



Thun, February 26th, 2020

#swatchrocketair May 1-2, 2020 in Thun, Switzerland

11th Swatch Rocket Air goes back to Swiss Roots

The Swatch Rocket Air will take place in Thun on May 1st and 2nd for the 11th time. Ten years after the premiere, the event organizers are returning to their Swiss roots.

Into the forest, the junkyard, the jungle, the 1980s or the year 3000: there is hardly any place or time to which the organizers of Swatch Rocket Air in the Thun ice rink have not already taken their audience. The 11th edition is entirely dedicated to Swiss tradition. With yodelers, flag wavers and alphorn blowers, a big load of *Swissness* awaits the more than 10,000 spectators.

Since the first edition of the mountain bike event in the spring of 2010, the motto and the course design have been integral parts of the event concept. "Now, after ten years, we think it's time to return to our roots," says Head Organizer, Jérôme Hunziker. "We - the freestylers and the fans of folk music - live so close to each other here in the region, living in the same place and yet hardly have any points of contact," says Jérôme Hunziker. "It would be nice if the Rocket Air could help bring the two communities closer together."

While the theme is local, most riders are not. Under the motto 'Swiss Edition', the world's best mountain bike slopestyle athletes are expected. The Freeride Mountain Bike World Tour stop is listed as a Gold Event and therefore one of the top 10 events in the world. A sure highlight will be the young Swiss, Lucas Huppert who will be hunting for points on the tour: "The motto is of course an additional motivator, my goal is a podium finish on Swiss soil."

What remains the same for the 11th edition of Swatch Rocket Air is the broad supporting program with fairs and activities for young and old. The now legendary after-parties in the El Camino on Friday and in the Arx-Club on Saturday round out the schedule. Tickets will be available in March on www.rocketair.ch.

On [Facebook](#) and [Instagram](#), the Flying Metal crew will keep you up to date and show the preparations for the event.

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swatch⁺ ROCKET AIR

Swatch, launched in 1983 by Nicolas G. Hayek, is a leading Swiss watchmaker and one of the world's most popular brands. The first Swatch watches surprised everyone with their revolutionary concept, creative design and provocative spirit. The brand philosophy is based on color, movement, lightness and transparency, which can be seen in every Swatch product and project. 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, beach volleyball, mountainbike slopestyle and drone racing. 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



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