

Press release

Rotkreuz, 18 May 2022

Marco Odermatt and Garaventa extend partnership

Right on time for the start of summer training, Marco Odermatt (24), currently the most successful Swiss ski racer, has extended his collaboration with Garaventa until the end of the 2025/26 season.

Garaventa and Marco Odermatt have been travelling the same path for four years now. The company recognised early on that the skier was a perfect ambassador for a ropeway company and thus became involved in sponsoring shortly after his multiple gold medal success at the World Junior Skiing Championships in Davos. Naturally, Garaventa is proud that they now have the privilege of supporting an overall World Cup winner and Olympic champion. But what is even more important to the company is that Odermatt shares their values. The partnership between the down-to-earth Swiss ski racer and the traditional and innovative Swiss ropeway manufacturer is a genuine success story.

Garaventa's consistent support for young Swiss skiers

The cooperation with Odermatt is one component of Garaventa's sponsoring activities. The company has been supporting the regional skiing associations of Swiss Ski for many years and thus makes a contribution to creating optimal conditions for young skiers. The partnership with Marco Odermatt was thus a logical extension of the skiing activities of the ropeway manufacturer. "Marco is the ideal brand ambassador for Garaventa. He is down-to-earth, committed and likeable – these values fit us perfectly," says Arno Inauen, CEO. "We are extremely pleased that a top athlete such as Marco is convinced that Garaventa is a company he can represent to the outside world over the next few years."

Marco Odermatt and his life with ropeways

Marco Odermatt is also thrilled: "I am really looking forward to continuing the collaboration with Garaventa. I grew up with ropeways. When I was two, the ski lifts took me up to the beginners' hill; a Doppelmayr/Garaventa ropeway took me up to the start of the Olympic run. And so things have come full circle. The thing that was most special to me was the trip up to the start of the Giant Slalom in Adelboden with the Chuenisbärgli chairlift at the start of the year. I fulfilled my greatest childhood dream by winning on this legendary slope."

The extension of the contract until the end of the 2025/26 season sees the continuation of a very successful cooperation. To celebrate this occasion, Marco Odermatt talks in a video about his passion for skiing and his love of winter sports.

Link video: <https://www.youtube.com/watch?v=VKOOoJXq0bo>

Pictures: <https://we.tl/t-Myyw3alzA5>

Garaventa AG is a Swiss company headquartered in Rotkreuz, with additional sites in Goldau, Uetendorf and Sion. It is the Swiss branch of the Doppelmayr/Garaventa Group and has established itself as the competence center with international reach for reversible aerial tramway, funicular railway and material ropeway systems as well as for complex rope installation work. Garaventa is also responsible for all ropeway projects of the Doppelmayr/Garaventa Group in Switzerland. All functions and competencies for special ropeways are made available to the Group worldwide from Switzerland. Garaventa employs 380 people in Switzerland.

For inquiries, please contact:

Andreas Bonifazi +41 79 476 51 15 / media@garaventa.com