

swatch<sup>®</sup>  
  
**ROCKET AIR**  
11. – 12. April 2014, Thun

Press Release

Thun, March 11<sup>th</sup> 2014

Swatch Rocket Air, 11. – 12. April 2014 in Thun, Switzerland. Tour Stop Silver Event of the FMB-Worldtour.

## Swatch Rocket Air

Thousands of bike fans watched last year as Britain's Sam Pilgrim spun with the grace of an ice princess in the ice rink of Thun, Switzerland. After a great season, the 2013 winner of the Swatch Rocket Air also earned himself the title of Freeride Mountain Biking world champion. It's going down again in one month: for the fifth time, the Flying Metal Crew is transforming Thun's ice rink into a massive slopestyle track. Next to Pilgrim, other great riders such as Thomas Genon, Peter Henke, Tom van Steenbergen and many more are expected to share their own unique style as they throw down their best tricks at this year's event.

It has been five years, since a few of bike fanatics from Thun launched the Rocket Air Slopestyle event. According to Jérôme Hunziker, event founder, a lot has changed since then: "the event was far smaller and more regional. A lot of things were uncertain. We didn't know if people would be interested in a mountain biking event." Today, one thing is for sure: the ice rink will be sold out during this year's Swatch Rocket Air. The showcase of some of the world's most talented riders has evolved from a regional bike event to an international bike event phenomenon. Flying cameras, photographers and a television production truck will capture this year's event providing a live online stream and television broadcast. Although everything was a little smaller five years ago, some things haven't changed, most importantly: the atmosphere of the event. But what is unique about this event, what leads to its success? According to Hunziker, the spirit of the Flying Metal Crew is what makes the difference. Each member shares a common hobby and passion that brings the team together. When the organizers aren't hard at work, it's likely they can be found trying out the slopestyle course for themselves. "From riders, for riders," that's what leads to a successful event for track designer and participant, Ramon Hunziker. "Often in contests, the track is built for the spectators, as big and as spectacular as possible. We try to build a course that is also spectacular, but safe and a lot of fun on the other hand as well."

### All about the woods

The theme of this year's Swatch Rocket Air is the "woods." In the woods is where most mountain biking takes place. This can lead to problems between the landowners where bikers are riding and impose stress on the wildlife. The theme "woods" was, therefore, deliberately chosen to raise questions and ignite a dialogue between bikers and other stakeholders. During the event, the bike organization Trailnet will provide information about trail code of conduct and other issues that bikers may encounter.

### Slightly changed slopestyle track

One year ago, the Flying Metal Crew with track builder, Ramon Hunziker, showcased the potential of the ice rink with a big air jump that catapulted riders close to the roof. "Not bigger, but better is this year's goal." Hunziker has listened to the feedback of the riders. They agreed: "Last year's course was creative with a lot of challenging obstacles, but too often lacked speed." Also in 2013, there was a problem with the dirt being delivered wet," explained Hunziker. Of course, the dirt at this year's event should be dry and fast. Amongst a variety of other obstacles, the crew will build a whaletail allowing riders to jump on and off of from a height of three meters. The theme "woods" will also be integrated into the slopestyle course using a log as a jump on the last obstacle. Ramon Hunziker is already curious about the rider's feedback.

**Trailer Swatch Rocket Air:** <https://www.youtube.com/watch?v=fipwvbbQ7FE>

## About Swatch

Swatch, launched in 1983 by Nicolas G. Hayek, is a leading Swiss watch maker and one of the world's most popular brands. The first Swatch watches surprised everyone with their revolutionary concept, creative design and provocative spirit. Today Swatch continues to innovate and surprise with new models, collections and special editions. The brand maintains a strong presence in the world of sports with its commitment to snowboarding, freeskiing, surfing, FMX, ice cross downhill and mountain biking. Right from the start, Swatch connected with art and artists, and Swatch watches remain a prominent canvas for artists from a broad range of disciplines.

## Partner



Get more News about the event, the riders and the after parties on the Swatch Rocket Air [Facebookpage](#)<sup>1</sup>.

For information about the Flying Metal Crew check the Flying Metal Crew [Facebookpage](#)<sup>2</sup>.

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