

## MATTERHORN TEST CENTRE IN ZERMATT

Zermatt, October 2021

The ski test on the Theodul Glacier in Zermatt is surely one of the most wonderful experiences to be had in the high-altitude mountains of the Alps. The spacious modern test centre opened its doors in October 2021, offering visitors the chance to try out the latest ski models from 14 different brands in a unique setting. A ski-in ski-out experience in a class of its own!

The Zermatt ski test – which is taking place from the middle of October to the end of November 2021 – is the perfect opportunity to try out the latest ski models for the coming season. The test is not just open to sports shops, however: individuals can also take up the offer in the form of a fixed-price package with overnight accommodation. The Zermatt ski test is run by the Swiss Skitest Organisation (SSO).

### Extensive infrastructure

The Matterhorn Test Centre was set up in purpose-built accommodation erected over a garage owned by Zermatt Bergbahnen. It is located at the foot of the Theodul Glacier, above which the Matterhorn Glacier Ride II is being constructed ready to form the final piece in the jigsaw that will see the highest Alpine cable-car crossing become a reality. The new premises on Trockener Steg occupy over 600 square metres and provide the perfect conditions for high quality ski testing.

Along with the Swiss Skitest Organisation, Stöckli Swiss Sports AG also has its own test centre on the premises. It operates all year round from a floorspace of 160 square metres and allows users to trial the skis for longer periods as well as conducting a simple try-out. “Stöckli and Zermatt Bergbahnen AG are quality brands that complement each other perfectly. It is therefore an even greater pleasure to be able to welcome visitors to the new test centre and introduce them to our products and the history of our brand,” says Marc Gläser, CEO of Stöckli Swiss Sports AG.

Zermatt Bergbahnen is also delighted with the collaboration. According to Markus Hasler, CEO of Zermatt Bergbahnen AG: “A ski test offering such a wide choice of brands is unique in Europe. The ski-in ski-out experience with comfortable modern infrastructure underscores the visionary thinking of Zermatt Bergbahnen. We support skiing at the highest level with perfectly prepared pistes, a unique infrastructure and successful partnerships at the foot of the Matterhorn.”

From the latest ski models for the coming season and a high-tech grinder for perfect edges and surfaces through to the history of skiing and the Stöckli brand, a visit to the new Matterhorn Test Centre on Trockener Steg is sure to be a fascinating experience for anyone with an interest in winter sports.

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