

# swatch<sup>+</sup> ROCKET AIR

12. – 13. April 2013, Thun

Press Release

Thun, January 14<sup>th</sup> 2013

Swatch Rocket Air 2013, 12. – 13. April 2013 in Thun, Switzerland. Official Tour Stop Silver Event of the FMB-Worldtour.

## Swatch Rocket Air 2013 – Event preview

As soon as the ice in the arena of Thun is melting the Flying Metal Crew will redesign the terrain into a huge bike course. The arena will be in the hands and wheels of the world's best mountainbikers who will fight for a prize money over CHF 10'000.-. In addition they will battle for important points regarding the Freeride Mountainbike Worldtour. With Swatch as a the new title-sponsor and a new course design built in the dimensions of an FMX takeoff the Swatch Rocket Air 2013 is reaching a new level. Furthermore, the FMB Worldtour event will be streamed live in HD on the internet on April 12<sup>th</sup>-13<sup>th</sup> 2013.

After the big success of the last year's event the Flying Metal Crew can announce already now three amazing changes for the edition 2013:

### New title-sponsor

Due to the strong media coverage in 2012 the swiss watch company Swatch got attentive to the Rocket Air. Therefore the company has committed to the next edition of Rocket Air as the title sponsor. With the Swatch brand having a very strong presence in top sport events worldwide we can proudly announce that the Rocket Air has now definitely reached an international level. The organizational committee is convinced to have found in Swatch the fitting partner for the future.

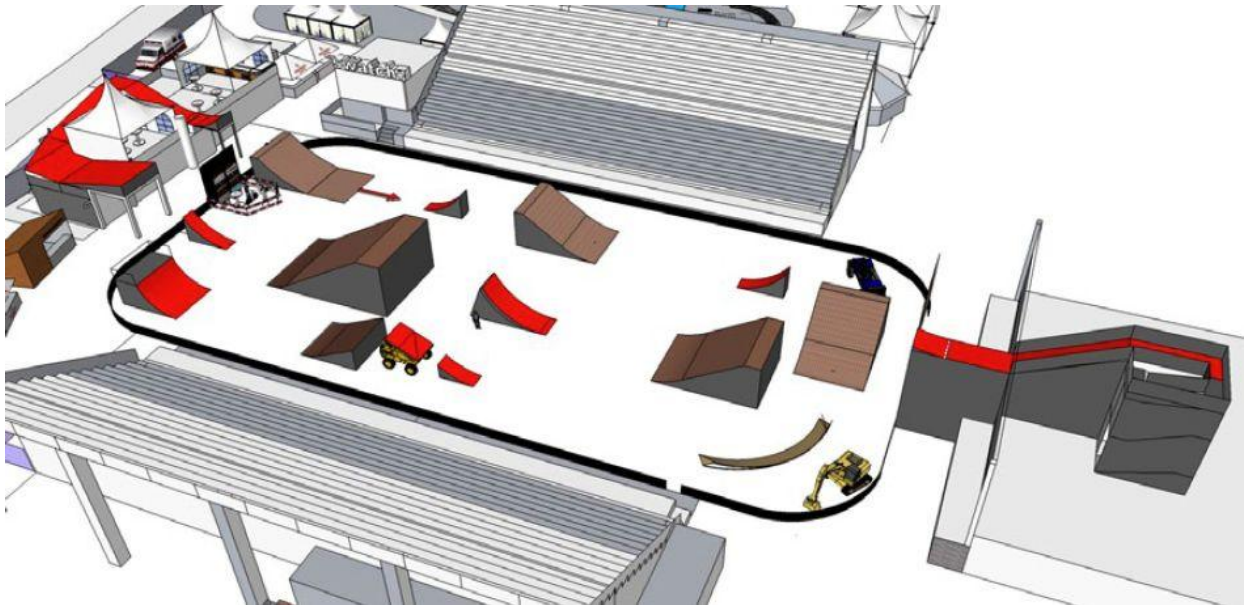


### Livestream of SHOTS.TV

Nobody has to miss the event because he can't be in Thun. The event can be watched live on the worldwide web. After a lot of invested time SHOTS.TV is ready to broadcast Swatch Rocket Air in live stream HD worldwide. Around the world it will be possible to watch live as well the Swatch Trick Showdown and the qualification on Friday evening such as the finals on Saturday. The live stream boosts the weight of the event in the FMB Worldtour. A huge LED Screen in the ice arena of Thun will provide the spectators the live ranking and breathtaking replays right after the runs.

### Course design

The course of the Swatch Rocket Air 2013 will be further extended. Our course designer and MTB pro rider, Ramon Hunziker, has promised to bring the course design to a next level. The huge scaffold drop-in outside the stadium will be enlarged in order to provide a spectacular start to the course. Compared to the last edition the course will be much bigger, more challenging and longer. A huge big air in the middle of the arena will allow the riders to show their skills and jump higher than the rafters in the roof!



### About Swatch

Swatch, launched in 1983 by Nicolas G. Hayek, is a leading Swiss watch and jewelry 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 big-brand support for snowboarding, free skiing, FMX and surfing, along with Beach Volleyball.

### Partners



OFFICIAL TOUR STOP



SILVER EVENT

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>.

1 <http://www.facebook.com/rocketairslopestyle>

2 <http://www.facebook.com/FlyingMetalCrew>

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