Press release February 4, 2016

**AntTi Autti new Haglöfs Friend**

**Haglöfs has signed Finnish freeride snowboarder Antti Autti as a new Haglöfs Friend. Antti is one of the world’s best-known snowboarders, famous for setting new standards in men’s halfpipe competitions and originator of the “1080 Revolution”. Today, Antti Autti is also an appreciated snowboard film producer.**

Antti Autti was born close to the Arctic Circle in Rovaniemi, Finland in 1985, and turned professional at the age of 16. Antti became world famous in 2005 when he followed up winning double gold medals (Big Air and Halfpipe) in the 2005 Snowboarding World Championships by being the first European to win the X Games Superpipe, beating Shaun White among others.

Antti’s technical skills in general, and his performance at the X Games especially, sparked what would become known as the “1080 Revolution”, where the bar was raised as to what you need to do to score well in competitions. Today, Antti produces his own freeride snowboard movies. Antti’s movie “Approach & Attack” (2014) was, for example, Onboard Magazine’s most viewed film that year. And his passion for snowboarding remains as strong as when he first started to ride.

– When I started snowboarding my goal was to make every day an adventure. Today, 15 years later, my philosophy is still the same, whether it’s Ruka or Pyhä in Finland or Hokkaido, Niigata or Hakuba in Japan. I’m glad and proud to now be a part of Haglöfs Friends and hope that we will experience many adventures together in future, says Antti Autti.

Haglöfs Friends is a group of women and men who have been selected on the basis of that they spend their lives in the outdoors and have the ability to act as ambassadors for the Haglöfs brand. The group comprises everything from micro adventurers, nature photographers and outdoor personalities to mountain guides, freeskiers and explorers. Haglöfs Friends are often involved early in the development stage when new products are being developed sharing their experiences and knowledge.

Antti Autti is not only a celebrated snowboarder, he’s also a true outdoors person. In his spare time, Antti enjoys spending time in the Finnish wilderness where he grew up.

– We are happy to welcome Antti Autti into the family of Haglöfs Friends. Antti brings extensive knowledge of freeride snowboarding and will be a great ambassador for the Haglöfs brand all over the world, especially in Finland and Japan where he has a large following, says Johan Widman, Event & Sponsoring Coordinator at Haglöfs.

Text and associated images can be downloaded at [www.haglofs.com/press](http://www.haglofs.com/press)

For more information, please contact:

Sara Skogsberg Cuadras

Communication Manager

+ 46 8 584 40 014

sara.skogsberg-cuadras@haglofs.se