments

9. Dealer Verbatim Comments

Dealers were asked to comment on the leading trends whether positive or negative. Dealer comments are presented exactly as expressed by respondents. All comments are the best gauge of how dealers feel about particular company.

Comments are presented in alphabetical order. Comments are sorted by overall feeling toward the company – Positive, Indifferent, and Negative.

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Atomic]
Large	UT	Positive	Atomic does the most market research for the American skier and listens to their dealers needs and opinions more than any other supplier. Consequently, their products are tailored to our consumer.
Small	OO	Positive	Best value in the marketplace
Large	CO	Positive	BOOTS ARE SELLING ON PRICE AND NEW WAYMAKER BOOT ARE STILL NOT PROVEN. SKIS ARE OKAY BUT NOT SPECTACULAR.
Medium	WA	Positive	Boots are working and fittings great.
Medium	MN	Positive	Clean models and easy equipment categories to digest for staff and consumers
Medium	NH	Positive	fantastic
Large	OR	Positive	Good line-up and good pricing. Shaking off the "RAce only" look has been good
Large	WI	Positive	Good looking line-up for 13-14 - skis, boots, and bindings. Strong product for a good value. Race product needs to be re-designed - nothing holds up - the only flaw.
Large	GA	Positive	Great boots - the ski luster has worn off a bit, but still selling well
Medium	WA	Positive	great construction; keeps performace recreationa skiers in mind; aggressive pricing; improving graphics
Small	VA	Positive	Great graphics and great work on holding price with prior years product which mixes well with current graphics.
Large	CA	Positive	great innovations on the all mtn ski side and great designs on alpine boots
Large	NY	Positive	Great pricing on solid products
Large	CT	Positive	great rep in john esterbrook, excellent performing skis, great looking womens line, the skis have a great story to tell
Large	CO	Positive	Great Rep. Strong brand
Large	WA	Positive	Great Value
Large	CT	Positive	Great women's graphics. Roll out of new ARC plate is so, so.
Large	AZ	Positive	HAWX BOOT AWSOME
Medium	NM	Positive	Hawx boots are phenomenal performers. Cannot find right identity for skis in western US
Small	CA	Positive	innovative design-new technology-performance
Large	NH	Positive	Most complete ski and boot line. Graphics always strong. Great price points.
Large	MD	Positive	No leadership, who is in charge and where are they
Large	UT	Positive	Prices have been good. Graphics are good
Large	PA	Positive	Products look and perform good at the right price points with lots of value; excellent program and margin; outstanding rep.
Small	MT	Positive	SHIPPING TAKES LONGER THAN IT SHOULD
Large	NJ	Positive	strong line, pricing could be better.
Medium	VA	Positive	The skis are amazing, and the boots are priced correctly and fit amazing.

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Atomic]
Large	DE	Positive	They are slowly eroding the retailers margins
Large	ID	Indifferent	Becoming too freeride for our clientele. Not a lot of selection for front side performance skiing. Except for the Redster boots, boots fit really big - kind of feels like a "box store" fit rather than specialty
Small	CO	Indifferent	Good company. No real innovation.
Small	CO	Indifferent	Keep making good skis. Boots need improvement.
Medium	NY	Indifferent	Needs more innovation
Medium	CA	Indifferent	plain graphics
Large	OH	Indifferent	Stuff is great, but really no consumer demand at all.
Medium	MT	Indifferent	There has been the same product with different top sheets for a few years now. Needs an update.
Large	VT	Indifferent	They kept the same name in their men's ski line for a 4th year even though they are considered new skis, they should have changed the name, there is no excitement.
Medium	OH	Negative	low discounts
Small	WI	Negative	Skis look nice and ski good but there is no customer interest
Medium	NY	n/a	Boots seem to be doing well
Small	ID	n/a	Good advertising, skis to instructors
Small	MI	n/a	good boots
Medium	OR	n/a	Good product innovation and marketing. Solid team of riders. Good market presence.
Large	UT	n/a	GREAT FITTING. BOOTS AND SKI DESIGN. SKI GRAPHICS ARE GETTING STALE AND OLD.
Medium	CT	n/a	Great following, but I wasn't moved by the ski and the New England rep is a joke.
Small	WA	n/a	Love The Bent Chetler
Small	ND	n/a	Make a bigger presence for the skis you make
Medium	CA	n/a	no excitement for all-mountain skier.
Medium	CA	n/a	not too much exciting right now
Small	FL	n/a	Perserverence by the rep
Medium	NH	n/a	salomon knock off
Medium	CO	n/a	seeing more consumer questions
Small	NY	n/a	There's some appeal regarding their on snow performance.
Small	MI	n/a	too heavy
Medium	IN	n/a	Too many models, poor graphics
Medium	WI	n/a	Too much coping of sister company Salomon, and undercutting the competitive Salomon product
Medium	NH	n/a	We don't carry them

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Dalbello]
Large	GA	Positive	Always a consistent seller
Large	PA	Positive	Awesome company to do business with. They support specialty retail and offer a lot of value at outstanding margins. The only thing that would make it better is free shipping.
Large	OR	Positive	Best customer service in the business. Will try to sell their product first for this reason alone. For special orders, will go to this brand first
Small	WA	Positive	Best fit in the world
Medium	WI	Positive	Changing representation to the Volkl ski rep was a mistake
Large	UT	Positive	CONTINUING TO MOVE FORWARD IN GREAT FIT AND DESIGN. THE ONLY THING HOLDING THEM BACK IS THE SHORT LASTED LINERS.
Medium	CA	Positive	Dec. due date is unrealistic
Medium	NM	Positive	Excellent all around
Small	WI	Positive	fits most customers great. looks have been better in the past
Large	CA	Positive	Good solid products
Large	CA	Positive	great boot designs and great value for the dealer that can be passed on to the guest
Small	CO	Positive	Great company. I miss their old Rocky Mt. rep.
Medium	CT	Positive	Great Dealer Support
Small	OO	Positive	Great diversity
Small	VA	Positive	Great fitting boots at good prices.
Small	ID	Positive	Great inovation. Need better marketing
Large	WI	Positive	Great looking boots for a good value. One of the best line-ups for 12-13 AND 13-14. No big issues
Medium	MT	Positive	Great new product. Great Profitability.
Medium	NH	Positive	great prices
Medium	OH	Positive	great product great margins
Small	NJ	Positive	Hot Buys are great for dealer margins, especially smaller dealers.
Medium	CA	Positive	intuition liner program is great. Krypton program is great.
Large	OH	Positive	Narrow up model mix- margins are great, but fit isn't outstanding on new panterra boots.
Medium	WA	Positive	Needs to trim models.
Large	CO	Positive	NEW PANTERRA AND KYRA BOOTS LOOK GREAT AND MARGINS EVEN BETTER.
Medium	CA	Positive	nice new hike ski line
Small	MN	Positive	Once you get the boot on the customer's feet they love it. Brand recognition is still growing.
Large	UT	Positive	Prices and fit have been great

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Dalbello]
Large	CO	Positive	Sales are flat but consistant
Medium	CT	Positive	Solid brand making excellent boots for an in creditable value.
Medium	CA	Positive	STRIVING FOR IMPROVEMENT
Small	FL	Positive	Support of specialty shops is best
Large	NJ	Positive	to many boots in the line. the three pc. design should be the focus. be differnt and inovate the different. say "no" to 2 pc pinned boots that belong on long old straight skis.
Large	AK	Positive	Very customer oriented
Medium	MT	Indifferent	Cabrio shell design and ID liners
Small	CO	Indifferent	getting better with fit.
Medium	MN	Indifferent	Great looking product at great prices.
Large	ID	Indifferent	Innovative - unique designs - great fit for older people who have a tough time getting into boots. great margins
Large	DE	Indifferent	Keeping to specialty retail is the key to their suces
Large	AZ	Indifferent	KILLER GRAPHICS ON ALL BOOTS
Large	UT	Indifferent	Needs better marketing stratgedy to make the name more recognizable by the average consumer.
Large	CT	Negative	Feel they are losing market share due to lack of innovation.
Large	MD	Negative	Scott did a great job on the new line
Medium	OR	n/a	Absolute abomination of a rep in the Northwest. Horrible distribution management. Out of my store as a result.
Medium	IN	n/a	Cheesy Liners, look cheap
Large	NY	n/a	Distribution is everywhere. you use to make good money from them. now you can't
Small	NY	n/a	Good policies, portfolio, and pricing.
Medium	NH	n/a	great boots
Medium	CO	n/a	great pricing
Small	MI	n/a	in mass merchant stores
Large	CT	n/a	indifferent
Small	MI	n/a	just don't like them
Medium	NY	n/a	Margins are great
Medium	NH	n/a	We don't carry them
Small	ND	n/a	Where to find?

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Dynastar]
Medium	NM	Positive	Cham skis have brought a great rebound to this brand. Looking forward to women's Chams for next season.
Medium	CT	Positive	Continue on new designs
Small	CO	Positive	Doing an awesome job overall.
Medium	NM	Positive	Good
Medium	CO	Positive	i like the new cham skis
Medium	CT	Positive	Innovative and fun skis. I am impressed to see other brands looking like Dynastar.
Large	CO	Positive	NEW CHAMS FOR WOMEN ARE PROMISING AND THE MENS CHAMS HAVE CREATED MORE INTEREST IN DYNASTAR AGAIN.
Medium	NJ	Positive	Nice doing business w you
Large	MD	Positive	Outstanding in everyway
Medium	VA	Positive	Ski line looks better and better each year. It's a little slow on the east coast, but we are always late to the game. The ladies line looks fabulous this upcoming season.
Large	WI	Positive	Skis need help. The interest for them has been weak for years. The only skis we have done well with is the Course Ti which is much more expensive than ever.
Small	WY	Indifferent	Cham design is too polarizing. Need a design with a little more mass appeal.
Large	CT	Indifferent	Cham is a great ski, but hard to get consumer to buy in at suburban shops
Medium	CA	Indifferent	Gambling on the Cham design
Large	UT	Indifferent	IT DOESN'T MATTER HOW THEIR SKIS SKI. THEY ARE WAY TO HEAVY. UNFORTUNATELY THE SKIS SKI AVERAGE SO NO REASON TO DEAL WITH THE WEIGHT.
Large	MI	Indifferent	Leaning too hard on the Cham skis
Large	GA	Indifferent	Losing importance, not a very strong, deep line
Large	OR	Indifferent	Lost
Large	CT	Indifferent	positive rep in bill levins, innovation with the cham line
Large	NJ	Indifferent	pricing and program are great, skis ski well. not enough good skis though to have to carry.
Large	CA	Indifferent	ship sailing with out a captain great company but cant find a direction for the north american market
Large	OH	Indifferent	Stuff skis great, but no consumer demand to speak of- Graphics have been bad for years.
Large	VT	Indifferent	We will not be carrying the ski line next year, the Cham line has done nothing for us and their women's line is not good.
Medium	OR	Negative	Horrible graphics. Skis weigh too much. No marketing. Sleazy rep in the Northwest.
Medium	CA	n/a	BRAND IMAGE SPEAKS TO A CERTAIN CONSUMER
Medium	CA	n/a	Cham skis-boo!
Large	CA	n/a	Good skis good graphics

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Dynastar]
Small	VA	n/a	Graphics don't work well with my customers.
Small	ID	n/a	Need better marketing. Seem to be better
Medium	IN	n/a	nice skiis
Large	CO	n/a	not going anywhere
Medium	CO	n/a	sham
Large	PA	n/a	Skis have become known for western skis, so it's become an even tougher sell in the East, though the products appear to be good; we don't carry the brand.
Small	MI	n/a	solid
Small	NY	n/a	They're just a duplicate of Rossignol!
Medium	CA	n/a	too heavy

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Elan]
Large	OH	Positive	Amphibio line is great but very Euro looking.
Large	AZ	Positive	BEST LADIES GRAPHICS
Small	VA	Positive	Graphics a bit below the quality of the skis. Women's graphics a bit better than mens.
Medium	OH	Positive	great product and inovation
Small	MN	Positive	Pushing the Amphibio series will help define the brand more- great for consumer recognition.
Small	WI	Positive	some of the best skis out but people dont come looking for them
Large	GA	Positive	Women's graphics continue to be some of the best
Large	NJ	Indifferent	great program, look is still to euro.
Medium	CT	Indifferent	Need to appeal to the U.S. and younger consumer better
Large	CO	Indifferent	NEW SPECTRUM SKIS ARE MUCH BETTER THAN THE PREVIOUS FREERIDE SKIS.
Large	CT	Indifferent	They make great product, but difficult as consumer is not really aware of brand
Medium	MN	Negative	Always innovative.
Large	WI	Negative	Amphibio skis are still not great. The value that Elan used to provide in all skis has been lost a bit with all of the expensive models. They used to be excellent skis for \$699-799 with excellent margin. Waveflex sold well, get rid of Amphibio.
Small	CO	Negative	One of the worst reps out there. Nice product
Medium	CA	n/a	amphibio is solid. Cosmetics great on W line. Distribution is now poor...
Large	MD	n/a	Crap
Large	UT	n/a	DEAD
Medium	CA	n/a	disappearing from market place
Large	CA	n/a	good new direction for the north american market best innovations for all mtn skis
Small	NJ	n/a	Graphics are too tame. There needs to be a happy medium that needs to be identified between conservative and extreme.
Large	NY	n/a	great performing skis. Can't sell them
Medium	CT	n/a	Great ski, graphics are lame.
Large	CT	n/a	indifferent
Medium	CO	n/a	long way to go
Large	OR	n/a	Must get an more "American" presence. Has very positive reputation in industry and consumers opinion. just can't deliver a product that appeals to Americans cosmeticly
Medium	OR	n/a	No current knowledge.
Small	ID	n/a	No national interest
Small	ND	n/a	Still around?

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Elan]
Large	UT	n/a	There is no presence in the West right now.
Small	NY	n/a	Very good on snow performance and graphics. They're innovative, good pricing, and very good pro ski endorsement with Glenn Plake.
Large	PA	n/a	We don't carry the brand, but the women's skis look really good and they appear to provide a strong margin and support specialty retail.
Medium	NH	n/a	We don't carry them
Medium	IN	n/a	Weird
Small	WY	n/a	Who?
Large	CO	n/a	who?

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Giro]
Large	CT	Positive	Absolute staple for helmets.
Medium	CO	Positive	best fitting & selling helmets summer & winter
Medium	IN	Positive	Best fitting ski and Cycling helmets on the planet!
Medium	MN	Positive	Coming out with new technologies in both goggles and helmets
Large	CO	Positive	CONTINUES TO GIVE THE BEST HELMET FIT AND VALUE. NEW MULTI-IMPACT HELMET IS VERY INTERESTING.
Large	DE	Positive	Doing a great job. Not getting too complicated
Small	CA	Positive	fit,lightness, durability,design
Medium	WA	Positive	Get a new rep.
Large	UT	Positive	Giro continues to make some of the best fitting and best looking products on the market.
Medium	CA	Positive	GOGGLES NEED IMPROVEMENT, HELMETS ARE SOLID
Large	CA	Positive	good company guest relate well to the giro name
Small	MI	Positive	great
Medium	NY	Positive	Great customer service
Small	WI	Positive	great fit but they need to get "outside the box" with some color ways or looks
Large	WI	Positive	Great helmets. The goggles were impressive, both junior, womens, and unisex. This was our first BIG year with goggles and they sold through 95%!
Medium	OH	Positive	great product and inovation
Medium	NH	Positive	Great stuff. Always coming out with new products that look, priced right and fits great.
Small	MN	Positive	Helmets like the Montane and Lure have both been well received.
Small	WA	Positive	Kinda foggy goggles
Large	MN	Positive	Leader in light well fitting helmets
Small	ID	Positive	Need more inovation
Medium	NH	Positive	needs new stles
Large	WA	Positive	Outstanding rep
Small	FL	Positive	Quality products.
Large	UT	Positive	Stagnant. Need some new innovations and advertising.... Smith is crushing them in the West...
Large	CA	Positive	Stick to helmets I don't see a lot of Giro goggles on the hill.
Medium	CO	Positive	Styles are getting stale
Large	CO	Positive	Very consistant. good margins
Small	MI	Positive	very stylish and cutting rdge
Large	GA	Indifferent	Always a consistent seller

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Giro]
Medium	NM	Indifferent	Best fitting helmets hands down.
Large	OR	Indifferent	Best overall helmet brand, best fits in the business
Medium	WA	Indifferent	dependable; no surprises; maybe a bit conservative on color/graphic selections
Medium	NH	Indifferent	easy to fit inexpensive helmets
Large	CT	Indifferent	go to helmet, fits everyone
Small	CO	Indifferent	need to keep up with the action!
Large	OH	Indifferent	Need to reach out to larger dealers to improve program to assure that they won't lose market share as other companies enter the market and improve.
Large	ID	Indifferent	New innovations including the Combyn and Edit helmets are great - brand seemed to be stagnating before introducing these helmets
Medium	CA	Indifferent	off the back
Medium	CA	Indifferent	plain
Large	PA	Indifferent	Very good rep and excellent products. They could stand to have better pricing control. Every online retailer has the products and frequently discounts them, making the brand have less true equity.
Large	UT	Negative	LOST ITS EDGE. THE GIRO DESIGN AND FIT IS GETTING BIG AND BULKY.
Small	WY	Negative	No customer service. Never see a representative. Act like you don't care about our business.
Large	MD	Negative	Poor company
Small	CO	n/a	A company only for the big discount/big box type companies.
Large	NJ	n/a	bad program. if i order 3000 helmets I don't get as good a discount as a 300 helmet, 100pr goggles, and 30 pr sunglasses order. Love to here how that makes scence?
Medium	CA	n/a	bike company going against Smith, a ski company
Medium	CT	n/a	Great product.
Small	ND	n/a	Nice work
Medium	OR	n/a	Stagnant.
Large	AK	n/a	They sell to the mass merchandisers, they wont be in my store.
Small	VA	n/a	Too many in box stores.

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [HEAD/Tyrolia]
Medium	CA	Positive	All good with head. On their way up!
Large	WI	Positive	Excellent race skis over the past two years. Momentum and inquiries for Head Race skis are on the rise. The recreational skis and boots need to be totally overhauled. We don't feel any life in the skis and the boots fit like they did 10 years ago and still have the name they did too.
Large	NY	Positive	getting stronger every year
Medium	CA	Positive	Good bindings
Large	MI	Positive	Graphics on skis are finally making them saleable.
Small	VA	Positive	Great folks to work with.
Large	CO	Positive	GREAT NEW GRAPHICS ON THE REV SKIS, WOMENS MYA SKIS ARE IMPROVED.
Large	UT	Positive	GREAT PERFORMING BINDINGS AND DESIGNS. SKIS ARE OKAY. BOOTS ARE OLD AND OUTDATED. SKIS AND BOOTS ARE NOT KEEPING UP (NOT INCLUDING RACE).
Large	ID	Positive	Great products all the way around. i question if the focus on race is really a good way to promote brands in the US anymore??
Large	CA	Positive	great value and products for all skiers
Small	CA	Positive	inovation and design
Small	CO	Positive	keep breathing new life into skiing!
Large	AZ	Positive	KEEP MAKING THE EDGE BOOTS / EASIEST FITTING BOOT OFF OF THE WALL
Medium	MN	Positive	Like the ERA 3 story
Medium	ID	Positive	Need more COOP dollars for promo
Large	GA	Positive	Needs more improvement on women's ski graphics, but getting better
Small	MT	Positive	SHIPPING TAKES TO LONG
Small	MN	Positive	The race heritage is not as big a concern to the consumer- the graphic changes are going to help the free ski lines
Large	OR	Indifferent	Great skis & bindings, just cant crack the NW market. Hopefully the new binding can get the positive vibe going
Large	UT	Indifferent	Head seems lost on ski design and may be due to the effort and energy their success on the World Cup demands. They need to get back to making skis that work for everyday skiers and not just super atheletes.
Large	PA	Indifferent	Overall, good company to deal with. It's nice that they ship from the Mid-Atlantic. The skis need to have better graphics and the boots, while once quite popular in our stores, need some updating without sacrificing fit.
Small	CO	Indifferent	Products are good. Marketing is awful! No, worse than awful. Sam B. (Rocky Mt. rep) is as worthless as tits on a bull.
Large	MN	Indifferent	Race programs are unattainable for small retailers
Large	CT	Negative	bad graffics, no customer awareness
Large	UT	Negative	They make great skis, but very hard to sell. I think it is "too much" ski for a lot of people..

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [HEAD/Tyroliia]
Medium	NM	n/a	Another brand that cannot figure out skis for western US.
Large	VA	n/a	Finally some good looking skis for next year and they ski great!!!
Medium	IN	n/a	Great product and prices
Medium	OR	n/a	Great products. Good rep, good distribution plan.
Medium	CA	n/a	heavy
Medium	CT	n/a	I will not carry Head for the in house/ outside rep relations and decisions. I don't care if the brand was the best ski out there.
Large	CO	n/a	maybe on the east coast. not in the Rockies
Large	OH	n/a	Need to improve graphics and go to realistic 60% margins across the board to earn back our business
Small	MI	n/a	no identity
Medium	CO	n/a	Not relevant in our area
Large	CT	n/a	Still don't know who they are as a brand, and who they are targeting.
Small	ID	n/a	too much racing, not enough good marketing to basic skiers
Small	NY	n/a	Very good on snow performance and excellent pro skier endorsements.

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [K2]
Small	FL	Positive	Always fun
Medium	CT	Positive	An ace in my hand.
Large	AZ	Positive	BEST OVERALL BRAND IN OUR STORE
Medium	CT	Positive	Cut back on models
Medium	CO	Positive	Durability issues
Medium	NH	Positive	easy to ride skis and great brand recognition
Medium	NH	Positive	Finally coming out(2014) with some mens frontside skis that can compete with other brands.
Small	WA	Positive	Going to miss the Pro models, but i think the streamlining of the brand is a good idea
Medium	CA	Positive	GOOD LUCK WITH THE BOOTS FOR 2014
Medium	WA	Positive	great delivery; great pricing; strong consumer loyalty; has been a bit heavy, but getting better...
Large	UT	Positive	Great graphics and price points. Glad to see them trim down the line.
Large	WI	Positive	Great looking ladies skis, men's are good too but not excellent. The ski boots need to be refined and different from Lange's. Right now they just don't show enough refinishing to be launched. It looks like a project pushed out too fast.
Small	ID	Positive	Great marketing and inovation
Medium	NH	Positive	great skiing line
Large	CT	Positive	Great skis, graphics need work
Large	MD	Positive	Incredible company, the leadership trickles down to an outstanding team that is genuine in their passion They are the best
Small	CA	Positive	inovation and design
Large	VT	Positive	K2 had been a strong player for us but as other companies have lowered some ski prices and gone to flat mount skis K2 is priced more aggressively and it is starting to hurt sales based on our sell through. Women's skis are not moving at all and is our weakest sell through. Change the names and get some new models out there.
Medium	ID	Positive	Keep up the good work
Large	WA	Positive	Like the later dating on MAP policy and clean line
Large	GA	Positive	Seems to be losing some momentum - maybe the naming change will help sell the ski better
Small	MT	Positive	SHIPPING TAKES TO LONG
Small	WI	Positive	skis are great but it'd be great if they stopped selling to big box stores
Large	CO	Positive	stayed with the Recon construction too long, focusing on boots. Really hope they can get the demand they used to have. I miss consumers coming in and asking for their skis!
Large	NY	Positive	still one of the best. but sales are declining
Medium	CO	Positive	still sells -warranty sucks- no warranty inventory- takes for ever to get a warranty response

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [K2]
Medium	NM	Positive	Still too many ski models. Margins to dealer could be better compared to most other brands. Great image for US market.
Large	UT	Positive	The brand has slowed down and lost momentum but looks to be resilient and addressing new trends so should hold a strong position in the 2014 market.
Medium	MT	Positive	the rocker story
Large	PA	Positive	The skis always look good. Despite the size of the brand, they allow retailers to maintain margin. The challenge is that the skis are sold everywhere and lose value. The cost of shipping them from the West Coast is also a major challenge.
Large	DE	Positive	They are focusing more on the big mountain/western skiers. They are not doing very well in the mid atlantic
Medium	NY	Positive	Too many models
Large	CA	Positive	Too many models of skis. The new boots seem to have a good future. Great fit
Large	NH	Positive	Too many skis!!!
Large	CO	Positive	TOTALLY NEW MEN'S SKIS WERE NEEDED. NEW GRAPHICS ARE OKAY BUT NOT GREAT. SKIS PERFORMANCE IS IMPROVED.
Medium	UT	Positive	very excited about the new redesign in the 2014 ski design, K2 has always done an amazing job but there hasn't been a new breath of life in ski shapes for a couple years, glad that they redesigned for next season!
Medium	VA	Positive	What we need is another boot model, but the new boots do look good. AT some point in time the ski line has to be thinned out. The new graphics make more more sense.
Large	NJ	Indifferent	Americans that ski are very disapointed that you are "made in china"
Large	CT	Indifferent	great rep in john whitcomb, good advertising, great visual womens line
Medium	MN	Indifferent	Marketing powerhouse.
Large	OH	Indifferent	Need a re-vamp of distribution to earn our business back. Also, very few people coming into the store looking for K2 anymore.
Medium	CO	Indifferent	Need to change up their side country skis.
Large	MN	Indifferent	Selling off prior year product to on line sites at huge discounts
Small	CO	Indifferent	should stay out of the boot market
Small	NY	Indifferent	There's a slight lack of consumer interest, but there's good dedication to rocker ski's especially with Bodie Miller endorsement.
Large	OR	Negative	Big Bully- overpriced and they know it. Supposed #1 in sales threatens you with this fact and then blames you it isn't rue in your store. Wish we could drop
Medium	WI	Negative	Discount structure is terrible, even max discount is far less than with my other companies. The line has absolutely no exclusivity, everywhere you go, K2 is sold
Medium	CA	Negative	Internet killing brick and mortar shops

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [K2]
Medium	CA	Negative	made in china
Small	OO	Negative	over rated but good ad campaigns
Large	MI	Negative	Seeing too many K2's coming into our store purchased on the internet.
Large	UT	n/a	BORING. LOST DIRECTION. SKIS SKI FLAT AND LIFELESS.
Small	MI	n/a	good new boot, over distributed
Large	CA	n/a	good products but in every shop not a specialty shop brand any more
Medium	OH	n/a	low margins low performance
			Poor quality. Cheap construction. Customer service is horrible. Only wants to work with the discount/big box companies.
Small	CO	n/a	Marketing is phenomenal. too bad the quality isn't there.
Medium	IN	n/a	Too expensive, do not ski well, ugly graphics
Small	MI	n/a	too heavy
Medium	OR	n/a	Too many accessories. Stick to skis.
Large	AK	n/a	Too wide of distribution.
Medium	CA	n/a	yesterdays news
Medium	NJ	n/a	your warranty service is a train wreck! Other companies usually turn around the warranty product returns within 48 hrs of receiving them. This DOES affect your sales!

9. Dealer Verbatim Comments

Revenue Size	State	Feeling Marker	Feeling Volkl	Comments [Marker/Volkl]
Large	CT	Positive	Positive	#1 binding...period
Medium	IN	Positive	Positive	Best wide toe binding. Great skis. Need more sidewall skis/less cap skis!
Large	DE	Positive	Positive	Better margins this season bringing them closer to the industry average
Small	WI	Positive	Positive	bindings are great and have awesome following/skis are great but not many people know the brand
Large	UT	Positive	Positive	CONTINUING TO ROCK WITH BINDINGS. SKIS ARE TOP OF THE GAME. TIME FOR VOLKL TO PAY CLOSE ATTENTION TO THE SKI MARKET AND GET THE SHAPES READY FOR THE NEXT EVOLUTION. DO NOT EVER LOOSE THE EXISTING NAMES, JUST REDESIGN.
Medium	MT	Positive	Positive	driving consumer demand
Small	NY	Positive	Positive	Excellent on snow performance.
Large	MD	Positive	Positive	Good company to deal with
Medium	CA	Positive	Positive	GOOD PRODUCT, BUT YOU'RE TOO PROUD OF IT. STOP GLOATING. INTRODUCE SOME 2 YEAR PRODUCT GRAPHIC CYCLES.
Large	CA	Positive	Positive	Good solid lines year in and out
Small	MI	Positive	Positive	great combination got the technology edge
Medium	CO	Positive	Positive	great product -skis are expensive
Medium	OH	Positive	Positive	great product very well made
Large	WA	Positive	Positive	Great reps
Large	ID	Positive	Positive	Has been strong for many years and continues to be strong. I think they run the tightest ship in terms of selling product only through qualified dealers
Small	CA	Positive	Positive	inovation and design and performance
Medium	NM	Positive	Positive	Inside sales people always grumpy. each time I call I feel like I am bothering them.
Medium	CO	Positive	Positive	Keep right on selling bindings.
Large	WI	Positive	Positive	Marker Griffons keep flying. Its the best selling binding we have had in years. A few other bindings have done well llike the Squire and the M 10 Free. Volkl is one of the most requested brands we have but sales don't reflect it. We make thin margins on the product and often times sell it at a discount due to on-line pricing b/c last years is so similar to this years.....
Large	UT	Positive	Positive	Marker is still strong. AT style bindings were very slow this year. Volkl needs to change up things a bit.. Gotama has ran its course.
Medium	OR	Positive	Positive	Need to make ALL skis in Germany. Also need to get a little more proactive in keeping up with the industry in innovation.

9. Dealer Verbatim Comments

Revenue Size	State	Feeling Marker	Feeling Volkl	Comments [Marker/Volkl]
Medium	NH	Positive	Positive	reliable and fast
Small	MT	Positive	Positive	SHIPPING TAKES TO LONG
Small	MI	Positive	Positive	solid all around
Small	FL	Positive	Positive	Solid engineering
Medium	CT	Positive	Positive	Solid staple that we have been selling for years.
Large	GA	Positive	Positive	Still solid performers
Small	MN	Positive	Positive	the new binding will help from a racer aspect for reliability. The mens Volkl's are great- the womens need some graphic changes.
Large	NY	Positive	Positive	to many pro reps on the hill selling direct
Medium	NY	Positive	Positive	Too many model skis
Medium	NJ	Positive	Positive	very helpful customer service & warranty. Quick turn-a-round as well. Keep it up!
Large	CO	Positive	Positive	Very strong year after year
Medium	NM	Positive	Positive	Volkl is always solid and most sought after brand. Marker needs to clean up inconsistencies in bindings. Griffon and Squire bindings have had heel release problems and are hard for lighter skiers to get into.
Large	OR	Positive	Positive	Volkl is the Porsche of ski brands and it sells just the same. Quality and a true sense of value when you buy
Small	WY	Positive	Positive	Volkl needs to revamp line-up, models are a little tired (i.e. Mantra, Gotama, Katana, etc.) System carving skis still relevant? Marker shouldn't forget about release safety in exchange for retention at all costs.
Small	NJ	Positive	Positive	Volkl needs to work on the graphics for their RTM series as well as price points. Everyone loves their skis but the price scares consumers. Work on incentive programs that accomodate smaller dealers.
Large	UT	Indifferent	Positive	Bindings are heavy, expensive and over-built. The skis are made well and ski well but can be over-built and heavy as well.
Medium	MN	Indifferent	Positive	Maybe could use a RTM update?!?!
Medium	WA	Indifferent	Positive	solid product line, espically at the high performance end..strong consumer loyalty; may be seen as a bit conservative or "old school"
Large	CT	Positive	Indifferent	Need some innovation going forward. Been sitting on their laurels too long
Medium	WA	Positive	Indifferent	Ski line needs a completed make over. Dealers need more margin.
Large	OH	Positive	Indifferent	Volkl has best skiing product that looks great- could really step up their marketshare by improving margins. Finally got to 50%, but others have jump to 55% on mid-level product.
Large	NJ	Positive	Indifferent	Volkl has lost its mojo. "Made in china" sking like it now as well.
Medium	ID	Positive	n/a	Fix your system bindings, way to loss a connection

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Nordica]
Large	CT	Positive	#1 boot for customer awareness
Large	DE	Positive	Boots are doing well. Putting the word hell on a large portion of their skis and boots is a mistake in my opinion
Medium	NY	Positive	Boots do well
Small	MI	Positive	cleaner this year
Medium	CA	Positive	Fire arrow boots a bust. Ski design and graphics very positive
Small	CA	Positive	fit
Medium	CT	Positive	Get rid of fire arrow line.
Medium	CA	Positive	GO BACK TO THE SPEEDMACHINE LAST
Small	FL	Positive	Good fitting boots
Medium	OH	Positive	good product god margins
Medium	CO	Positive	Good time to have the new H boots come out.
Medium	NH	Positive	great fit boots
Large	WA	Positive	great rep
Medium	MN	Positive	Improving. Need to get back to making boots that fit and perform (no more rivets) rather than boots that just look great on the shelf.
Small	CO	Positive	keeps moving in the right direction!
Medium	CO	Positive	love the boot fit & pricing the company really pulled back on product
Medium	VA	Positive	New H boots look like they will be strong next season.
Small	WI	Positive	next years graphics are great and the skis rip
Large	VT	Positive	Next years line for skis look awesome, as does the free ride line. There is already a buzz about the skis. Boots are still down again with not much luck with the F Arrow series or the Ace line.
Small	CO	Positive	Over priced.
Medium	NH	Positive	Really excited about their package ski/systems for next year. They look good should grab more market share
Large	NH	Positive	Simplified line of skis and boots for next year. Graphics on boots still a challenge. Skis slightly better.
Large	CA	Positive	skis are great need some focus on boots.
Small	WA	Positive	Soul Rider and Patron are some of my favorite skis, period.
Large	OR	Positive	Struggling to find an identity
Medium	CT	Positive	Their boot designs have been weak and the ski graphics are far from stellar, that is a problem.
Large	VA	Positive	Weak ski graphics and nothing really for the eastern skier in the 499 thru 699 price points. Boots are excellent!
Large	MI	Indifferent	Boot fits are a problem, ski line is great.
Small	OO	Indifferent	good graphics on front side skis

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Nordica]
Large	CT	Indifferent	Graphics a little out there to appeal to broad market segment
Medium	OR	Indifferent	Great products just need better advertising.
Large	GA	Indifferent	Has lost a lot of momentum - ski graphics went from crazy wild to BORING! Need to find something between the two extremes!
Large	UT	Indifferent	Improving. Skis look great and are starting to get some action. Boots are selling better also.
Large	OH	Indifferent	In order to improve ski business really need to create consumer demand for the product or improve dealer margins significantly to get our business back.
Large	WI	Indifferent	Looks like they might have the Beast boot coming back in the H1-3 series. They just need to refine the fit of some boots. CQuite a few good skis BUT they are priced high and the same goes for the boots (Firearrow boots and EDT 84 skis for example). They are doing good but could be doing GREAT.
Medium	MN	Indifferent	Please get your act together with your boots..., no more gimmicks.
Large	AZ	Indifferent	POOR POOR NORDICA / SHOULD HAVE KEPT THE BEAST SHELL AND THE SPEEDMACHINE SHELL
Small	MT	Indifferent	SHIPPING TAKES TO LONG
Medium	NM	Indifferent	The 3 buckle boot is not working. Stop with the gimmicks. Ski graphics for 13-14 are finally OK.
Large	PA	Indifferent	The product rarely causes much excitement, yet it always manages to sell through reasonably well and at a decent margin.
Large	NY	Negative	Declining in all categories, Boots don't fit right now
Medium	MI	Negative	Graphics need to improve
Large	UT	Negative	NEEDS A COMPLETE BOOT OVERHAUL AND SKI OVERHAUL. THEY ARE ON THE VERGE OF LOOSING THE SKI BUSINESS TO THEIR SISTER COMPANY. BOOTS HAVE LOST SO MUCH MOMENTUM IT WILL TAKE YEARS TO RECOVER.
Large	CO	Negative	NEW H2 BOOTS ARE MUCH BETTER. THE FIREARROW AND TRANSFIRE BOOT WERE A BOMB.
Large	MN	Negative	New Hell and back boots are terrible
Medium	IN	Negative	Nice skis, poor boot innovation. Graphics need a lot of work!
Large	UT	Negative	Nordica is losing it's once top position in the boot market possibly due to the focus on the ski but they were our No. 1 boot brand for many years and now have dropped to the bottom of the heap.
Small	ID	Negative	Skis are just too confusing, arn't tuned well from factory, terrible paint jobs. Boots doing well
Large	CO	Negative	The FireArrow/Transfire is bad, really bad. Almost dropped them this season. going in blind with the H&B boot this year. If the fit is not better, it will be my last year. My Rep comes in once a year, this line needs help
Large	VT	n/a	Line does not seem like it has any organized direction.
Large	MD	n/a	Mr Booker is really trying hard andworks well with the dealers
Small	PA	n/a	never heard from the rep
Large	ID	n/a	Seem to be struggling with identity right now and losing market share

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Nordica]
Small	MN	n/a	Still strongest consumer recognition in boots!
Medium	CA	n/a	ugly and missing the boat on boots. The worst they have been in years.
Small	NY	n/a	Very good overall quality.

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Rossignol]
Medium	CA	Positive	2 YEAR PRODUCT CYCLES ARE GREAT! KEEP IT GOING
Medium	NY	Positive	A lot on innovation in the key skis with a 88mm to 104mm waist.
Large	GA	Positive	Always nice to see fresh technology!! Both skis and boots have something different to talk about!
Medium	MT	Positive	always steady, consumer demand, great product
Medium	IN	Positive	Awesome skis and boots. We keep trying to find ways to give them more of the pie. The new Soul 7 Is amazing!
Large	UT	Positive	BACKED UP THEIR SUCCESS WITH GREAT NEW SKIS. THE NEW BOOT IS FANTASTIC BUT THEY SHOULD COMBINE ROSSI BOOTS WITH LANGE AND DYNASTAR SKIS WITH ROSSI. CLEAN UP THE COMPANY AND REALLY MAKE SOME MONEY.
Large	CA	Positive	boots are getting better need to get the word out to the customers. ski graphics are getting better.
Small	MI	Positive	coming back with good product
Large	NH	Positive	Continually heading back in the right direction. Skis and boots are solid.
Large	AZ	Positive	DOING ALL THINGS RIGHT
Medium	OR	Positive	Everything is great.
Medium	MN	Positive	Getting back to the history of making quality performing skis
Small	WY	Positive	Good progress in ski technology, boot fit is improving to be one of the best.
Large	OR	Positive	Hot and looking good. Well priced and skis well, what K2 should be
Medium	CT	Positive	I like this brand and I like to see the product moving for us. Long-time fan.
Large	CT	Positive	Increasingly better with graphics and technical innovation
Large	DE	Positive	Keeping it simple. Going back to some products in a 2 year product cycle is great for the retailers.
Medium	MN	Positive	Like the Experience skis. The boots look good for next year
Medium	NH	Positive	Love their Experience and Temptation series. Our top sellers in both men's and women's.
Medium	NY	Positive	Making a strong comeback
Medium	WA	Positive	Moving the right direction in all areas.
Large	CO	Positive	NEW FREERIDE SKIS ARE BIG IMPROVEMENT AND THE NEW BOOTS SHOULD BE GREAT SELLERS
Medium	NM	Positive	New ski line is a winner. Great margins from Rossi group as a whole.
Large	MD	Positive	New team that is really excited. Great product, good team. Mr Steele is outstanding
Medium	CA	Positive	nice and light now
Medium	NJ	Positive	nice doing business w you
Large	NY	Positive	our best selling brand. this company gets it. they understand if we make money, they will too.
Large	WA	Positive	outstanding reps
Large	WI	Positive	Rossignol E88's are the best selling skis on the rack. It was our #1 ski. The Axial2 bindings are doing well as are the FKS "retro" bindings. The hot colors have been flying off the shelf (still not nearly as good as the Grifoons)

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Rossignol]
Large	CO	Positive	Scott McDill rocks! Great service top to bottom, good margins, quick shipping, customers actually asking about brand!
Large	UT	Positive	Should have ski of the year this year. Good job at getting "buzz" out about the Soul 7.
Medium	NH	Positive	skis are selling great
Medium	VA	Positive	Skis look much better for next season.
Small	MI	Positive	still the largest r&d department. innovation oriented
Large	OH	Positive	Stuff skis great, margins on mid-level skis holding us back from buying more- boots are great too, but competition on boots is rough
Medium	OH	Positive	tell the rocker story very well
Medium	WI	Positive	The discounts are awesome, they give the dealer a real opportunity to make money, as well as provide a strong ski line from top to bottom
Medium	CO	Positive	The new 7 series skis look good but question the new sidecut.
Small	WI	Positive	the new line looks very good
Large	NJ	Positive	The roster is making some noise again.
Large	VT	Positive	This is the company with the biggest growth in orders for next year. Margins are not the best even at max discount. They went through a tough spell a while back and are now on the upswing. The problem I am faced with is a saturated market in my area with the brand, not very exclusive so my buy in is somewhat conservative. Early launch with the Soul 7 was smart and have had great sell through already. The whole line looks good next year.
Large	MI	Positive	Very easy ski line to sell.
Large	PA	Indifferent	After several years of not having much demand, things seem to be turning around a little. Free shipping would be welcomed over the 3% shipping allowance.
Large	CT	Indifferent	experience 110 boot was my #1 seller...fit everyone
Small	ND	Indifferent	Make history present
Large	CA	Indifferent	S7 and experience lines seem to be going in the right direction
Small	ID	n/a	Doing well
Large	VA	n/a	Exp series skis are awesome, Rossi is back on track. Good ski line top to bottom.
Small	CO	n/a	Great product but only want to work with bib box/discounters.
Large	ID	n/a	One big marketing/promotional machine that does not care about its dealers, only cares about taking over the world.
Small	WA	n/a	Psyched for the new 7 series
Small	NY	n/a	Quicksilver makes them look like a lingerie department!
Large	UT	n/a	Rossignol is over distributed and losing popularity. They have put all their eggs in the S7 basket and the rest of the line has suffered.

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Rossignol]
Small	MN	n/a	Still one of the most recognized names in skis.
Medium	CA	n/a	this will be a good year for rossi
Medium	CO	n/a	we don't use - seeing more skis coming into the shop for tunes etc.

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Salomon]
Medium	CA	Positive	Amer sports may have killed the spirit of innovation
Large	UT	Positive	BEST BOOT BRAND AND IF THE SKIS CONTINUE TO DEVELOP... WATCH OUT! BINDINGS ROCK, KEEP DOING WHAT YOU DO.
Large	NY	Positive	Best boot line in the industry,
Medium	CA	Positive	BEST BOOTS EVER. 2 YEAR PRODUCT CYCLES PLEASE. REMEMBER THE X-SCREAM?
Medium	NH	Positive	Best fitting boots on the market. Ski's looking better ever year.
Large	MI	Positive	Best fitting boots out there. The new custom fit boot are great. Skis have made huge strides in both performance and graphics.
Medium	WA	Positive	Boots are doing well as usual. Skis are slowing making comeback.
Large	UT	Positive	Boots continue to grow with better fits and shell innovation.
Small	CA	Positive	design
Medium	CT	Positive	Expand Custom shell technology to all models.
Large	GA	Positive	Gaining momentum slowly from the low of several years ago. Time to abandon the BBR's!
Large	WI	Positive	Good all around in skis boots and bindings. Nothing crazy good but perhaps the new X-Pro boots could be the break through models. They fit great and seem to be the next model on the horizon to potentially kill all other boots.....
Large	OR	Positive	Good average brand, Quest series & Max have a good story to tell and it is connecting with consumers
Medium	CO	Positive	good rep group strong product
Medium	IN	Positive	Great boots; next to Rossignol, the best fit.
Medium	WI	Positive	Great discounts, the boot selection is phenomenal
Small	WI	Positive	great following but their reputation for quality isnt great
Large	NJ	Positive	Great Idea focusing the line and not diluting it by having too many sku's
Small	NJ	Positive	Great incentive programs for smaller dealers.
Medium	MT	Positive	Great new boot models for next season.
Large	WA	Positive	great rep
Large	CA	Positive	great skis boots and bindings need some better graphics on ladies skis.
Large	CA	Positive	Guardian is a step in the right deriction
Medium	NH	Positive	innovative construction, ground breaking boot technology
Small	WA	Positive	Joel Hammond is one of the best reps ever! Oh yeah and their ski stuff rocks too
Large	AZ	Positive	LDS SKI GRAPHICS OUR VERY POOR / VERY VERY GOOD REP
Medium	CO	Positive	Losing demand in high performance ski category
Large	MD	Positive	No leadership. Continue to lose binding and ski market

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Salomon]
			One of our best selling brands in the store. Boot order is way up from last year and the product is looking good from every aspect. Graphics are good on most models, there are a couple questionable one's but for the most part everything flows well and the story is clean and easy to understand from a buyers perspective as well as a consumer. Margins are good across the board, the new binding line is great and priced well. On pist carving skis are getting old but we are focused on the Q series and Rocker series. Women's skis have been ok for the past few years but look better next year with better graphics on the Bamboo and a wider waist.
Large	VT	Positive	
Small	FL	Positive	Quality products.
Large	DE	Positive	Shipping and customer service is better than in the past. boots are going in the correct direction. skis seem a bit lost
Small	MT	Positive	SHIPPING TAKES TO LONG
Medium	NH	Positive	ski line is confusing
Small	ID	Positive	Ski line looks lost. Bindings haven't had enough inovation
Large	CO	Positive	SKIS ARE BETTER PRICED AND IMPROVED PERFORMANCE. BOOT LINE IS THE BEST OVERALL OF ALL BRANDS. THE NEW MAX AND MAX PRO BOOTS ARE GREAT.
Medium	NY	Positive	Skis are doing well...BBR?
Large	UT	Positive	Skis look good and I like the lower pricepoints in some key models. Boots have been slower for us... Other than the quest line.
Large	CT	Positive	Skis still struggling, boots are a home run
Medium	VA	Positive	so good. I mean so good. The skis look great and the boots are amazing.
Large	NH	Positive	Still the best off the shelf fit for boots. Ski graphics could be better.
Medium	WA	Positive	terrific boots and even better for next year; solid selection of bindings that are easy to sell and well priced; we had great luck with the BBR but they seem to be backing off of that one a bit
Small	MN	Positive	The new boots are sure to be an instant hit with customers, especially as a counter to the Fisher Vacuum series.
Medium	CO	Positive	The nice to see they are expanding Max boots for men's and especially women's boots.
Medium	MN	Positive	There boots continue to improve each year
Medium	NM	Positive	They have dialed in the balance between fit and performance better than any other boot maker. Skis are still a hit and miss quantity with them.
Medium	ID	Positive	Would like to see a better womens line of skis
Small	CO	Indifferent	a train wreck to deal with
Large	CT	Indifferent	business as usual
Medium	MN	Indifferent	Do Not appreciate there company stores. The boots look good for next year., like the Pro series.
Large	ID	Indifferent	great innovation on boots

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Salomon]
Medium	NM	Indifferent	No warranty work. No one to replace buckles. few few spare parts.
Medium	CA	Indifferent	skis suck
Large	PA	Indifferent	The newer lines of their boots seem to be catching on and gaining popularity, though the skis are still lackluster -- at least for us in the Mid-Atlantic. The program and profit margin seems to be improving, and we applaud them for offering free shipping.
Large	MN	Negative	CS boots are great, but allowing on line sales of these products hurt retailers
Medium	MN	Negative	Excellent fit.
Small	CO	Negative	need to focus on where they are going in the ski world
Medium	NY	Negative	Terrible shipping policy. They ship a little bit of product at a time which makes their shipping costs the most expensive in the industry.
Large	CO	Negative	They seem confused. BBR/Enduro/Quest/Rocker all differnt ski categories, different construction, as a dealer I am confused as to which models to carry. Great boot line-still too many models-. The binding needs to be seperated from Atomic. Customer Service needs help! I hate calling to re-order product. They wont talk to you without a product #, when I do re-order something it takes way to long to get out of the warehouse. Always the last company I go to when re-ordering product.
Small	CO	n/a	A company that lives off it's reputation. Only want's to sell to big box/discount operations. Has an attitude that they think they're better than anyone else. They aren't.
Medium	CO	n/a	billing is terrible
Medium	CT	n/a	Good brand, but I don't sell them.
Medium	OR	n/a	I hate Amer Sports.
Small	VA	n/a	Looks great, plan to pick up line after 30 years in business. Also, great rep, which is another reason I am finally picking up the line.
Small	NY	n/a	No comment.
Small	MI	n/a	no energy
Small	MI	n/a	stagnant

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Salomon]
Small	NY	Positive	All aspects of their optic line is very sound and very good overall quality.
Small	WI	Positive	awesome following
Medium	WA	Positive	Best goggle line we sell; helmets are doing better every year; great warranty service; one of the best reps we have
Large	AZ	Positive	BEST GOGGLES / VERY GOOD FITTING HELMETS
Medium	IN	Positive	Best goggle on planet. All employees believe in them.
Large	UT	Positive	BEST HELMET GOGGLE BRAND. PAY CLOSE ATTENTION WHY THEY WERE ABLE TO DOMINATE GIRO AND LEARN FROM THEIR MISTAKES.
Large	DE	Positive	brought goggles over \$175 to the masses. THANK YOU for pushing the average sale up while still giving the customer a great bang for the buck
Small	CA	Positive	comfort-fit
Medium	CT	Positive	Excellent product and gaining momentum on both the helmet designs and the sport optics.
Medium	NH	Positive	fantastic high end goggles
Large	CA	Positive	going to be the leader in goggles and helmets.
Medium	CO	Positive	good product good incentives
Large	CO	Positive	google variant helmets and you will find online dealers selling 50% off everyday of the year. Need to enforce a MAP policy
Large	ID	Positive	great innovation but somewhat worried about the price increases on higher end helmets this year
Medium	OR	Positive	Great innovation. Everything is good.
Large	NJ	Positive	great innovation
Small	MI	Positive	great lo goggle, good helmets.
Small	ID	Positive	Great marketing and innovation.
Large	NY	Positive	great money maker for us, with a rep that helps us
Medium	NY	Positive	Great Rep and customer service. Product innovation and consumer demand
Medium	WA	Positive	Great. Needs help in shipping.
Large	CA	Positive	Helmet and goggle innovations keep it fresh
Small	FL	Positive	Helmet details not well thought out. Goggles easy to sell. What happened to the goggle bags that used to be included?
Large	UT	Positive	IO's continue to crush the competition in higher end sales. Worried about where helmets in general are going. Seems to have hit the top and are going to start slowing down. Need to advertise about getting a new helmet, not just a helmet in general. Push the "lifespan" of a helmet.
Medium	VA	Positive	IOX is killing. Everything is going well.
Small	CO	Positive	keep making awesome products!
Large	GA	Positive	Keep making great product with helmet and goggle synergies!

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Salomon]
Medium	MT	Positive	quality product
Large	CT	Positive	Solid sales and appeal
Large	WI	Positive	Still great helmets, goggles, etc. Some new models are selling well on colors but as far as technology they slipped a bit.
Large	UT	Positive	Still top dog in the eyewear biz-helmets are getting there but still do not have the best fit and function yet.
Large	AK	Positive	They do the best job in their nich.
Medium	CA	Positive	top notch product and rep
Medium	CO	Positive	What can I say helmets and goggles are off the hook!
Medium	CA	Positive	WHATEVER IT IS, KEEP DOING IT
Small	ND	Positive	Whatever they are doing is right. More companies should take notice in a market that things/people get lost in.
Medium	NH	Positive	WHY are your helmets SO expensive??? Whoa? who's that in our rearview mirror? Oh, it's just K2 and Marker...
Large	CO	Indifferent	HELMETS CONTINUE TO GO UP IN PRICE. I AM VERY CONCERNED THAT THE VANTAGE IS NOW \$220 FROM \$190 AND IT WAS ONE OF MY BEST SELLERS THIS SEASON. TOO EXPENSE COMPARED TO GIRO.
Medium	NH	Indifferent	I/O goggles are amazing
Large	OR	Indifferent	Nice but ALL goggle brands are getting a little too spend
Medium	CA	Indifferent	nice light helmets
Small	CO	Indifferent	Ok company. I miss Bob Smith's input and attitude. Low end helmets need improvement.
Small	OO	Indifferent	OK stuff, terrible rep support
Large	PA	Indifferent	With the programs offered, the margin is quite good, but they need to keep the brand off of flash sale website that simply devalues the brand and brand image.
Medium	OH	n/a	best interchanging lens
Large	CT	n/a	indifferent
Small	MI	n/a	me too
Medium	CA	n/a	needs an overhaul. A bit long in the tooth.

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Tecnica]
Large	UT	Positive	A MISS MASH OF SUCCESSFUL AND FAILING BOOTS. THEY NEED TO GET THE LINE ORGANIZED. THE BLIZZARD SKI DEPT IS THE BEST LINE UP IN THE INDUSTRY.
Small	MN	Positive	Addressing niche areas of boots (HVL and shorter cuff race boot for ladies.)
Small	ID	Positive	Boot technoloy has slowed. Better speed up
Small	MI	Positive	building wider boots for American feet
Small	FL	Positive	Can you make a stout HVL boot that m.a.p.'s for under \$500. ?
Large	OR	Positive	Cochise series is doing well, rest of the line is lacking quality in Liner designs & poor sloppy fitting. Too much like Nordica
Medium	NY	Positive	colors and themes need to change
Medium	CO	Positive	dumped a great rep still has good product
Small	NY	Positive	Excellent in every aspect of product line and especially in-house customer service.
Medium	CO	Positive	Good solid fit with a great build quality.
Medium	CA	Positive	good terms and product
Medium	OR	Positive	Great consolidation of boot line. Outstanding innovation.
Small	WI	Positive	great new products for next year
Large	GA	Positive	Higher end graphics got a bit bizarre
Small	CA	Positive	inner linner design- fit
Small	MT	Positive	SHIPPING TAKES TO LONG
Medium	MT	Positive	started the side country revolution with alpine boots that have an AT mode
Medium	MN	Positive	Stay the course.
Large	DE	Positive	Surviving but need some new life in their boots
Large	WI	Positive	The Cochise boots were crazy good. The race boots have been slow and the Phoenix models have been a good steady fit and sale. The Phoenix series fits larger legs and feet real well, rename it so it seems different but keep the same fit!
Medium	NH	Positive	their touring boots are top notch
Small	MI	Positive	to much back country
Medium	OH	Positive	very good liners
Medium	NH	Positive	What happened to the Air boots?
Medium	CA	Indifferent	bad toe box fit
Medium	NY	Indifferent	Boots are languishing
Large	MN	Indifferent	Cochise boots are a hit
Medium	CA	Indifferent	Cochise is all that is working right now

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [Tecnica]
Large	NH	Indifferent	Fit ok in the store and then it all goes to hell. The boot that provides us with the most customer complaints, returns and fit issues.
Large	CO	Indifferent	GOOD MARGINS,BUT PRETTY MUCH THE SAME AS 2012-13.
Small	OO	Indifferent	good reps good product
Medium	MN	Indifferent	Great story and excellent fit.
Medium	NM	Indifferent	Have really fallen off in boot sales. Due to too much of the Nordica gimmick influence IMO.
Large	OH	Indifferent	Marketing all toward Cochise line, which only fits fair.... probably should have continued marketing Demon boots which did well a couple years ago.
Large	MI	Indifferent	Need to hone in on the fit, too many bucket boots
Small	CO	Indifferent	no changes
Large	ID	Indifferent	Seem to be losing ground. Coshise was innovative but in general Tecnica does not seem to be the bootfitters choice any more. What are lange, Salomon, and Fischer doing? need to play catch up
Large	CT	Indifferent	Ski boots are getting better
Large	UT	Indifferent	Slowing down due to more focus on Blizzard.
Medium	CT	Negative	Becoming a weaker brand for me. Rep is not great.
Large	AZ	Negative	HAVE NOT BEEN SELLING WELL AT ALL
Large	NJ	Negative	is on a downward trend. needs to do alot of changing to get back ahead of the curve, where they were.
Large	PA	Negative	The boots haven't been selling lately, so we're taking the coming year off from the brand. Mediocre programs and no free shipping doesn't provide any incentive.
Small	CO	n/a	Company doesn't know where it's going. They seem lost.
Large	CT	n/a	don't like my rep!!! When i carried tecnica (for many years), i felt like small potatoes. NO INTERACTION (until you drop his product, then he sends me X-mas cards!?!?) I will not carry again until he leaves!!!
Large	UT	n/a	Making a comeback. Boots look good for next year.
Small	WY	n/a	Need to get back to traditional 4 buckle performance boot with good fit. Too much emphasis on three buckle and "side-country" category.
Large	NY	n/a	ouch. they need help
Medium	IN	n/a	Poor fit.

9. Dealer Verbatim Comments

Revenue Size	State	Feeling	Comments [UVex]
Medium	CA	Indifferent	hmmm. Euro centric attitude not working here very well
Small	CO	Indifferent	keep up the good work!
Large	CO	Indifferent	Needs to be re-juvenated! only my older customer recognizes the name
Medium	CO	Indifferent	they do better away from swix
Small	CO	Negative	Marketing is god-awful. Helmets and goggles are not competitively priced. Products are good.
Medium	CT	n/a	A consideration to my wall. Great alpine goggle.
Small	NY	n/a	Excellent overall quality.
Large	CT	n/a	indifferent
Large	OR	n/a	Need to get a cosmetic face-lift with hot colors and a new image. Plus all goggles are too spendy right now
Medium	OR	n/a	No current knowledge.
Small	MI	n/a	no energy
Large	UT	n/a	No presence in the west...
Large	CA	n/a	race only
Small	MT	n/a	SHIPPING TAKES TO LONG
Medium	NH	n/a	We don't carry them
Large	PA	n/a	We don't deal with the brand and know very little about it, to be honest.
Medium	IN	n/a	Why? Euro brand.

9. Dealer Verbatim Comments

Please comment on any key issues facing the specialist ski retailer and the trading environment.

Revenue Size	State	Key Issues
Large	OH	Best thing happened 3 years ago when the industry ran out of product. Very few closeouts online during the spring and almost none the following year.
Small	CA	Box stores, Economy, Taxes and government fees and hoops
Large	AK	Bringing down the average margin because of over production of product. Discounters are at the ready to kill inline products too early for our liking.
Small	OO	Can't compete w/ online discounters, no incentive to buy this years product over last years at 40% off, market over saturated w. product.
Small	MI	competing against internet sales and everyone getting a pro form discount.
Medium	MT	Competition for ski sales and soft good sales with Internet business is becoming increasingly difficult.
Small	UT	Consumers picking our brains, then buying online at lower price.
Medium	MI	Control on-line sales better. Especially pricing. Stop going direct with pro sales especially on line. These people are becoming mini ski shops.
Large	ID	creating customer loyalty is the key to being successful
Small	NY	Curtail or stop internet sales! Typically everything sold online is \$100 cheaper than we sell it for and it's killing us!
Medium	CO	Demand and margin for ski and snowboard product (primarily hard goods) in the brick and mortar store has been severely eroded by internet outlet.
Small	NY	Direct sales and inquires to brick and mortar retailers.
Large	VT	direct sales by manufacture
Medium	PA	Direct sales via "Pro" sales, internet etc. delivered directly to consumer.
Medium	CA	DIRECT TO CONSUMER HURTS, BUT IT CAN HELP WHEN THE RETAILER IS THOUGHT OF. ROME SDS % TO SNOWBOARDING, AMER SPORTS SKI LINK IDEA.
Medium	CO	Due date for soft goods is way too early. Our shop orders less soft goods because it is so early in our season we're not sure how the winter will pan out.
Small	WY	Don't forget about the specialty retailer, in the rush to embrace e-commerce. All ski equipment requires professional fitting and service to properly fit the equipment.
Large	MI	Escalating costs of participation in the sport and the subsequent reduction in new participants.
Large	NJ	Everyone, you are making far too much product. Way to many models. Way too much inventory. It is very confusing to the public. Too much product.

9. Dealer Verbatim Comments

Key Issue Comments Cont.

Revenue Size	State	Key Issues
Large	CA	global warming is pissing me off. still a great environment to work in, you just have to look for more ways to make a buck.
Medium	GA	Hard to compete with the Big Box retailers when vendors allow them to return unsold goods that they then dump onto internet discounters.
Small	CA	have to become more product knowledgeable to gain customers trust and keep the customers from internet shopping and going to box stores
Small	MN	How to compete with mail/internet order.
Small	OH	I feel that the twin tip customer is an internet shopper and I am decreasing this segment in my ski purchase
Medium	CT	I hope the seasons will be snowy and the economy will do well for us.
Small	MI	industry must combat / control Internet sales. if there won't be any retailers left to service skiers
Medium	NJ	Internet based retail is still an issue. A growing concern is having the Mfg. err as a competitor. i.e. company stores; Burton, TNF, etc..
Small	ID	Internet is getting larger and is more widely used every year. Ski manufacturers need to do better job at factory tuning skis
Small	TN	internet is killing us softly
Medium	WI	Internet retail is still the worst thing for a small specialty retailer. They offer better discounts because of higher volume, but do nothing
Large	TX	Internet sales
Small	NJ	Internet sales and box stores have a huge negative impact on smaller specialty stores. An improvement in monitoring extreme sales of products.
Small	VA	Internet sales are having a major impact on sales, especially snowboards. May have to restructure our shop with less focus on selling product
Medium	CA	Internet sales killing the reason for paying rent for a storefront. We are a Nano sport and Nano business that is very specialized and is extra tough to compete with online retailers.
Medium	NM	INTERNET! MAP pricing is helpful, but in the near future we will deal only with manufacturers who do not supply online dealers directly.
Medium	NH	internet. Ski companies should be retail price only
Small	WI	Its great that a lot of companies are doing a 2 yr. run on a lot of products. This will help us be more stable. We are seeing less and less youth skiers.
Medium	CO	it's to hard to sell hard goods at any margin. every body waits for a sale or gets a deal. the price of hard goods are over inflated.

9. Dealer Verbatim Comments

Key Issue Comments Cont.

Revenue Size	State	Key Issues
Large	OR	Keep the online retailers in check. Help the true mom & pop stores stay afloat. Online only retailers DO NOT CREATE NEW SKIERS!!!
Small	CO	later deadlines for resort shops for preseason orders!
Large	CO	Lets look at a 2 year product cycle with a more effective MAP policy. Black pants are black pants. why do we need to discount 50% off?
Medium	UT	Net and "Pro deals" and sites like promotive
Small	VT	On line and off price sales are hurting small retail. Show rooming is a problem.
Medium	NY	On line sales are changing the industry for the worst. This is a servicing sport.
Large	MN	On line sales continue to eat up ski sales.
Medium	NY	ON LINE SALES,
Large	WA	On-line MAP policies. Kudos to K2 for moving theirs back. We shouldn't be putting stuff on sale right as everyone is going on vacation
Medium	CA	online sales for people trying on boots here.
Medium	MI	Online sales still an increasing competition. At all of my appointments at SIA/WSM not one vendor had a marketing plan or even a story for the brick and mortar stores.
Medium	MN	Online Sales, Show rooming
Large	NH	On-line shopping continues to be the biggest challenge for specialty ski shops. More and more consumers are purchasing the wrong equipment from online stores.
Small	IL	Our equipment sales have been devastated by the airlines charging extra for ski luggage. Skiers are renting at the destination.
Large	VA	Policing the internet has gotten a bit better but some vendors still bastardize their own product at the expense of the specialty retailer.
Small	ND	Preseason buying, we need discounts to work when the season starts late, need to change the industry.
Small	PA	Pro forms and shop form should be abolished, they're killing us. Let it up to the retailer to determine who is important to the shop and pass on discounts from our end.
Medium	ID	Products sold on-line
Large	WI	PSIA site should not have a pro shop. Too many people can log in and order stuff for themselves, friends, family, etc. PSIA and NSP members

9. Dealer Verbatim Comments

Key Issue Comments Cont.

Revenue Size	State	Key Issues
Medium	ID	Resorts need deeper discounts because city shops go on sale right when we start our season, tough to compete.
Medium	MT	Saw ski sales in store decline to the high volume of skis sold at high discount/closeout on the internet. Binding sales doubled our in store.
Medium	NY	Shipping costs are increasing and have negative impact on profitability On line purchases are taking a large chunk of twin tip sales.
Medium	NM	SHOWROOMING!! The internet is making it very hard for specialty retailers to maintain the margins we need to survive given the overhead we have.
Large	AZ	SKI BRANDS NEED TO HAVE BETTER CONTROL OVER INVENTORY LEVELS. AND STOP OVER PRODUCING PRODUCT. FIRST TIER OF MAP DROP NEEDS TO BE EXTENDED TO US.
Large	VT	Ski sales start late in a mountain shop which is why we get better dating than a city shop. Some brands are trying to squeeze us on dating.
Small	CO	Specialty retailers are always fighting discounting from 'big box' and now internet sales companies. SIA is a joke. It only really represents online retailers.
Large	CT	Still fighting the internet sales vs. brick and mortar. It's all about the service and how you present it.
Large	MD	Stop over producing, the manufacturers are killing the specialty shop. Where will you be without the specialty retailer?
Medium	PA	The actual ski and snowboard "USE" season continues to grow shorter due to weather issues.
Small	FL	The airline baggage policy's are killing us. The resorts renting high quality demos, that cost them less than the retailer pays, are killing us.
Large	UT	The biggest issue in skiing is the glut of ski inventory in the world today. There are too many brands due to the advent of independent company.
Large	DE	The buying cycle is not in line with the selling cycle. My orders would have been even if not up if I were ordering now.
Medium	TX	The challenge continues to be poor weather conditions, declining participation (for a variety of reasons including cost and time), and general bad economy.
Medium	UT	the ever growing e-retailers, taking away from sales from brick and mortar locations.
Medium	MA	The growing erosion of "brick & mortar" sales to on-line sales outlets. How do small to mid size retailers cope and adapt ??
Small	MT	THE INTERNET IS KILLING THE SMALL SHOPS. SOMEDAY THE MANUFACTURERS WILL FIGURE THIS I HOPE ITS NOT TO LATE.
Large	CA	The more the manufactures sell there products online the smaller their orders will get from our shop. We will become more Rental driven than Retail driven.

9. Dealer Verbatim Comments

Key Issue Comments Cont.

Revenue Size	State	Key Issues
Large	CO	THE VERTICAL DOMINATION OF THE RESORTS LIKE VAIL RESORTS RETAIL BRANCH SSV. VERY DIFFICULT TO COMPETE WHEN THE RESORTS CONTROL SO MUCH PROPERTY.
Large	GA	There is a growing trend of allowing "discounted" pricing at key selling times of the year, as in those times when you might be able to get full prices.
Large	PA	Those brands who talk the talk about supporting specialty retail, need to walk the walk -- offer strong programs for specialty retailers.
Medium	MT	To much internet product available outside of the supplier to brick and mortar store.
Small	MI	To much on line product. To many demo's to many skis and snow boards in the market place. Cost to ride in major resorts is way to high.
Medium	IN	Too many e commerce sites selling the same gear we are at a discount. The ski co.'s need to wake up to who is supporting them!
Medium	NH	Too many skis flooding the internet that are priced way below where they should be. MAP policies need to be extended to protect the specialty stores.
Large	MI	Too much close out product on the internet devaluing current inline product.
Medium	NH	trying to compete with online retailers is a large hurdle for brick and mortar ski shops.
Medium	OH	way to many internet sales
Medium	NC	We need as an industry to keep pushing he delivery, purchasing and payment windows back. We do not need ski product in our store until late October.
Small	WA	We need more rep/brand time at the store. from every company. it would benefit the retailers and the brands.
Medium	OR	Weather dependent sports in the upper end of income is difficult.
Large	UT	Weather is key. I am concerned that helmets have hit the top. The cycles skis are going through right now is concerning.
Medium	CO	Weather is the big variable of course, but our biggest issue is convincing customers that a warm dry fall doesn't mean that there won't be a bad snow season.
Large	CT	What happened to snowboarding???