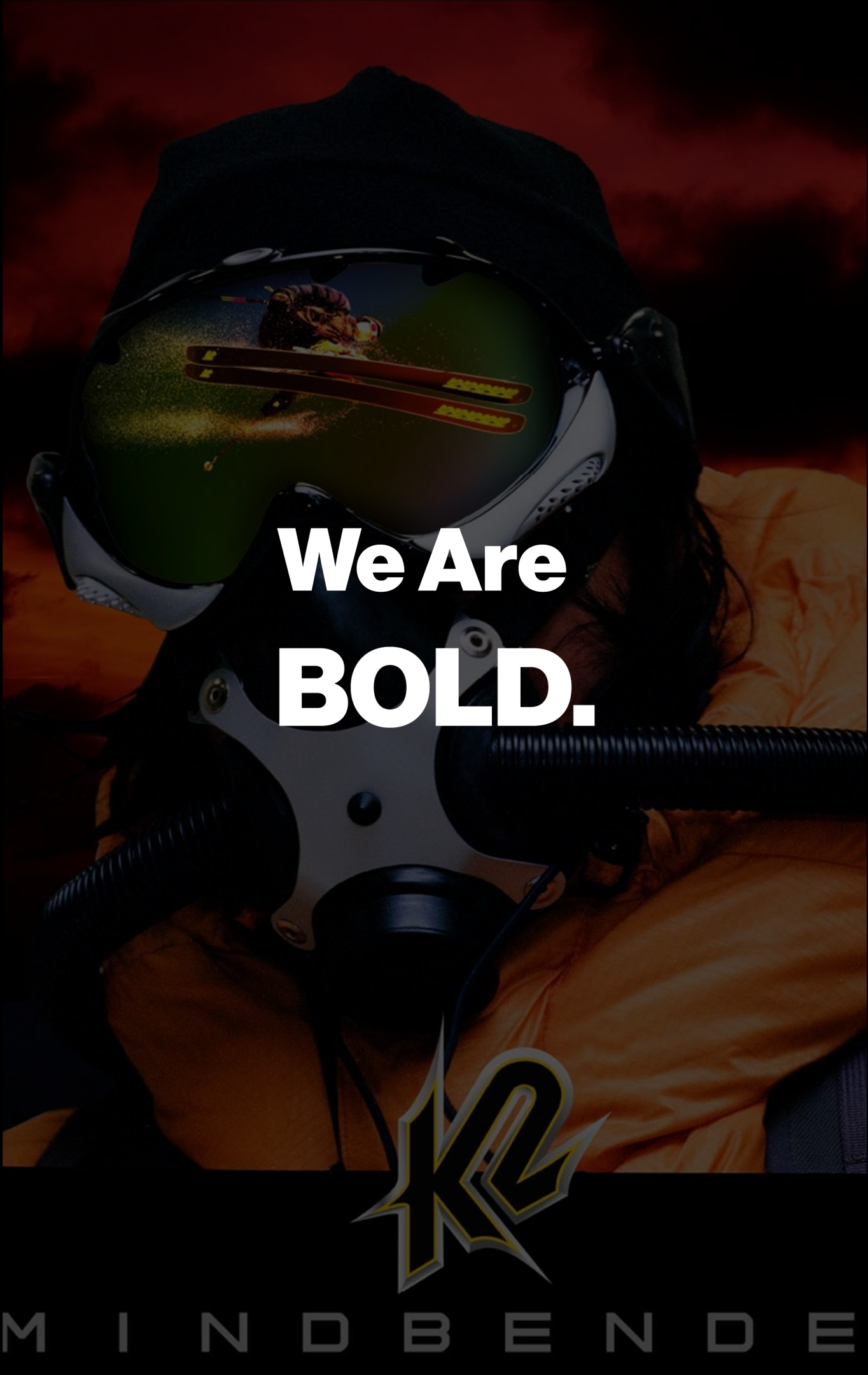




**2026-2027  
SALES MEETING  
PRESENTATION**











MISSION

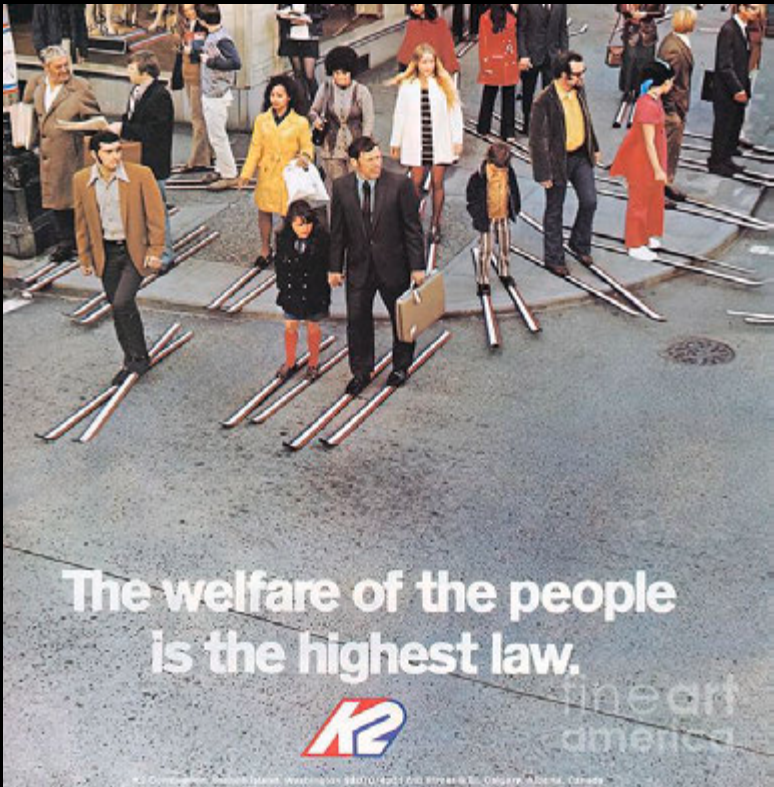
WE MAKE GEAR FOR PEOPLE – BOLD, ORIGINAL AND FUN AS HELL.  
We’re fueled by ski & snowboard culture, led by freethinkers, and always innovating.

VISION

TO BE THE MOST INFLUENTIAL BRAND ON SNOW.  
Sliding forwards or sideways, we make the most innovative product that shapes mountain culture.

POSITION

THE ORIGINAL SKI AND SNOWBOARD COMPANY.  
K2 is bold and free — we prefer to make our own tracks. Making skis and snowboards is what we do. Making it fun is who we are.





# Fueled By Innovation, Always.

*\*the first rocker protos on the demand of Shane McConkey*



# Crazy Then. Standard Now.



FIBERGLASS SKIS  
1964



SHAPED SKIS  
1993



TWIN TIPS  
1998



ROCKER  
2007



BOA  
2023









# F26 KEY STORIES

# BOOTS





**RECON • ANTHEM**

*driven by sport. refined with detail*  
*modern athletic footwear for the modern skier.*



# RECON & ANTHEM

## 2026 PRODUCT UPDATES

The 2026 Recon and Anthem collections have been completely re-engineered, delivering breakthrough performance and a dialed-in fit with innovations including:

- Zonal BOA® for fast, precise closure and a truly customized feel
- All-new shell and cuff design for improved response and control
- Expanded customization and adjustment options to fine-tune fit and performance
- Next-generation P-Series liners offering unmatched comfort and anatomical support



# Zonal BOA

Zonal BOA closure (cuff and shell) is introduced to Recon and Anthem in 2026

Up to  
**13%**

Reduced peak pressure on top of the foot

Up to  
**16%**

Reduced shin contact pressure

Up to  
**10%**

Improved stability & control

Up to  
**6%**

Improved power transfer





# BOA® CUFF

## Innovative Dual-Material Cuff Construction

A stiffer spine provides powerful support, while a softer front panel delivers a secure, adaptive wrap

## Precision Fit with Internal Ribbing

Engineered ribbing ensures a more even, consistent hold around the leg

## BOA® Cuff Advantage

The BOA® system delivers a superior wrap with greater comfort and precision compared to traditional buckle closures





# BOA® SHELL

## All-New Recon & Anthem Shell Design

Redesigned from the ground up for enhanced performance and precision fit.

## Reinforced Heel & Ankle Support

Increased wall thickness in key zones boosts power transfer and control.

## Optimized Midfoot & Instep Wrap

Engineered specifically to maximize the BOA® closure system, delivering the most secure and comfortable fit yet.





# UPDATED SPINE

## MORE CUSTOMIZATION

### Adjustable Forward Lean

The updated Recon & Anthem now feature a bolted rear cuff, giving skiers the ability to fine-tune their forward lean for a truly personalized stance.

### Customizable Settings

Both models offer three forward lean options:

- Recon: 10° – 12° – 14°
- Anthem: 11° – 13° – 15°

### Enhanced Power & Support

The bolted cuff not only unlocks adjustability but also improves rear support and maximizes power transfer for stronger skiing performance.





# UPDATED CALF ADJUSTMENT

MORE FUNCTION AND EASE OF USE

## Upgraded Calf Adjustment

Redesigned for greater functionality and easier use on the mountain.

## Expanded Adjustment Range

Offers a wider range of fit customization compared to previous Anthem boots, ensuring better comfort and performance.

## Service-Friendly Design

The power strap is no longer riveted to the adjuster, making replacement quicker and easier if needed.





# P-Series Liners

## Introducing the All-New P-Series Liners

Featured across the 2026 Recon and Anthem collection, the P-Series liners set a new standard in fit, comfort, and performance.

## Best-in-Class Comfort

Designed to deliver all-day comfort and responsive performance across every model in the lineup.

## Engineered Dual-Material Construction

Premium P1 and P2 liners feature dual-material ankle zones, strategically combining stiff and soft materials for optimized fit, support, and precision.

## Anatomical Collar & Tongue

Every P-Series liner debuts a redesigned collar and tongue with an anatomical shape, offering a personalized feel and exceptional comfort straight out of the box.





# BOA UPDATES

## Updated BOA® Fit System — Built Exclusively for K2

The 2026 Recon and Anthem boots are the first K2 models to feature the updated BOA® dial and custom K2 guides.

The new dial offers enhanced grip with over-molded rubber and a refined, modern aesthetic.

Co-developed with the BOA® team, the custom guides are engineered specifically for the Recon and Anthem shells.

These K2-exclusive guides deliver smoother closure, improved durability, and a more precise fit — only available on K2 boots.





# ANTHEM

## 2026 PRODUCT UPDATES

In addition to the updates to both Recon and Anthem, the all-new Anthem collection features innovations designed specifically for female skiers:

- **Independently Developed** engineered by women, for women, with its own tooling and design philosophy
- **True Form Last** tailored to the unique shape of the female foot for a secure, precise fit
- **True Align Geometry** optimized stance and balance for all-day performance and control
- **Extended Size Range** true 21.5–26.5 sizing to ensure the perfect fit for every skier



# INDEPENDENTLY DEVELOPED

## Developed by Women, for Women

The new Anthem collection was designed from the ground up by women, specifically for the needs of female skiers.

## Exclusive Women's Tooling

Every Anthem boot uses its own dedicated tooling, ensuring a true women's-specific fit rather than a scaled-down men's design.

## Optimized Construction

Part placement and construction have been engineered for the smaller size range of women's boots, delivering superior comfort and control.

## Tested and Validated by Female Athletes

Every design change was refined and approved by an all-female test team, guaranteeing authenticity and performance.





# CONCEPT

## An all-new gender specific approach to building boots

3-pillar approach to better gender-specific ski boots

Last  
Bio-Mechanics  
Grading

### 1. Gender Specific Lasts

Different lasts for men's and women's boots

### 2. Gender-Specific Bio-Mechanics

Cuff and foot alignment optimized for men and women

### 3. Updated Grading

The grading of the size run is optimized to better match the way men's and women's



# TRUEFORM LAST

## Fit Matters: Built for Women

Women's feet aren't just smaller versions of men's feet.

In general, women's feet have a more triangular shape, while men's are more linear.

Sharing a single last between men's and women's boots can't deliver an optimal fit for both.

## That's why the Anthem was designed from the ground up for women

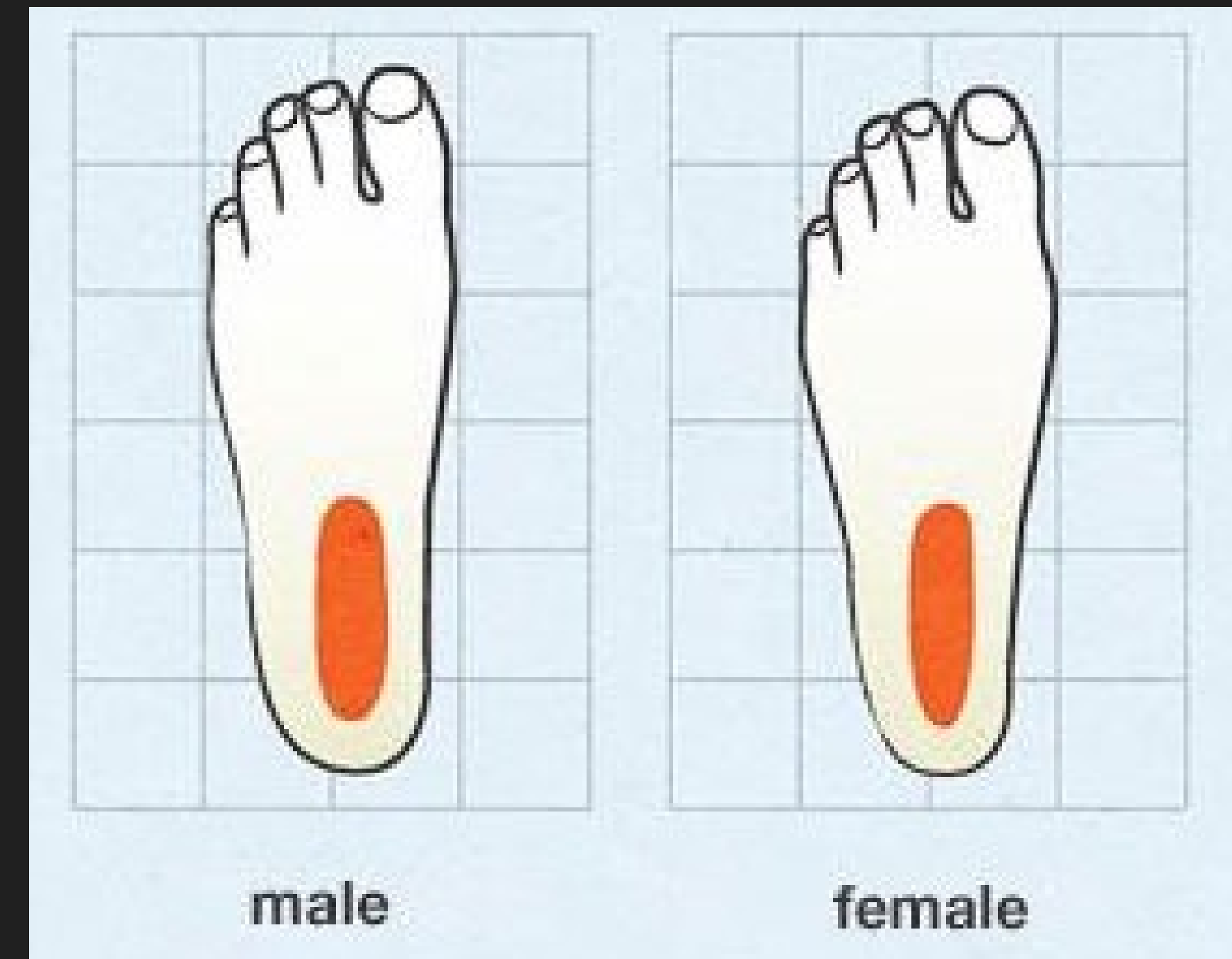
Prioritizing a secure heel hold

Allowing more space in the toe box for all-day comfort and warmth

## The Recon last remains unchanged

Testing confirmed its fit was already optimal.

Instead, improvements focused on new liners to refine comfort and precision.





# TRUEFORM LAST

## Engineered for the Female Foot

The TrueForm last was developed to precisely match the unique shape of a woman's foot.

## Anatomy-Driven Fit

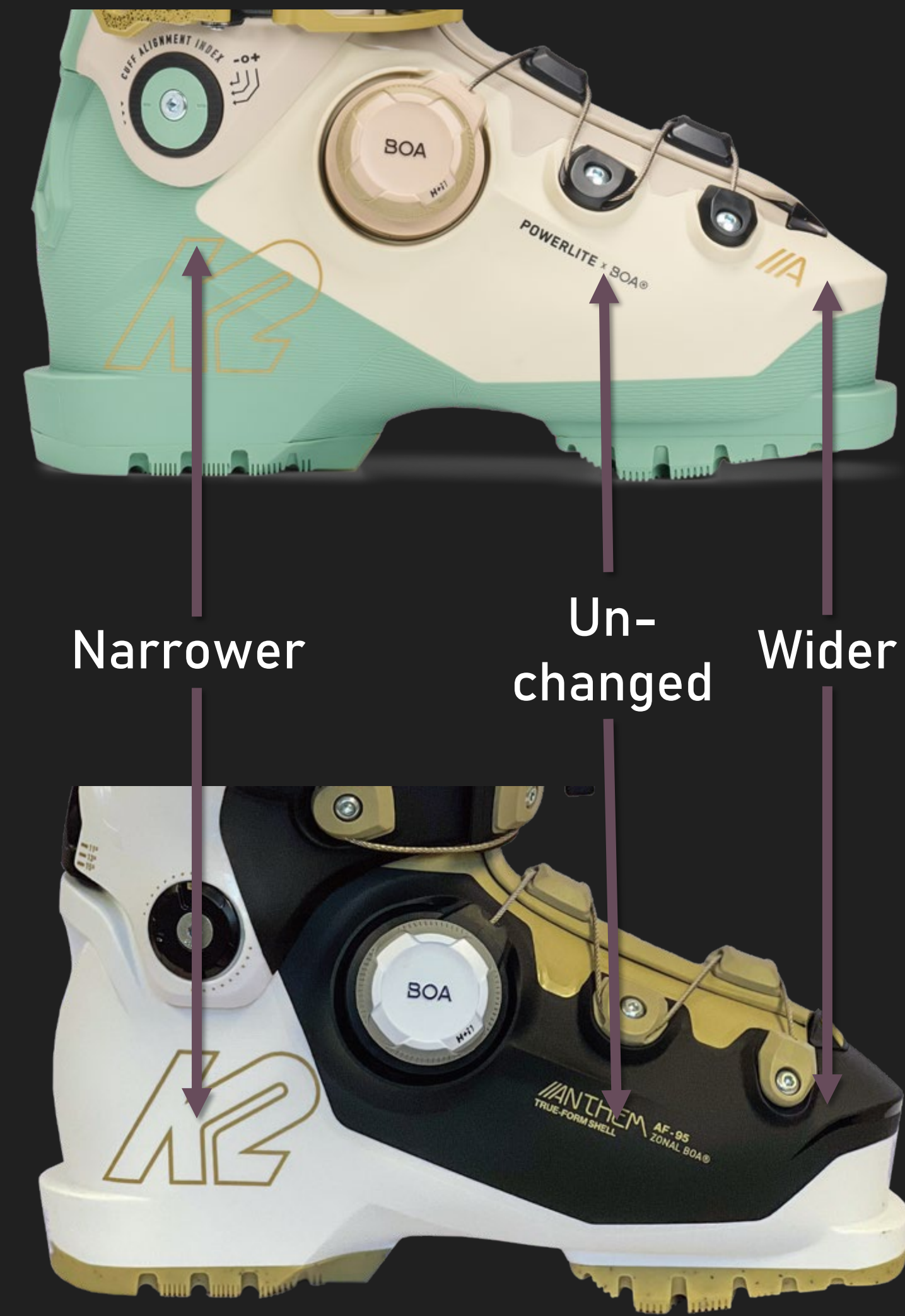
Women's feet typically feature a narrower heel and a slightly wider toe box compared to men's. Anthem boots are built around this natural difference.

## Balanced Performance & Comfort

The mid-volume forefoot fit is preserved for control, while the toe box allows a touch more space for long-lasting comfort.

## Secure Heel Hold

A refined heel and ankle pocket delivers consistent, locked-in support without sacrificing comfort.





# TRUEALIGN GEOMETRY

## TrueAlign Geometry — Balanced by Design

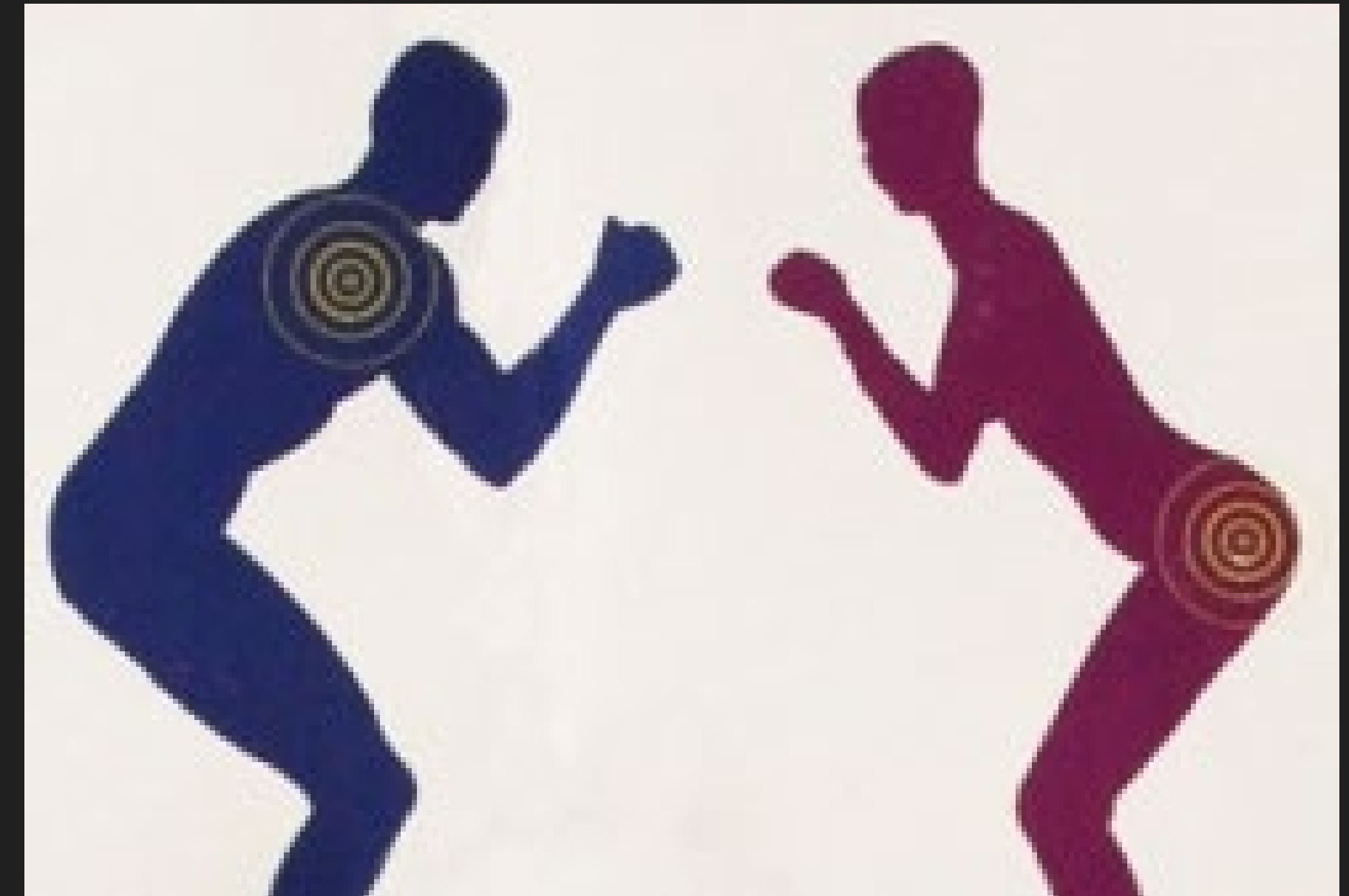
Men and women have different centers of gravity. For men, it's typically higher — closer to the chest. For women, it's lower — closer to the hips.

### On snow, this difference matters.

Because of this natural difference, many women find it harder to move forward in a traditional boot setup, often feeling more “backseat.”

A common fix is adding a heel lift to increase ramp angle, but this approach can throw off forward lean and internal fit by simply raising the foot inside the shell.

K2's TrueAlign Geometry solves this by designing the stance and ramp angle into the boot itself, creating balanced, natural positioning for every skier — right out of the box.





# TRUEALIGN RAMP & FORWARD LEAN

## Engineered for Balance

Women's center of gravity sits lower in the body—closer to the hips compared to men's chest—changing the way weight is distributed on skis.

## The Backseat Problem

This difference can cause women to feel like they're skiing "in the backseat," limiting power and control.

## Tested & Validated

Through extensive testing, we evaluated multiple ramp and forward lean angles to find the most natural stance.

## Optimized Stance

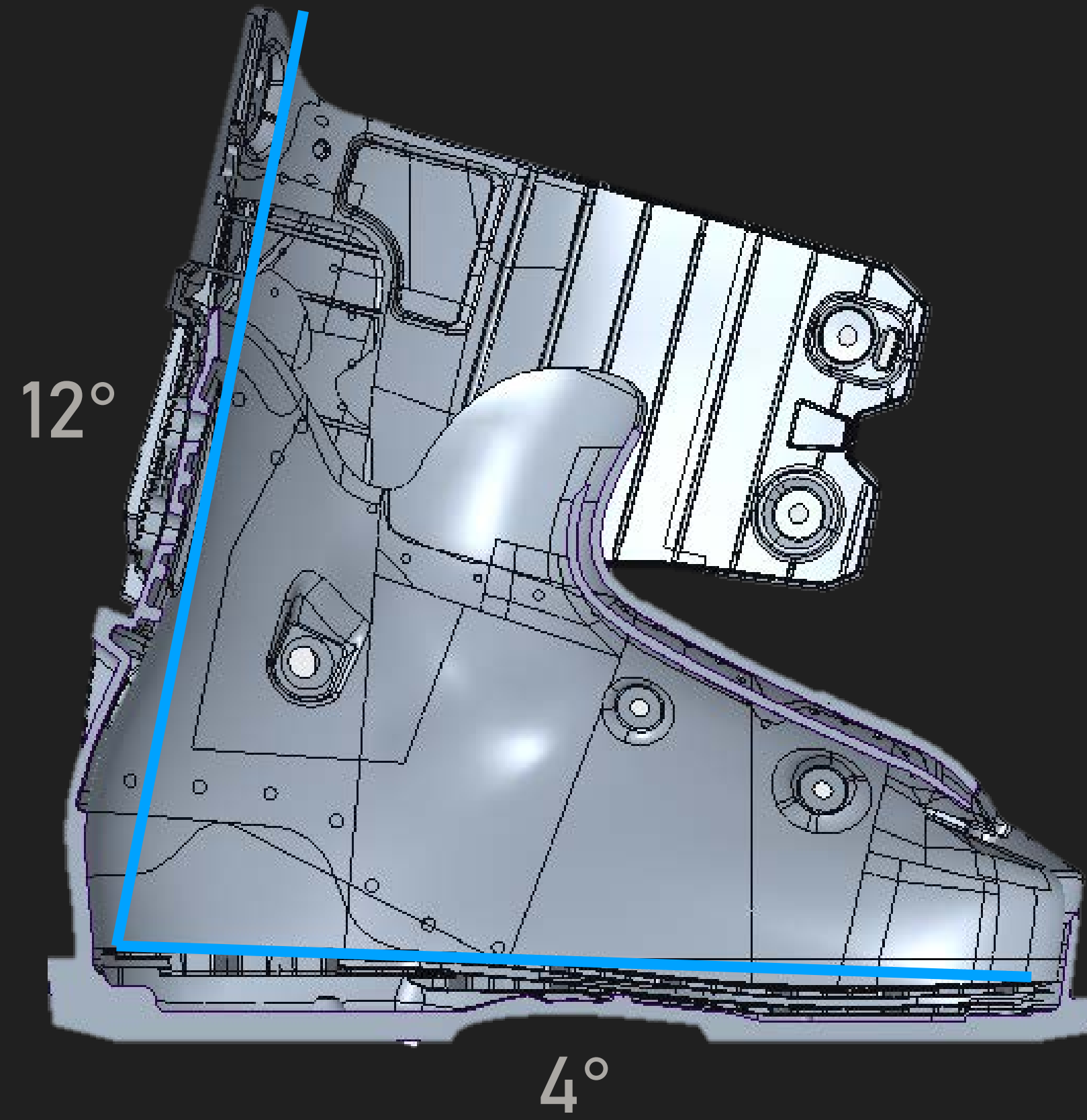
The majority of testers found that a ramp angle 1° steeper and a forward lean increased by 1° created the most balanced, powerful position on snow.



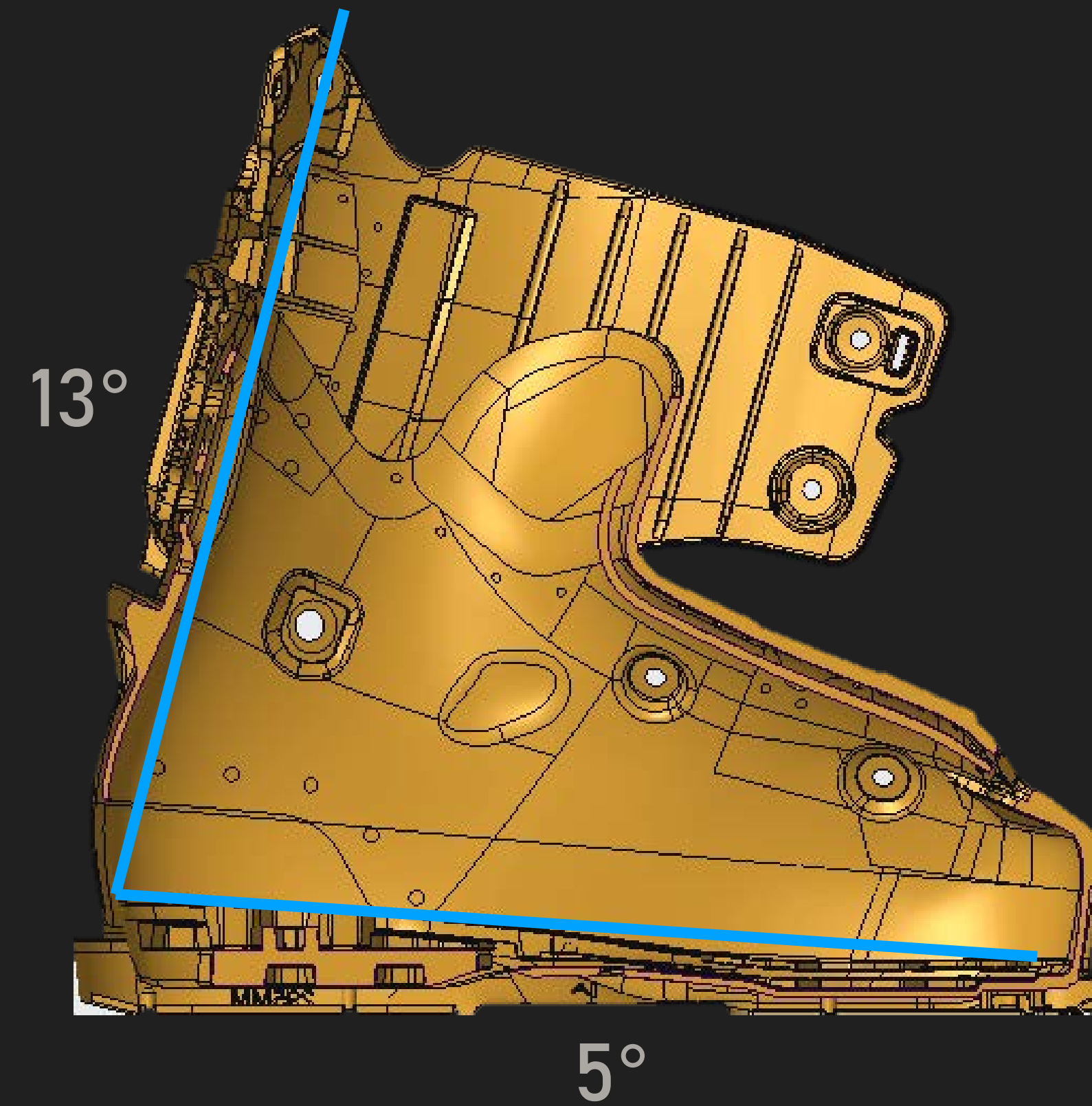


# TRUEALIGN RAMP & FORWARD LEAN

Recon



Anthem





# TRUEALIGN GEOMETRY

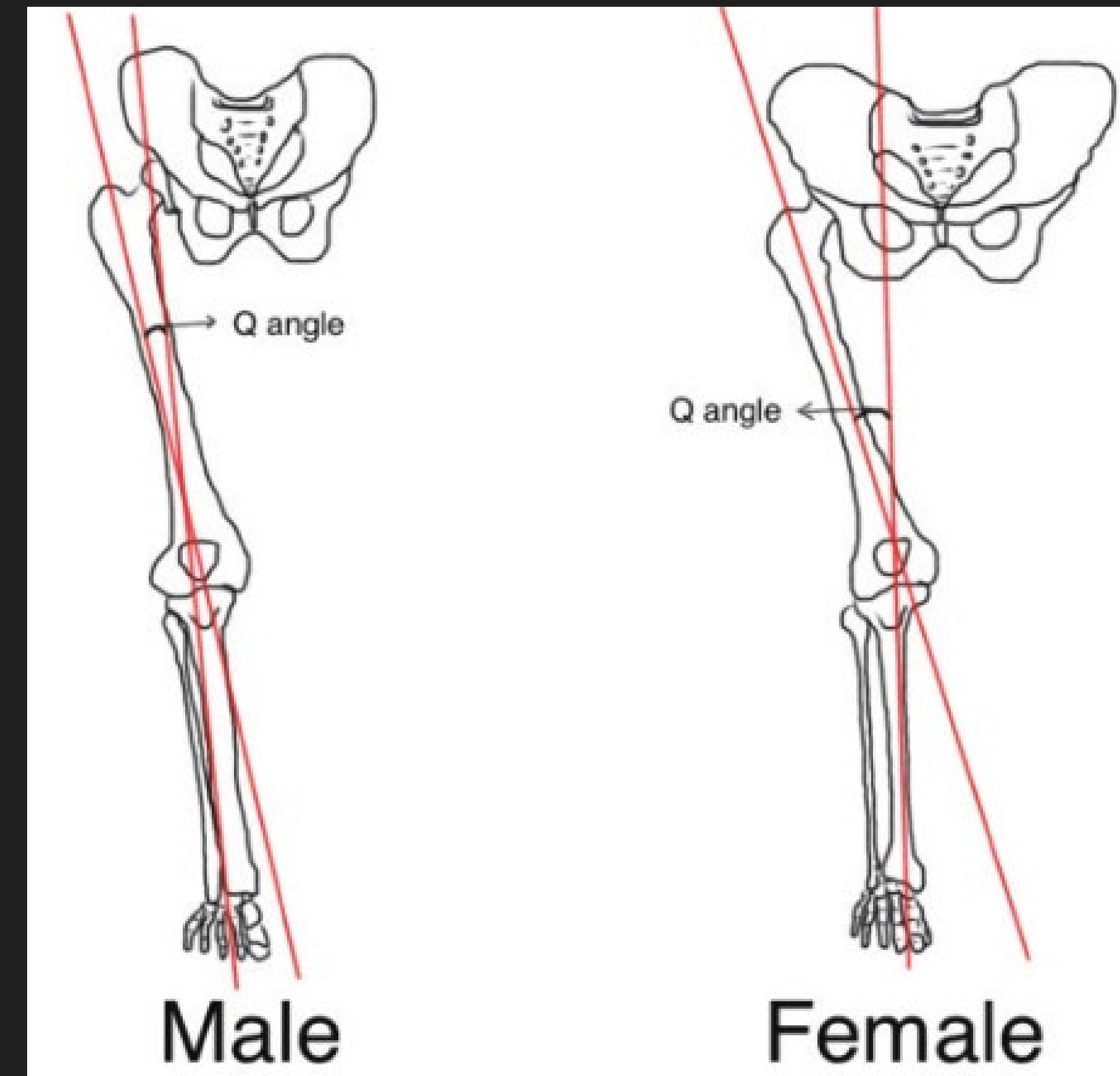
## TrueAlign Geometry — Engineered for Natural Alignment

Due to anatomical differences in pelvic structure, men and women have different Q-angles — the angle between the femur and tibia.

Women typically have a greater Q-angle, which affects how their legs align over their skis.

This can make it feel like the boot cuff needs adjustment to achieve a flat ski and greater comfort.

K2's TrueAlign Geometry accounts for these natural differences in stance and alignment — helping skiers stay balanced, comfortable, and connected to the snow right from the first run.





# TRUEALIGN CUFF

## Designed Around Female Anatomy

Typically women naturally have a wider pelvis, which changes leg alignment and movement compared to men. Some refer to this as Q Angle.

## Optimized Cuff Geometry

The cuff on the new Anthem is set more neutral and engineered to flex in a straighter, more natural path over the lower shell.

## Preferred by Female Skiers

During testing, this configuration consistently delivered the best feel and performance for most female athletes.

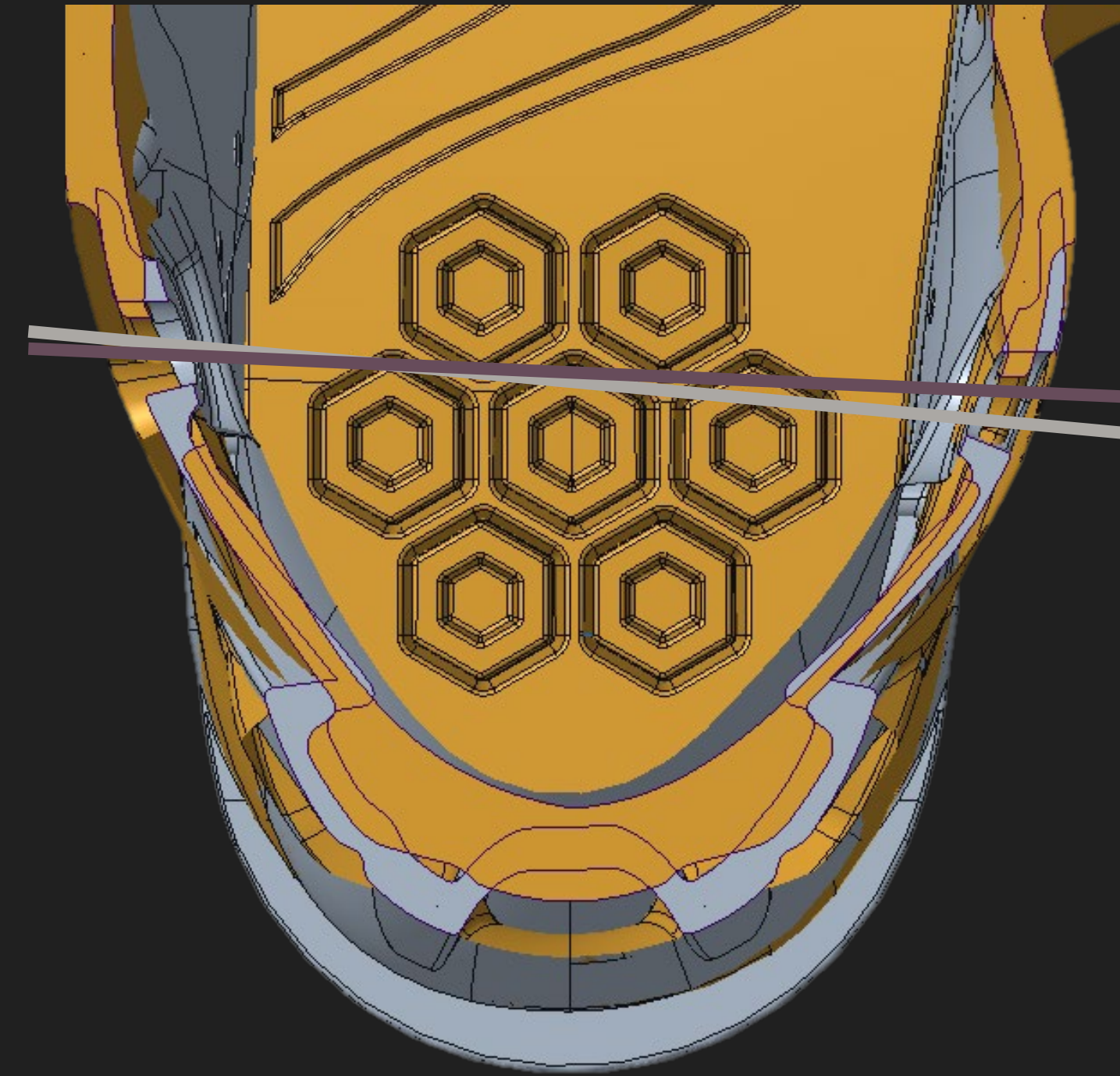
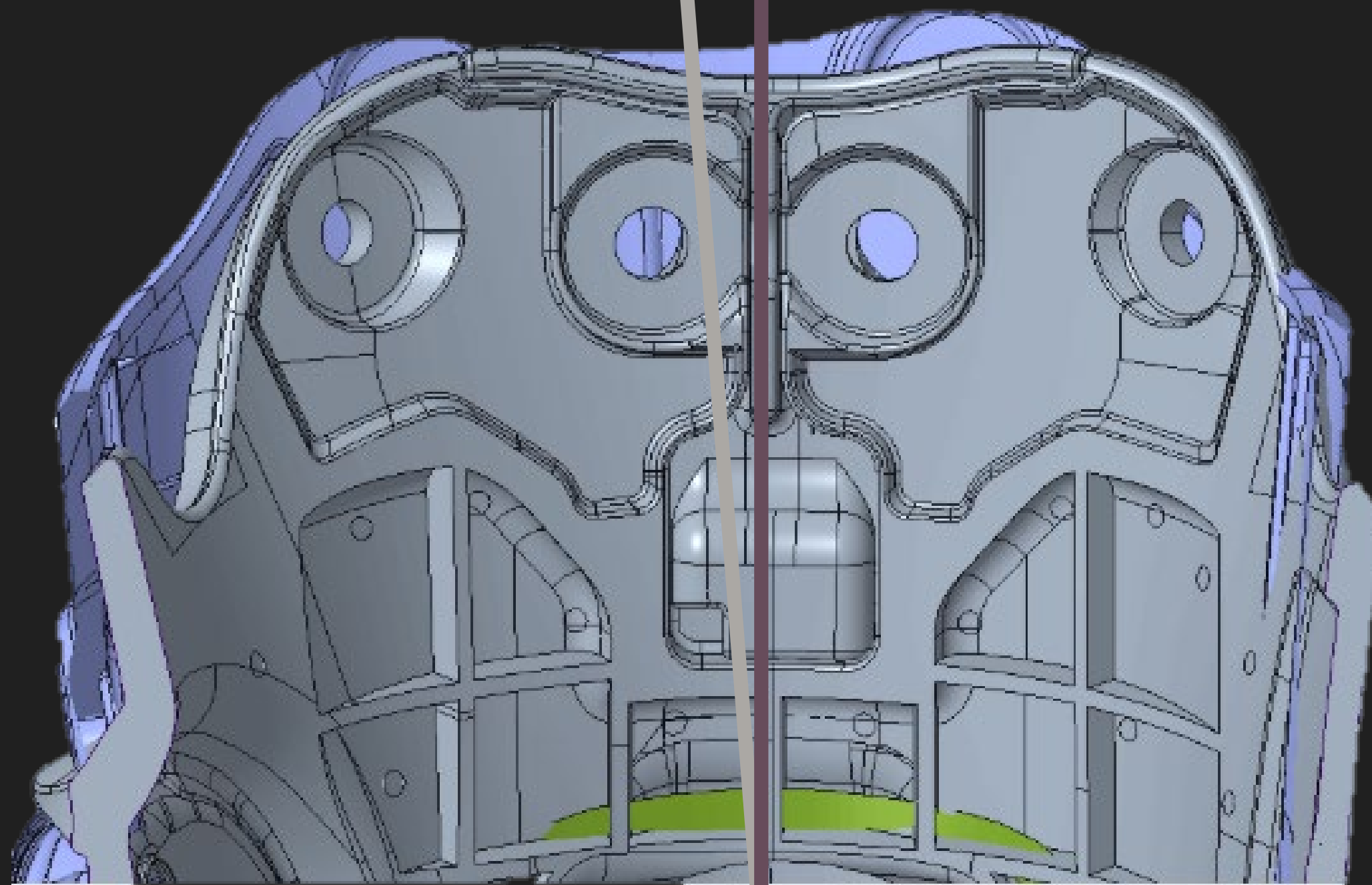




# TRUEALIGN CUFF

F23 Anthem

F26 Anthem



F26 Anthem

F23 Anthem



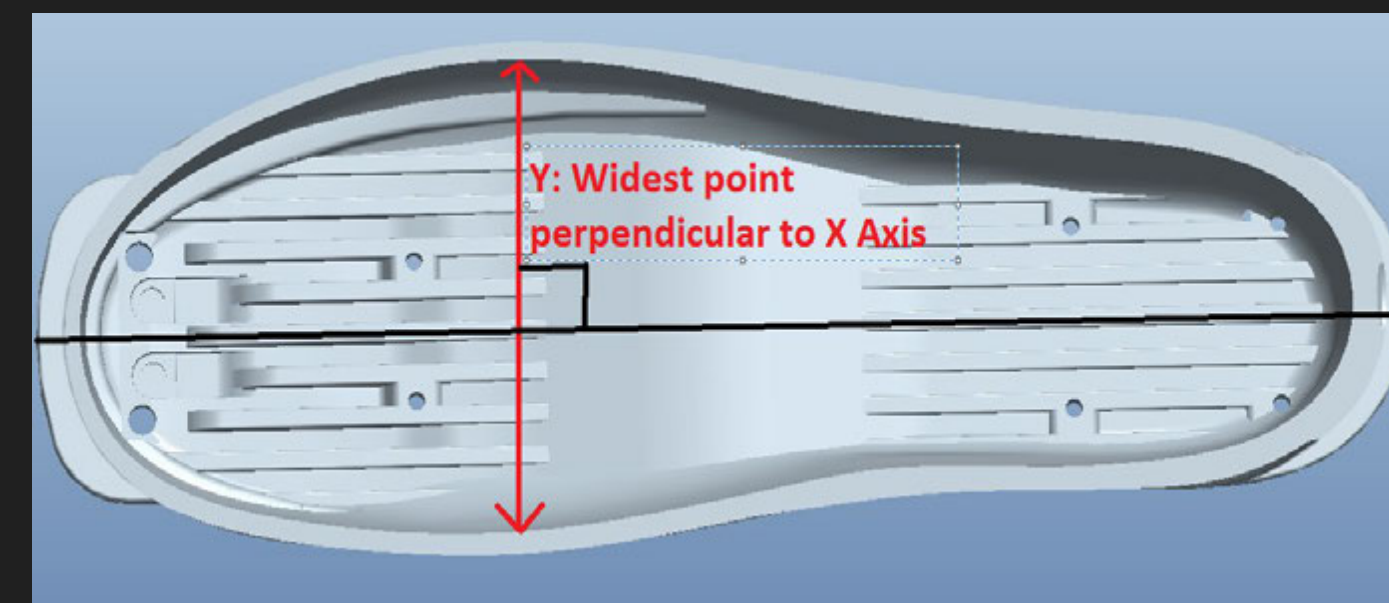
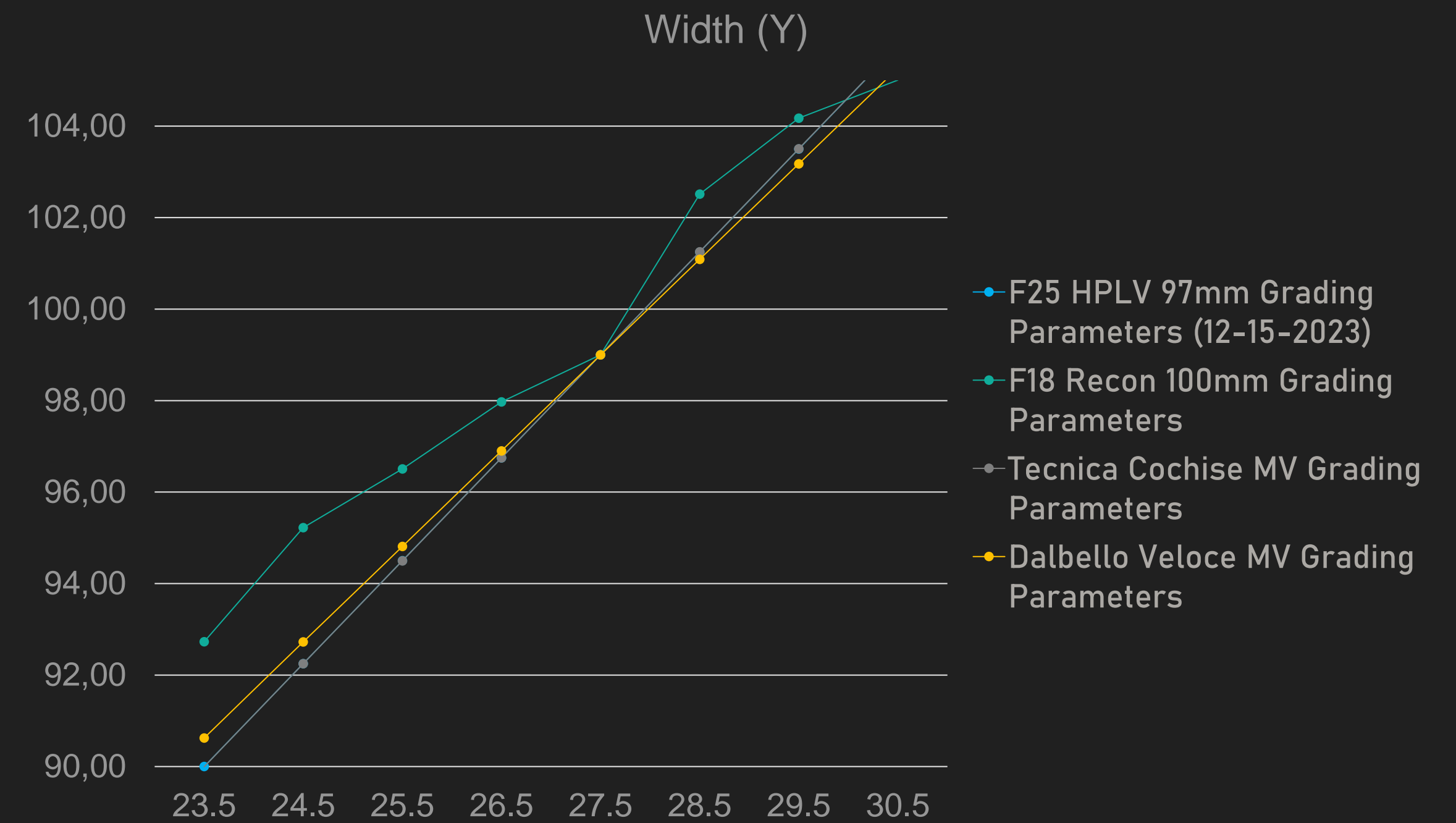
# GRADING

## Refined Grading for Consistent Fit

During the Cortex development process, we updated our grading parameters, and these improvements carry through to the new Recon and Anthem collections.

By analyzing grading data from multiple competitors, we made strategic adjustments to achieve more consistent sizing across the full size range.

These updates ensure that K2 boots now align more closely with industry standards, delivering a more predictable and consistent fit for every skier, in every size.





# Extended Size Range

## Extended Size Range

The new Anthem boots will be available in sizes 21.5 – 26.5 across select models.

## True-to-Size Fit

The 21.5 uses a dedicated shell tool, ensuring it's a genuine 21.5 fit—not just a downsized version.

## Finally, a Solution for Smaller Feet

Anthem gives women with smaller feet access to high-performance, perfectly fitted ski boots without compromise.

A TRUE  
21.5



# Recon & Anthem AF

Best of the Best – In a Flex that works for you

The Best Boot. Your Flex.

## The Old Way (Traditional System)

Premium features only came in the stiffest boots — too demanding for many skiers — leading to compromise.

## The New Way (K2 Recon & Anthem AF)

Full features. Both flexes. Choose the performance that fits you — no compromise.



Recon AF – 130 or 110



Anthem AF – 115 or 95



# Recon & Anthem X

Pick the flex that fits you—not your budget

## Boots Built Around Your Skiing, Not Your Wallet

### Traditional System

Ski boot purchasing forces you into a tradeoff—if you wanted a stiffer flex, you had to pay more. If you were on a budget, you were stuck with a softer boot, regardless of whether it matched your skiing style or not.

### The X Models Break the System

The Recon and Anthem X break that system. For the first time, you can choose the flex that matches your skiing, not your budget. All three flex options are offered in the same configuration at the same price.



Recon X – 130, 120, 110



Anthem X – 115, 105, 95

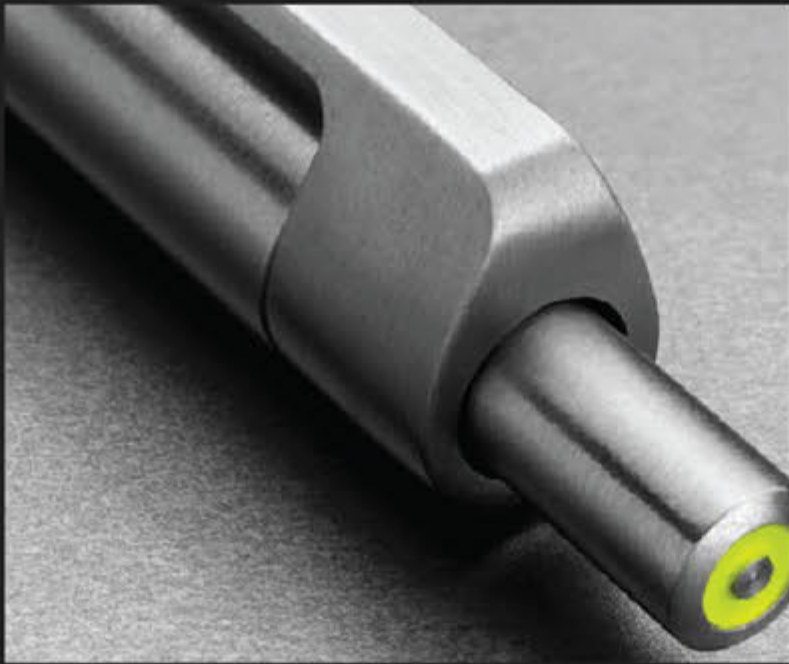


# Recon / Anthem

# Industrial Design Inspiration

## FUTURE FUNCTION

- Design that can speak to All Genders through shared lines but can speak specifics where needed.
- Strong, structured lines that are met with curves at Connections and surface changes.
- Functionally familiar vs functionally new



## PRACTICAL PRECISION

- Technology should be one with flow and shaping. Winning with BOA integration.
  - Dependable, durable, and functional
- A dash of familiar, a dash of unexpected



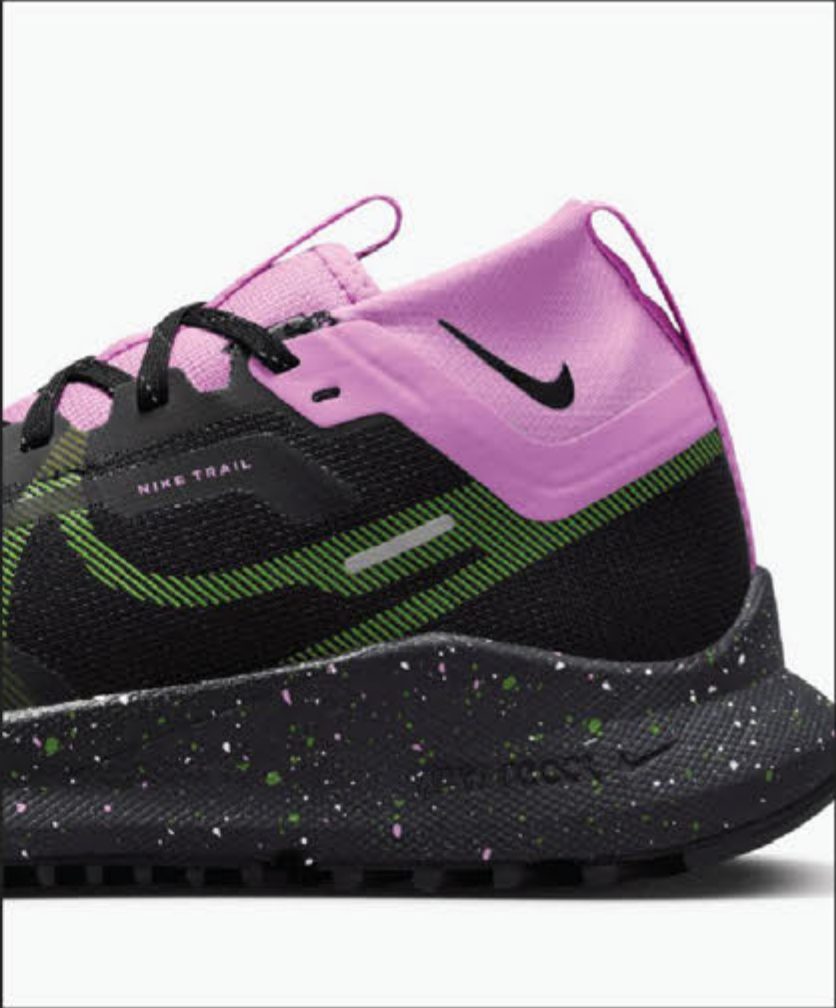
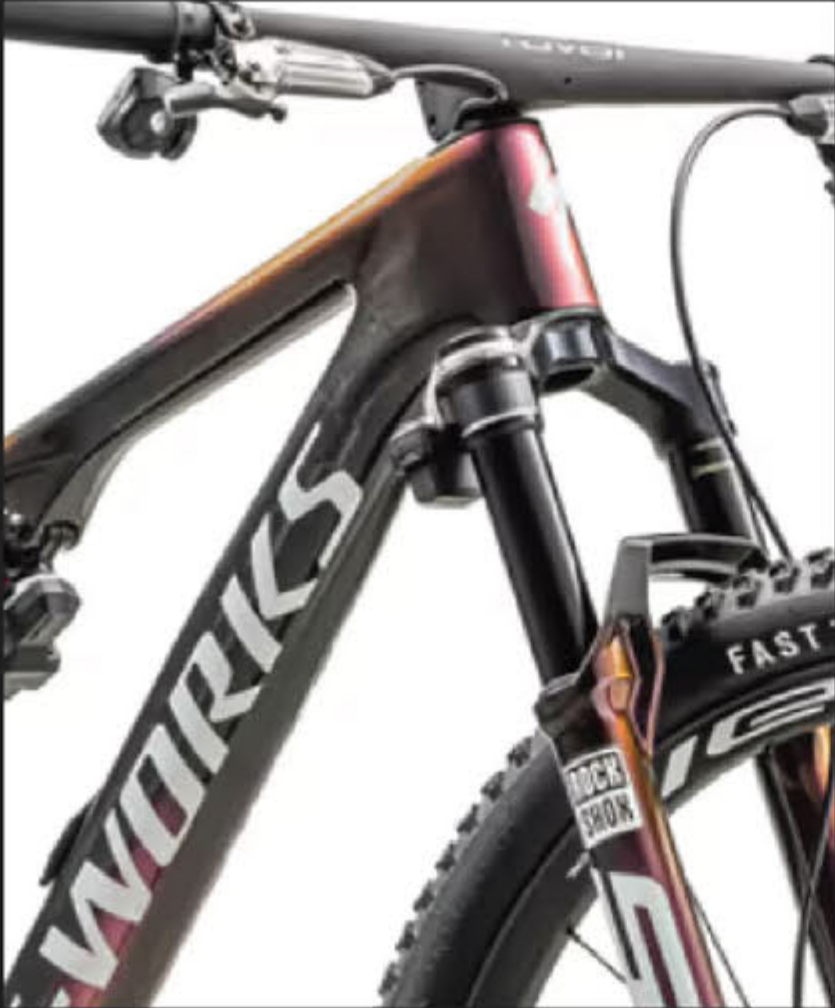
## CONTOUR CONTROL

- Contour, Shaping and LOGO placement that brings material depth, utility, and technology.
- Texture Depth and Surface Changes to add to established style lines.
- Layers of Pattern and Material to establish Tech features and contour.





**Recon / Anthem**



**MODERN ELDER  
KNOW THE RULES  
BREAK THE RULES  
WEATHERED  
FINISHED  
HIGH MILEAGE  
CONTROLLED EXCESS**





## Recon

## Collection



RECON  
TEAM ZONAL BOA®  
**NEW**

850€



RECON  
AF-130/110 ZONAL BOA®  
**NEW**

730€



RECON  
120 ZONAL BOA®  
**NEW**

650€



RECON  
110 ZONAL BOA®  
**NEW**

600€



RECON  
X BOA®  
**NEW**

550€



RECON  
100 BOA®  
**NEW**

500€



## Anthem

## Collection



ANTHEM  
TEAM ZONAL BOA®  
NEW

850€



ANTHEM  
AF-115/110 ZONAL BOA®  
NEW

730€



ANTHEM  
105 ZONAL BOA®  
NEW

650€



ANTHEM  
95 ZONAL BOA®  
NEW

600€



ANTHEM  
X BOA®  
NEW

550€



ANTHEM  
85 BOA®  
NEW

500€



# //ANTHEM

**FIRST** GROUND UP WOMEN'S SPECIFIC SKI BOOT

- ✓ INVESTING IN WOMEN
- ✓ ADDED PERFORMANCE
- ✓ NO SHORTCUTS IN DESIGN

# RECON

ADDED PERFORMANCE **WITHOUT** COMPROMISING COMFORT

- ✓ SAME SELLABLE FIT
- ✓ ADDED PERFORMANCE
- ✓ K2 REMAINS TOP BOA® BRAND



# RECON / ANTHEM – 360° MARKETING CAMPAIGN



## FUNNEL

TOP  
AWARENESS  
ATTRACTION

MID  
ENGAGEMENT

BOTTOM  
CONVERSION

PR MEDIA CAMPAIGN  
WOMEN USP

CAMPAIGN ASSETS

STUDIO CAMPAIGN  
PRODUCT FOCUS  
TECH ANIMATIONS

ON SNOW DEMO WITH AF BOOTS

SEEDING SAMPLES

IN-STORE POP TOOL BOX

SALES CONTEST

SALES SUPPORT DAYS





# Cortex Team

- Offer in 140 & 120 flexes.
- Size range of 22.5-28.5
- Feature set will be the same as the F25 Cortex 140







Cortex Team BOA®  
(new)



Cortex 130 Zonal BOA®  
(c/o)



Cortex 120 Zonal BOA®  
(c/o)



Cortex 120 BOA®  
(c/o)



Cortex 110 BOA®  
(c/o)



Cortex 125 W Zonal BOA®  
(c/o)



Cortex 105 W Zonal BOA®  
(c/o)



Cortex 105 W BOA®  
(c/o)



Cortex 95 W BOA®  
(c/o)



Cortex 85 W BOA®  
(new)





BFC



# BFC 100, 95 W & 85 W BOA®

- Après mode feature added





# BFC 120

- Re-introduced to the collection due to popular demand
- Forward lean cuff





MEN'S



BFC 130 BOA®  
(c/o)



BFC 120 BOA®  
(c/o)



BFC 110 BOA®  
(c/o)



BFC 100 BOA®  
(new)



BFC 120  
(new)



BFC 100  
(new)



BFC 90  
(new)



BFC 80  
(new)

WOMEN'S



BFC 105 W BOA®  
(c/o)



BFC 95 W BOA®  
(new)



BFC 85 W BOA®  
(new)



BFC 95 W  
(new)



BFC 85 W  
(new)



BFC 75  
(new)



A person is standing in a snowy environment, wearing a dark, heavy jacket and snow boots. The boots are equipped with large, yellow, mechanical attachments labeled "MINDBENDER". The person is also wearing white laces and a red and white "VANS OFF THE WALL" sticker on the side of the boot. The background is a snowy, hilly landscape.

# MINDBENDER

STRICTLY CONFIDENTIAL/ NOT TO BE DUPLICATED



# Mindbender Team BOA®

Renamed from MB 140 & MB 125







MEN'S



MB TEAM BOA®  
(new)



MB 130 BOA®  
(c/o)



MB 120 BOA®  
(c/o)



MB 110 BOA®  
(c/o)



MB 100 BOA®  
(c/o)

WOMEN'S



MB TEAM W BOA®  
(new)



MB 115 W BOA®  
(c/o)



MB 105 W BOA®  
(c/o)



MB 95 W BOA®  
(c/o)



MB 85 W BOA®  
(c/o)





**K2 FL3X**



# Revolve Team

New graphics



# Method B-Dog

Phil Casabon's Pro Model







METHOD B-DOG  
(new)



DIVERGE SC  
(c/o)



REVOLVE KF  
(c/o)



REVOLVE TEAM  
(new)



REVOLVE PRO  
(c/o)



REVOLVE  
(c/o)



METHOD PRO  
(c/o)



METHOD  
(c/o)





CORTEX JR  
(new)



MINDBENDER JUVY  
(c/o)



REVERB  
(c/o)



EVOLVER  
(c/o)



INDY 1, 2 & 3  
(c/o)





UNISEX



RECON RX BOA®  
(new)



BFC RX BOA®  
(new)



BFC RX  
(new)

WOMEN'S



ANTHEM RX BOA®  
(new)



BFC RX BOA® W  
(new)



BFC RX W  
(new)



# BOOTS F26 OVERVIEW

	LOW VOLUME	MID VOLUME	HIGH VOLUME	FREERIDE	FREE TOURING	FL3X
MEN	<div>CORTEX TEAM ZONAL BOA</div> <div>CORTEX 130 ZONAL BOA</div> <div>CORTEX 120 ZONAL BOA</div> <div>CORTEX 120 BOA</div> <div>CORTEX 110 BOA</div>	<div>RECON TEAM ZONAL BOA</div> <div>RECON AF ZONAL BOA</div> <div>RECON 120 ZONAL BOA</div> <div>RECON 110 ZONAL BOA</div> <div>RECON X BOA</div> <div>RECON 100 BOA</div>	<div>BFC 130 BOA</div> <div>BFC 120 BOA</div> <div>BFC 110 BOA</div> <div>BFC 100 BOA</div> <div>BFC 120</div> <div>BFC 100</div> <div>BFC 90</div> <div>BFC 80</div>	<div>MINDBENDER TEAM BOA</div> <div>MINDBENDER 130 BOA</div> <div>MINDBENDER 120 BOA</div> <div>MINDBENDER 110 BOA</div> <div>MINDBENDER 100 BOA</div>		<div>REVOLVE KF</div> <div>METHOD B-Dog</div> <div>DIVERGE SC</div> <div>REVOLVE TEAM</div> <div>REVOLVE PRO</div> <div>REVOLVE METHOD PRO</div> <div>METHOD</div>
WOMEN	<div>CORTEX 125 W ZONAL BOA</div> <div>CORTEX 105 W ZONAL BOA</div> <div>CORTEX 105 W BOA</div> <div>CORTEX 95 W BOA</div> <div>CORTEX 85 W BOA</div>	<div>ANTHEM TEAM ZONAL BOA</div> <div>ANTHEM AF ZONAL BOA</div> <div>ANTHEM 105 ZONAL BOA</div> <div>ANTHEM 95 ZONALBOA</div> <div>ANTHEM X BOA</div> <div>ANTHEM 85 BOA</div>	<div>BFC 105 W BOA</div> <div>BFC 95 W BOA</div> <div>BFC 85 W BOA</div> <div>BFC 95 W</div> <div>BFC 85 W</div> <div>BFC 75 W</div>	<div>MINDBENDER 125 W BOA</div> <div>MINDBENDER 115 W BOA</div> <div>MINDBENDER 105 W BOA</div> <div>MINDBENDER 95 W BOA</div> <div>MINDBENDER 85 BOA</div>		
JUNIOR	<div>CORTEX JR BOA</div>	<div>REVERB</div> <div>INDY 1</div> <div>INDY 2</div> <div>INDY 3</div>		<div>MINDBENDER JUVY</div>		<div>EVOLVER</div>





F26  
KEY STORIES

# SKIS





# **THE ALL-NEW MINDBENDER COLLECTION**

Revolutionary redesign featuring Dark Matter



**“Those who are crazy enough to think they can change the world usually do.”**  
**- Steve Jobs**







# Innovation Drives Choice

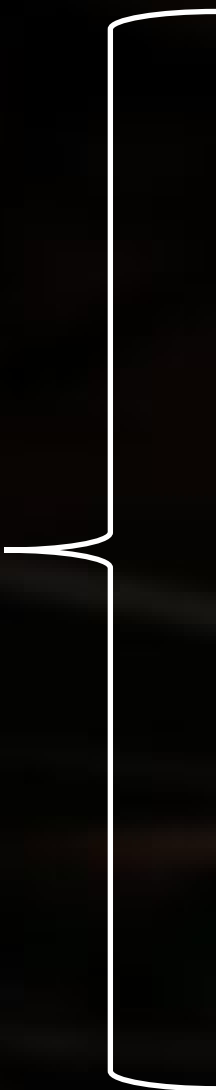
Shoppers will pay more for innovation—when it’s compelling, tangible, and elevates the experience

*What typically prompts your decision to purchase new skis?*



MAKER/SIGHTS

*\*2024 CONSUMER SURVEY  
- Skiers in US, FR & DE*



Worn out



Outdated performance/technology



Latest performance features available



Newer style available



Consumers demand innovation!



SKIING DOESN'T NEED ~~FIBERGLASS~~  
SKIING DOESN'T NEED ~~SHAPED SKIS~~  
SKIING DOESN'T NEED ~~TWIN TIPS~~  
SKIING DOESN'T NEED ~~ROCKER~~  
SKIING DOESN'T NEED ~~BOA~~  
SKIING DOESN'T NEED \_\_\_\_\_





**STABLE OR LIVELY**  
Ti Skis Lack Liveliness  
Lighter Skis Lack Performance



Searching for the Unicorn ...  
"Stable Skis that Feel Lively"





**THE MINDBENDER COLLECTION**

**SKI LIVELY.  
SKI CONFIDENT.**

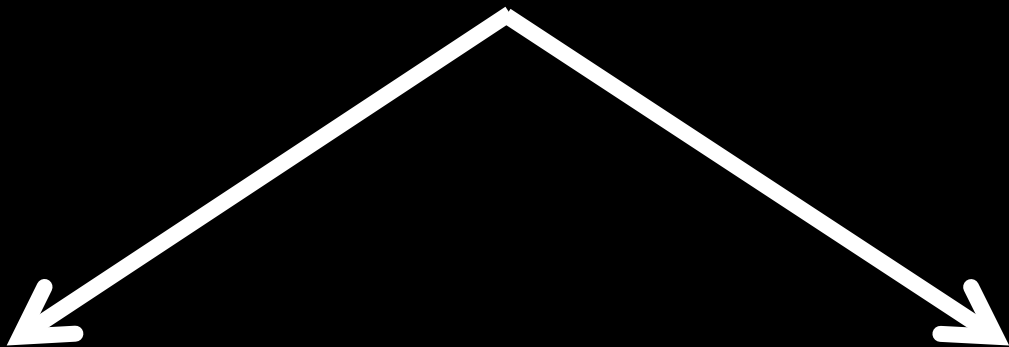






THE MINDBENDER COLLECTION

TARGET CONSUMER



COOL TO THE CORE

HYPE TO THE MASSES







***DARK MATTER***

**FIRST OF ITS KIND  
TARGETED  
MASS WEIGHTING  
TO SPECIFIC SPOTS ON  
EACH SKI.**



# WHERE WE STARTED





# WHERE WE ENDED



INJECTED TPU  
PUCKS WEIGHTED  
WITH POWDERED  
STAINLESS STEEL,  
ARE INTEGRATED  
INTO THE CORE &  
OVER THE EDGES AT

**ENHANCED  
STABILITY POINTS  
(E.S.P.)**

THESE LOCATIONS  
ARE FINE TUNED TO  
EACH MODEL & SIZE  
TO AMPLIFY  
PERFORMANCE &  
PURPOSE.



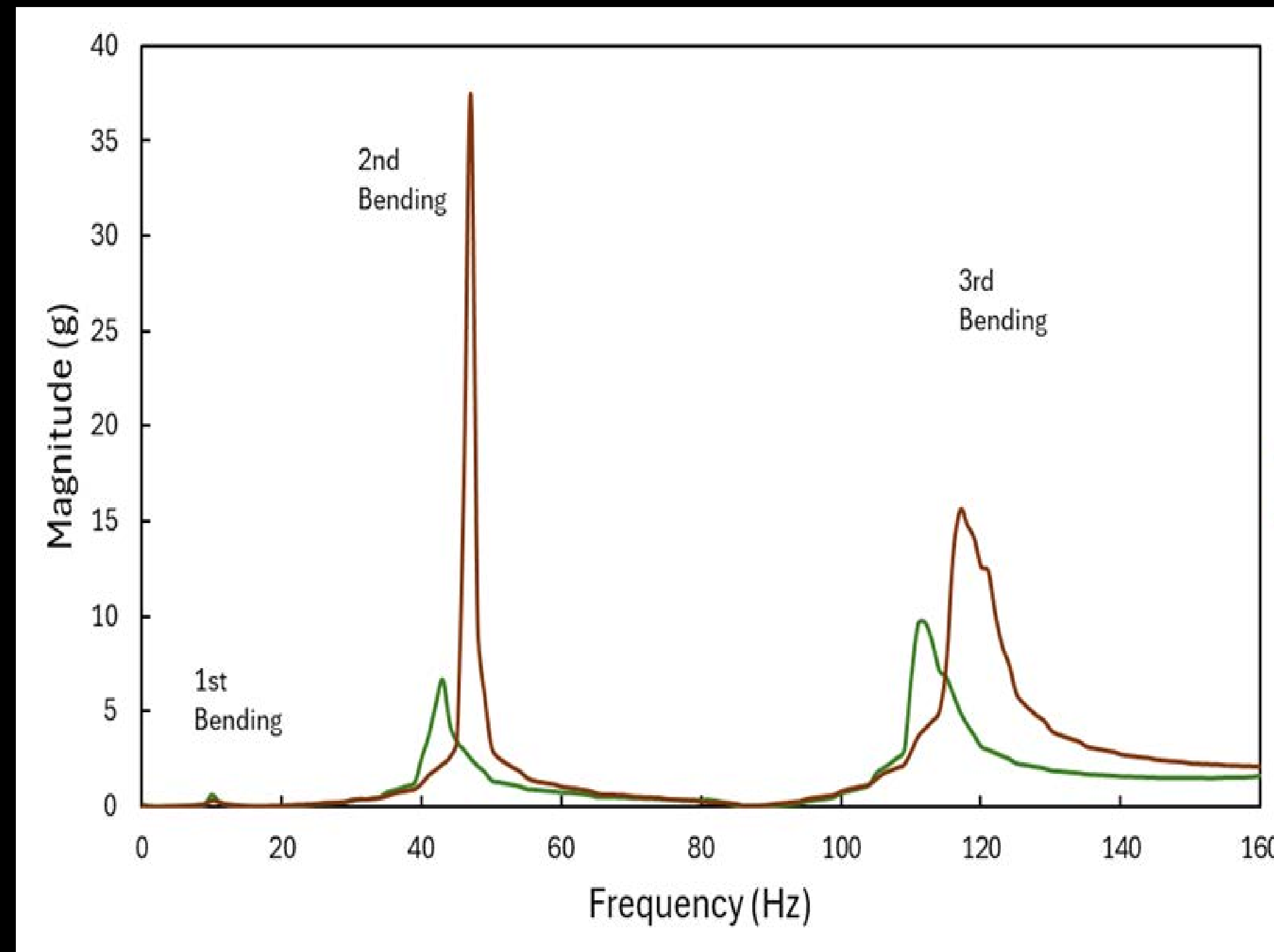


# THE POWER OF PLACEMENT



## LOCATION LOCATION LOCATION

Tested LOTS Configurations of Weight & Locations  
Further Away = More Turn Initiation & Precision  
Closer In = More Maneuverable & Versatile  
2 Variations: 1 Further Out / 1 Closer In



## HUGE VIBRATION REDUCTION

Skis Bend & Vibrate at Different Frequencies & Locations  
ESPs Over Edge at Points of Maximum Vibration  
Dark Matter Significantly Decreases Chatter

**SIMPLY PUT,  
DARK MATTER KEEPS  
VIBRATIONS DOWN,  
KEEPING YOUR SKIS AND  
EDGES ON-SNOW & IN  
CONTROL WHEN YOU  
NEED IT MOST.**





## This is a Big Deal

### TARGETED STABILITY

Rather than Blanket Stability  
15-30g at 4 ESPs  
50-90g Weight Redistribution

### UNCOMPROMISED ENERGY

ALLOWS US TO USE ...  
20% Less Titanal  
Lighter Energetic Wood Core  
10% Lighter Overall

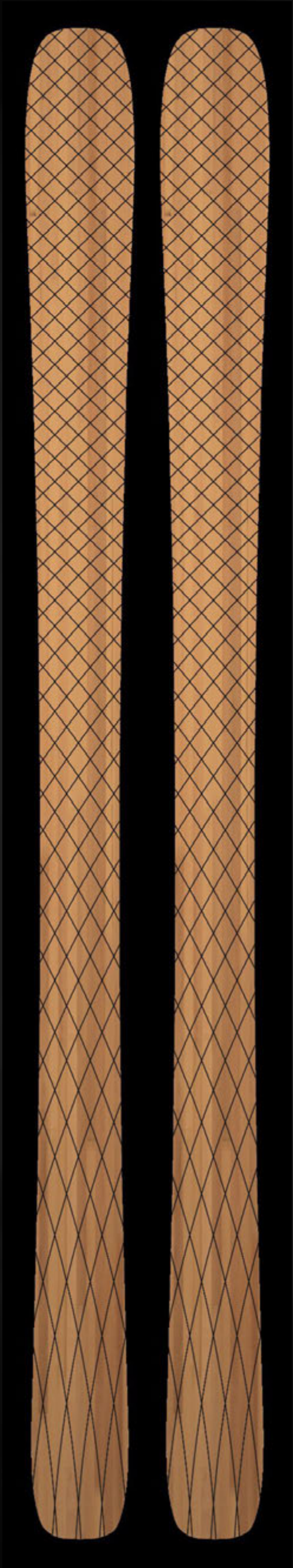
Stable AND Lively





SPECTRAL BRAID DELIVERS LIGHTER,  
MORE PLAYFUL SKIS THAT STILL RIP

PRECISELY TUNES FLEX AND  
TORSION CREATING SKIS THAT ARE  
LIVELY, ENERGETIC, AND HIGHLY  
MANEUVERABLE





# Dark Matter Script

## 10 SECOND

Innovative targeted mass weighting minimizes vibration, delivering skis that are both confident and lively. No more choosing one or the other when you can have both.

## 30 SECOND

A first in ski design: targeted mass weighting minimizes vibrations delivering skis that are both confident & lively, letting you ski stronger with greater control. Traditionally, weight is added to large zones in skis for blanket stability, this comes at the cost of energy and liveliness.

Dark Matter uses targeted stability where we strategically place dense weight at Enhanced Stability Points, delivering skis that are both lively and confident. No more choosing one or the other when you can have both.



# Dark Matter: What it Does Script

## EDGE GRIP

Simply put, dark matter keeps vibrations down, keeping your skis and edges on-snow & in control when you need it most.

## STABILITY

No matter the chatter, dark matter keeps skis on track where you want to go without getting deflected.

## PRECISION

Better snow connection improves turn accuracy & control as well as enhancing turn initiation.

MENTAL NOTE: ESP (Enhanced Stability Points AND Edge / Stability / Precision)



# Design Inspiration

The Balance of Tech and Art.

“A visual representation of the balance of Freeride Skiing. Refined Chaos.”

Shown in a modern color pallet that changes the landscape where it exists.









# Each Model is Purpose Built

DECISIONS BASED ON TYPE OF TERRAIN, SNOW & TURN  
RATHER THAN FOCUS ON WAIST WIDTH & SCALE  
COLLECTION FOCUS WITH 30% FEWER MODELS



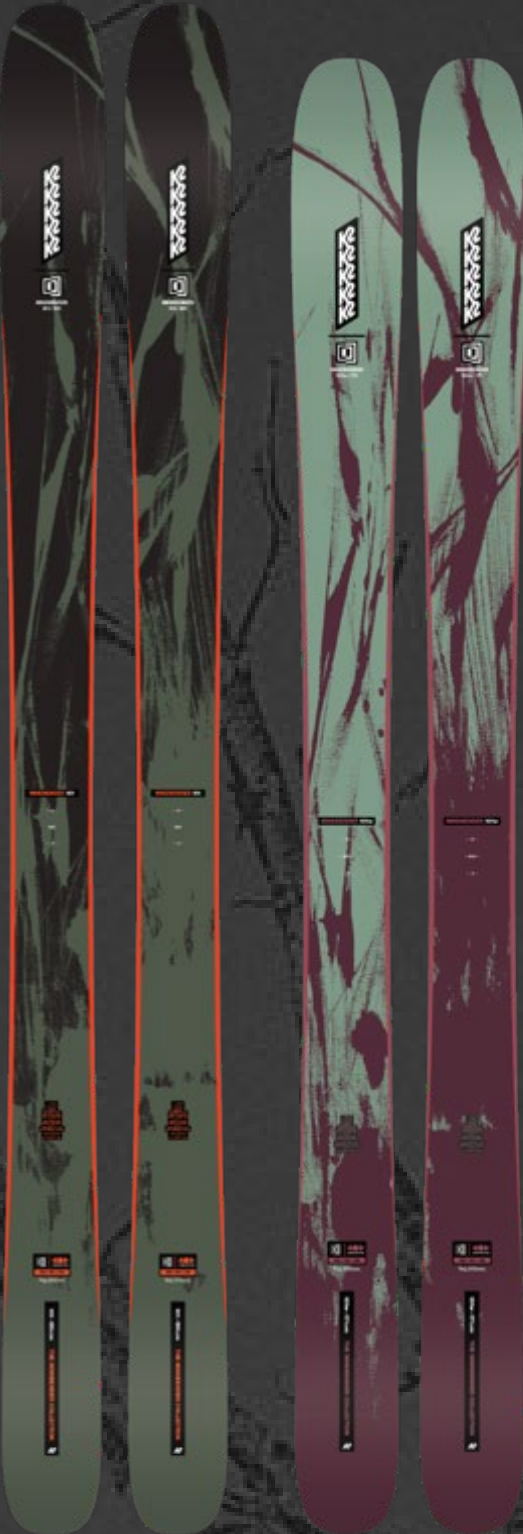
# Purpose Built



850€

MB 111

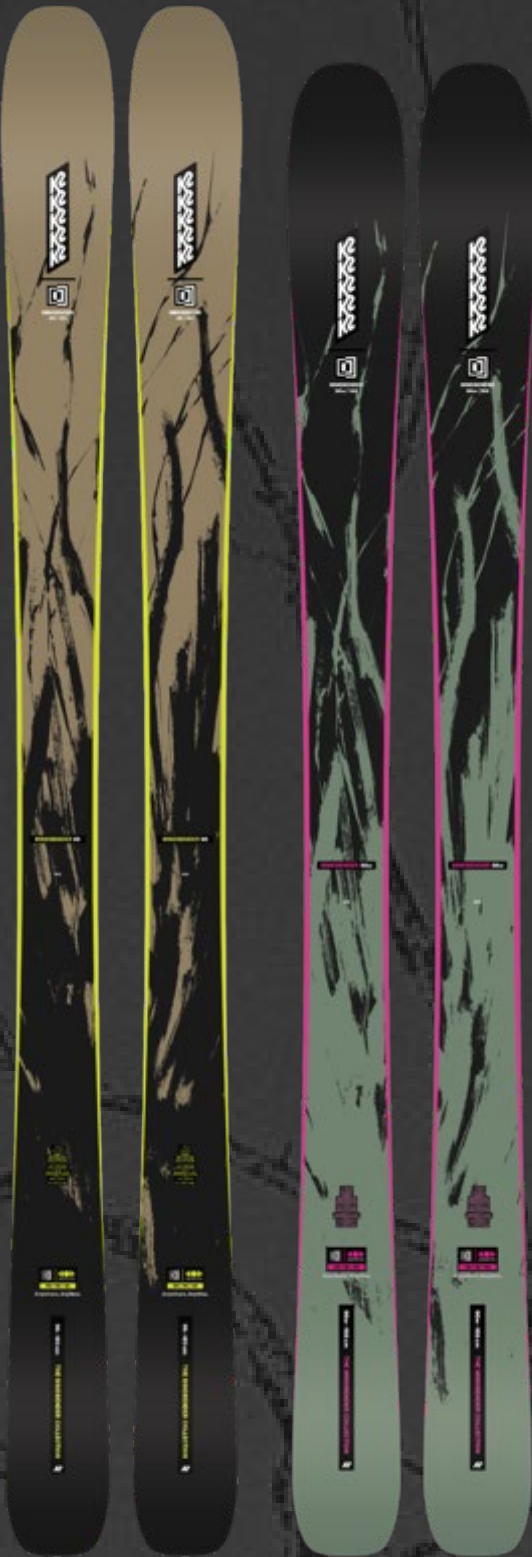
The big terrain  
charger



800€

MB 101

A freeride one  
ski quiver



750€

MB 96

The all-mtn  
one ski quiver



700€

MB 88

Turn machine  
that lets go

SPECTRAL

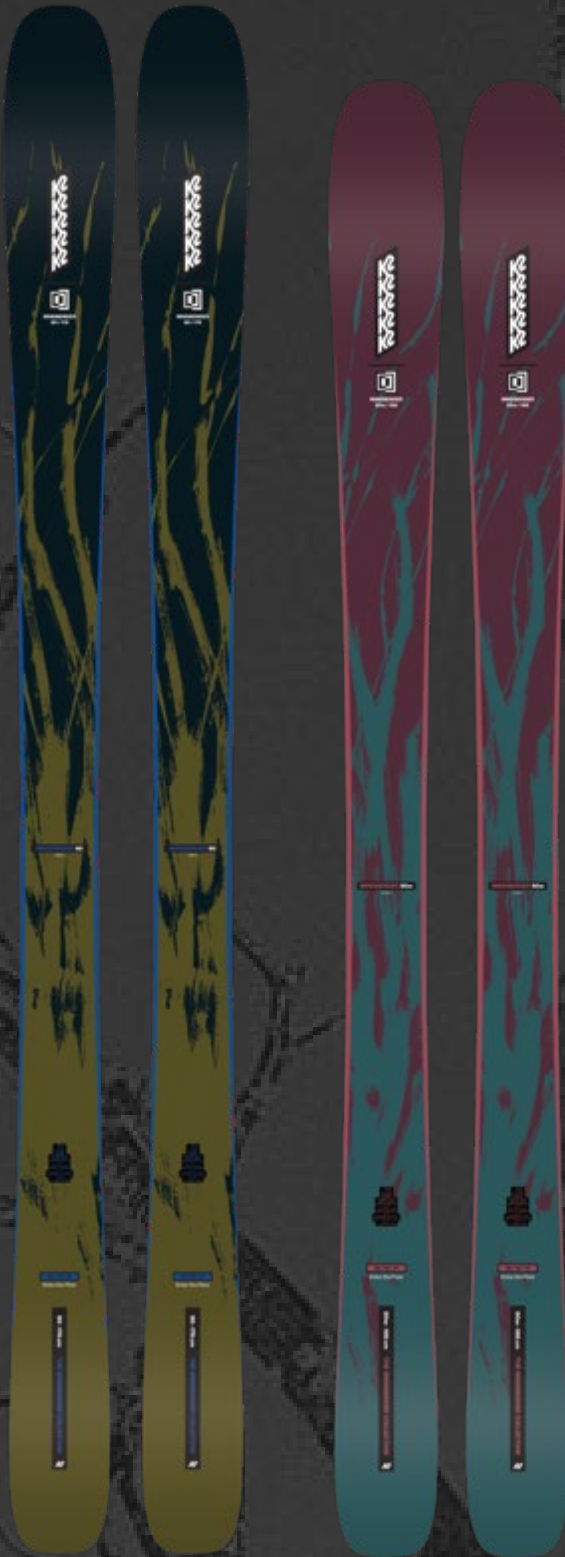


BRAID

TECHNOLOGY

(U.S. PATENT

NO. 10,857,445)



550€

MB 90

Lively and  
composed cruiser



MB 85

Progression  
session engaged



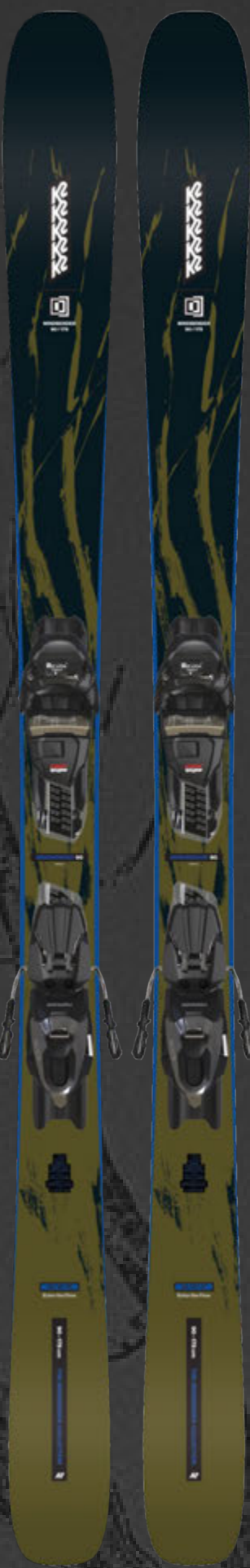


PACKAGE OPTIONS:



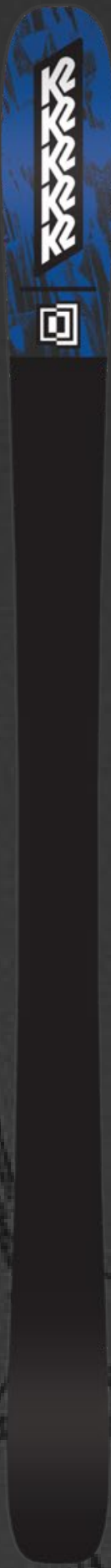
550€

Mindbender 90



700€

Mindbender 90  
M3 11 Compact QuikClik



700€

Mindbender 90 Demo  
M3 11 Compact QuikClik  
-with Tip Protector



550€

Mindbender 90W



700€

Mindbender 90W  
M3 10 Compact QuikClik

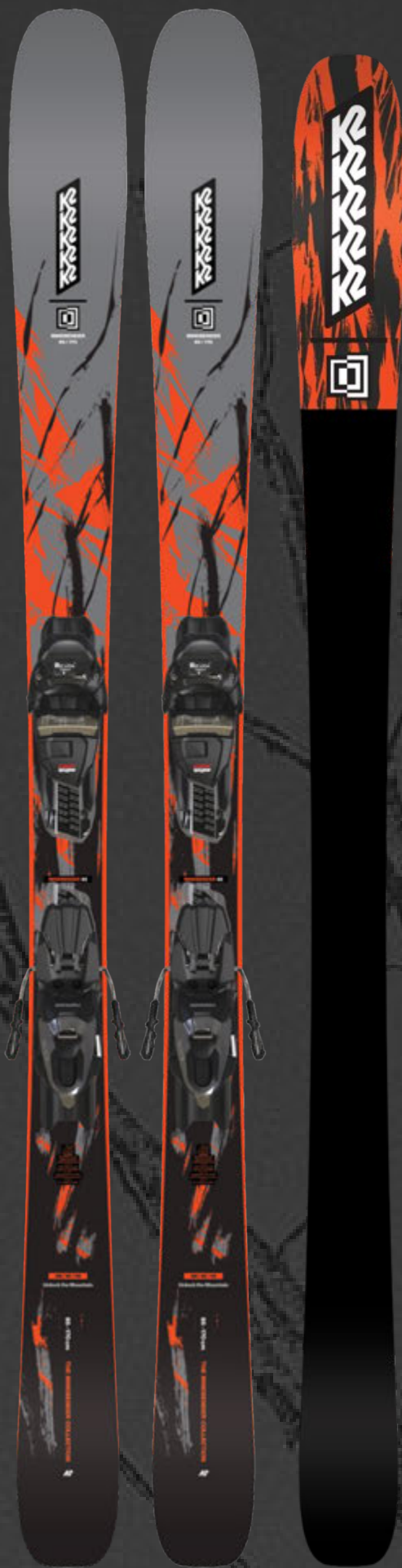


700€

Mindbender 90 Demo  
M3 10 Compact QuikClik  
-with Tip Protector



PACKAGE OPTIONS:



600€

Mindbender 85  
M3 11 Compact QuikClik



600€

Mindbender 85 Demo  
M3 11 Compact QuikClik  
-with Tip Protector



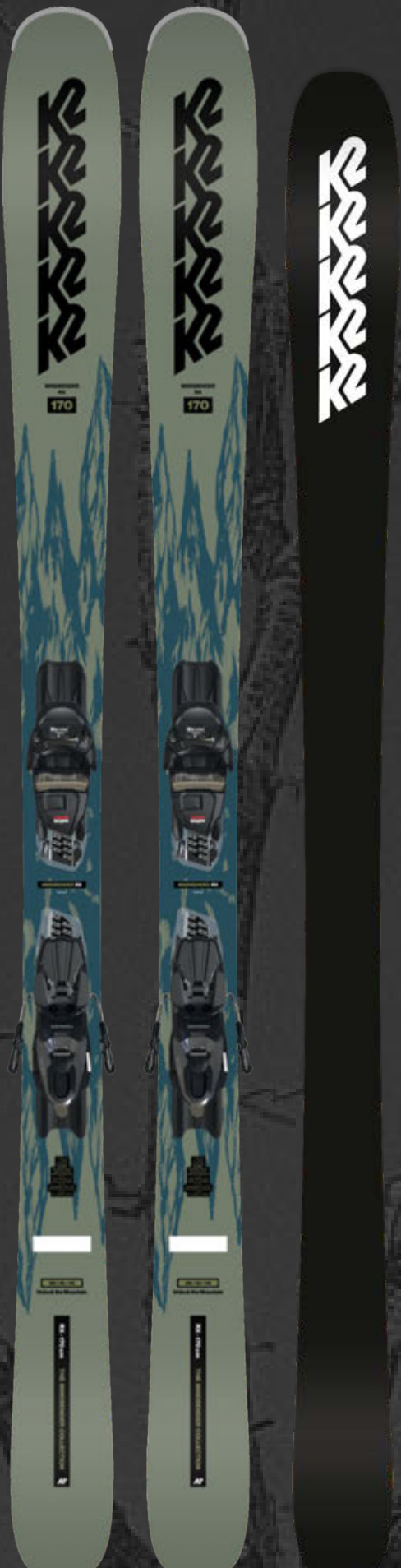
600€

Mindbender 85W  
M3 10 Compact QuikClik



600€

Mindbender 85W Demo  
M3 10 Compact QuikClik  
-with Tip Protector



600€

Mindbender RX  
M3 10 Compact QuikClik  
-with Tip Protector



# Sam Kuch’s Powder Hunter

JAN '27 | LIMITED QUANTITIES

## PURPOSE

MADE FOR

Sam Kuch (& Wannabes)

TERRAIN TYPE

Backcountry Powder to AK Spines

SNOW TYPE

Storm Leftovers to All-Time

TURN FEEL

Energetic Pow Maneuvering

## POSITIONING

CORE CONSUMER

Industry Professionals & Shop Employees  
Part of Skiing Culture

ASPIRATIONAL CONSUMER

Committed to Skiing & Having Quiver  
Aware of Newest Products & Best Skiers on the Planet

TAGLINE

Light It Up

## TECH FEATURES

DARK MATTER

First of its kind targeted mass weighting, strategically placed at enhanced stability points (esps) on each ski.

ASPEN CORE

Lightweight and resilient aspen creates an energetic ski that naturally returns the favor to whatever energy you give the ski.

CARBON BOOST BRAID

Longitudinal carbon stringers woven into the k2’s patented triaxial braid for added pop and rebound.

FLAX SHIELD

A sustainable, and renewable ski technology that, adds suspension and composure when tracking in variable snow types.

## SPECS

SPECS

XXX – 117 – XXX







# Dark Matter Weighting

MODEL	SK PRO		MB 111		MB 101			MB 96		MB 88	
Sizes (CM)	177	183 189	170 177	182 187 192	157	164 171 178	185 192	153 158 163 168	173 178 183 188	153 158 163 168	176 182 188
Tip Weights (g)	15	20	20	25	15	20	25	15	20	15	20
Tail Weights (g)	10	15	15	20	10	15	20	10	15	10	15
Total Dark Matter	50	70	70	90	50	70	90	50	70	50	70
Total Ski Weight (g)   Size	1,955	2,065	1,795	2,075	1,525	1,735	1,945	1,465	1,900	1,495	1,870
	177	183	177	187	157	171	185	158	183	158	182

Scaled by size  
Technology tuned to every model & size

Dark matter is placed in a consistent location on ski (scaled per size). In shorter sizes, the weights proportionally get lighter.



# MINDBENDER – 360° MARKETING CAMPAIGN

## FUNNEL

**TOP  
AWARENESS  
ATTRACTION**

**MID  
ENGAGEMENT**

**BOTTOM  
CONVERSION**

### ATHLETES

MANON LOSCHI – NATURAL SELECTION WINNER, RED BULL ATHLETE, ...  
SAM KUCH – AMERICAN FREE SKI HERO, BOA ATHLETE  
VICTOR HALE-WOODS –EUROPEAN FWT ATHLETE

### CAMPAIGN ASSETS

- TECH FOCUS
- ENGINEERS FOLLOWED BY CAMERA TEAM
  - 3 EPISODES
- CUTDOWNS FOR DIGITAL LEARNING

### ON-SNOW EVENTS IN FREERIDE KEY REGIONS

ARLBERG  
FIEBERBRUNN  
VERBIER  
ÅRE

**ART STORY UNDERLINING POP OPTIONS**

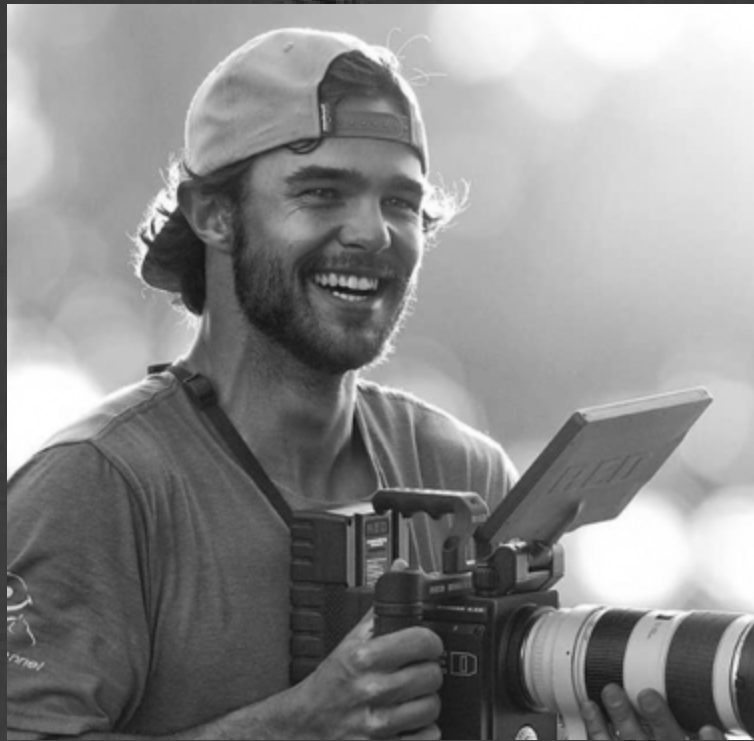
**SALES CONTEST**



# “The Making of the Mindbender”

A 4-part series following K2’s passionate (and slightly chaotic) freeride-obsessed crew as they redesign the Mindbender collection.

Filmed at K2’s USA Development Center, the ARC, and on-mountain test sites, it blends ski engineering, Dark Matter innovation, into one raw look at how the next generation of freeride skis came to life.



HENRI HALLE  
LEAD VIDEOGRAPHER & EDIT



JED YIESER  
SKI PRODUCT DIRECTOR



SEAN FEARON  
DESIGN ENGINEER

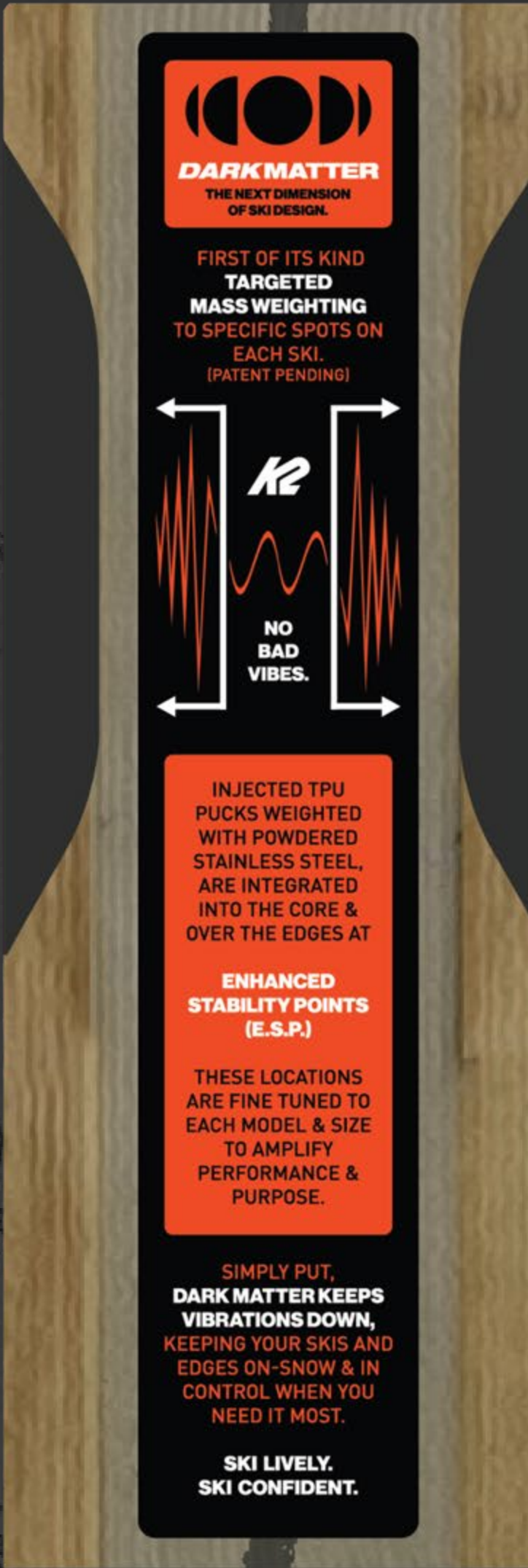
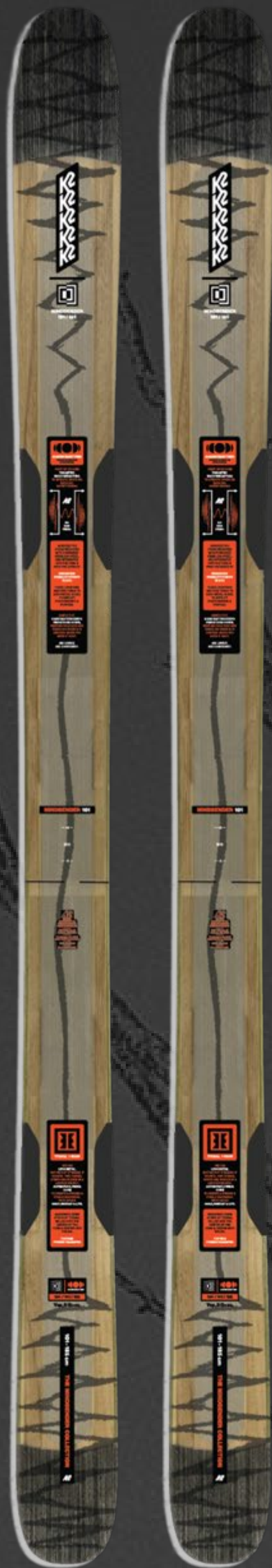


DREW GROUT  
DESIGN ENGINEER



KYLE EVERS  
DESIGN ENGINEER







# THE *NEW* MINDBENDER

THE NEXT DIMENSION IN SKI DESIGN  
SMOOTH/POWERFUL AND ENERGETIC/INTUITIVE

111/101/96/88

COOL TO THE CORE  
ENABLES CREATIVITY &  
TURN VERSATILITY

90/85

HYPE TO THE MASSES  
LOW BARRIER AND  
100% FUN



# [ Escape the Blur ]

**K2** | **BLUR**







# Blur: Collection



**XT**  
(C/O)

**74**  
(C/O)

**79**  
(C/O)

**76**  
(C/O)

**76 LTD**  
(C/O - EU SMU)



# Blur: Collection



**74W**  
(C/O)

**79W**  
(C/O)

**76W**  
(C/O)

**76W LTD**  
(C/O - EU SMU)



# BLUR - 360° MARKETING CAMPAIGN



## FUNNEL

TOP  
AWARENESS  
ATTRACTION

MID  
ENGAGEMENT

BOTTOM  
CONVERSION

SOCIAL MEDIA CAMPAIGN  
PAID AND ORGANIC

MEDIA PR  
CLASSIC SKI REVIEWS

ON SNOW DEMOS  
SAZ TESTIVAL

WE KNOW... CAMPAIGN

CLINIC TOOLS

SALES CONTEST

SALES SUPPORT DAYS

### CAMPAIGN ASSETS

- INSPIRED BY YOUTH CULTURE
- LIFESTYLE ORIENTED
- CONSUMER CENTRIC

→ ON PISTE SKIS WITH K2 DNA









# RECKONER

Developed with **Karl Fostvedt**





THE HYPE IS NOT STOPPING



## UPDATES

- More Wood
- 14% Stiffer
- New Graphics







Reckoner KF  
(new)

Reckoner 124  
(c/o)

Reckoner 110  
(c/o)

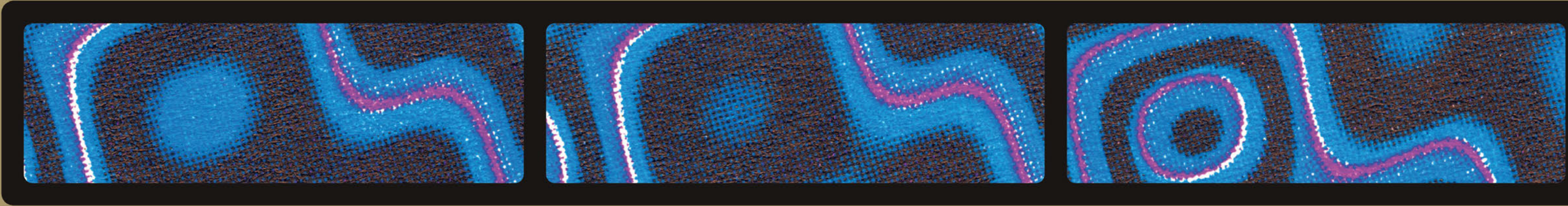
Reckoner 102  
(c/o)

Reckoner 110W  
(c/o)

Reckoner 102W  
(c/o)

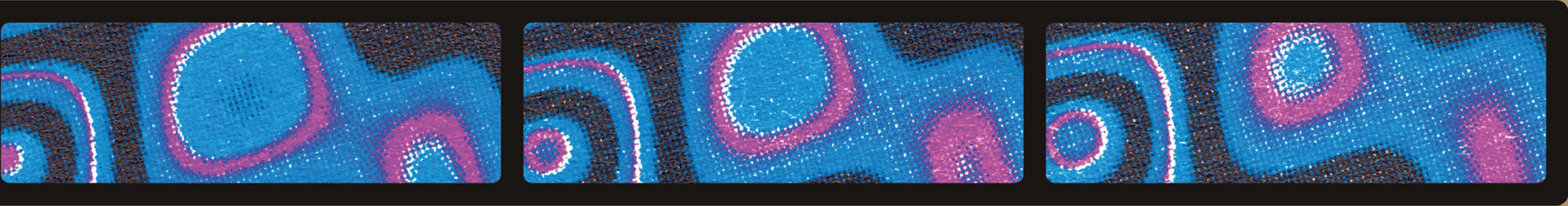
Reckoner 92 & 92w  
(c/o)





# omen

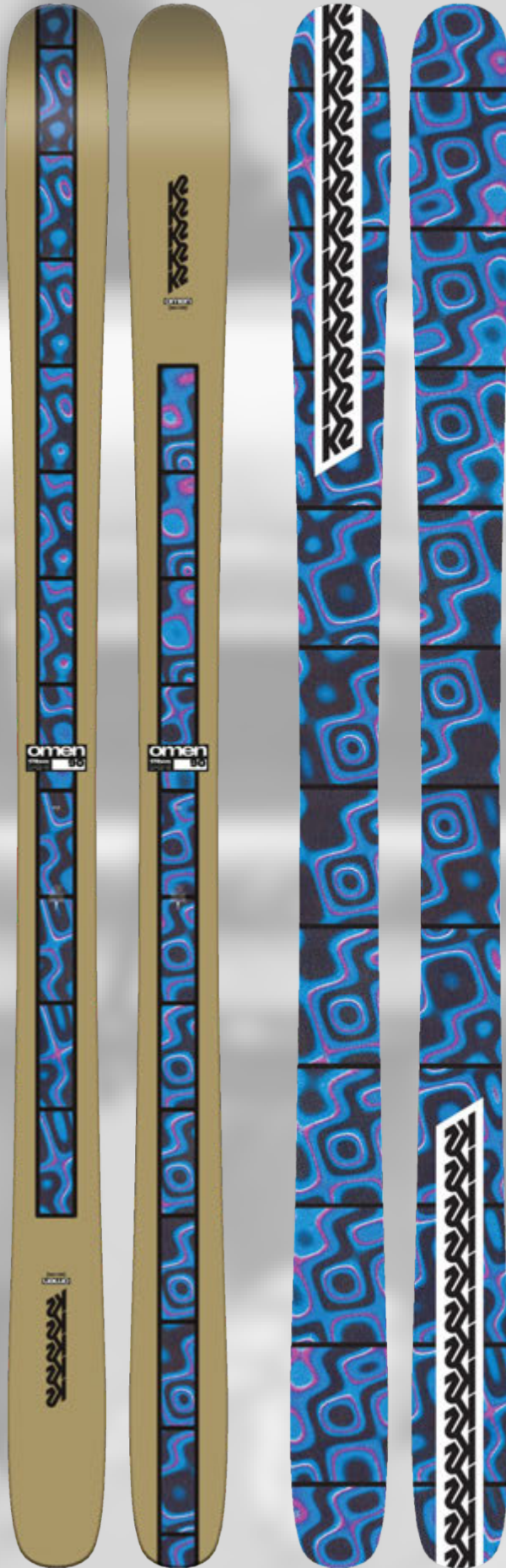
F25 - ART IN MOTION



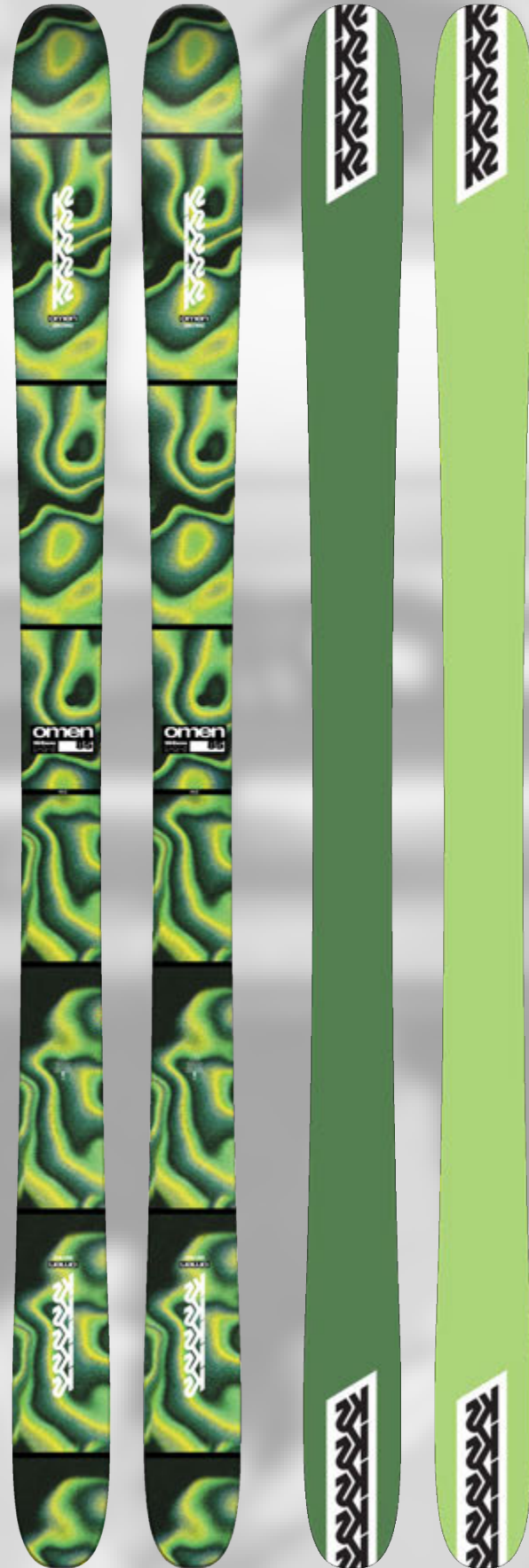




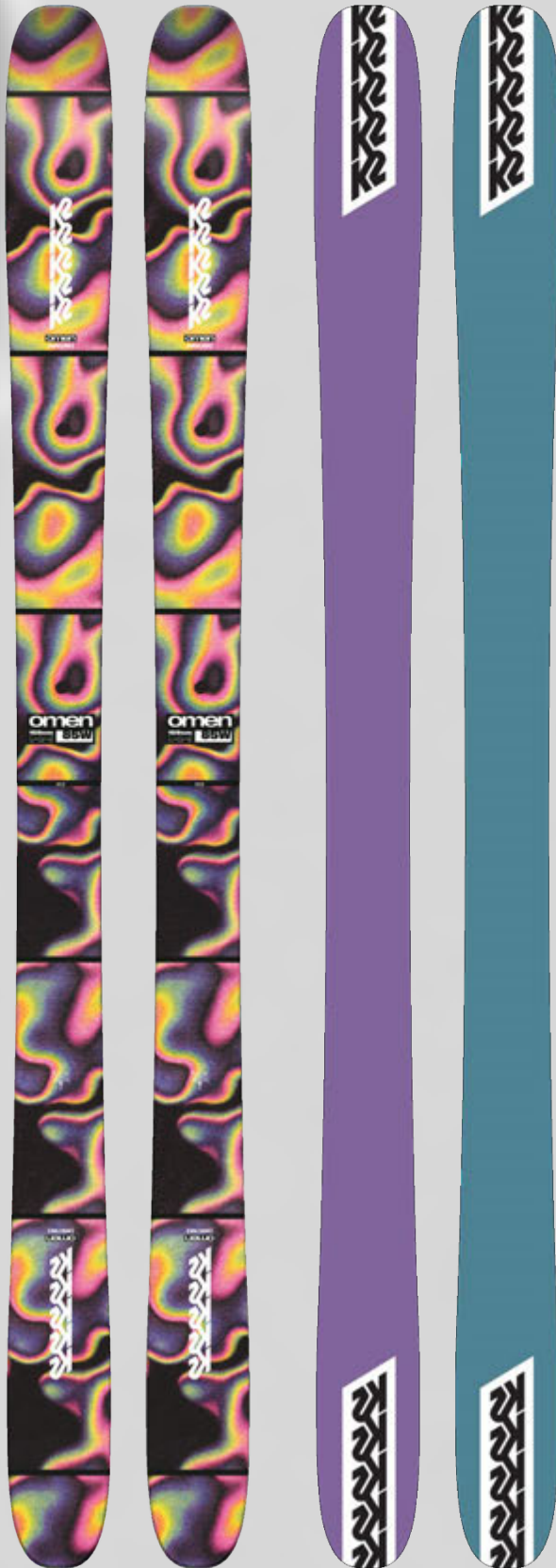
Omen Team  
(c/o)



Omen 90  
(c/o)

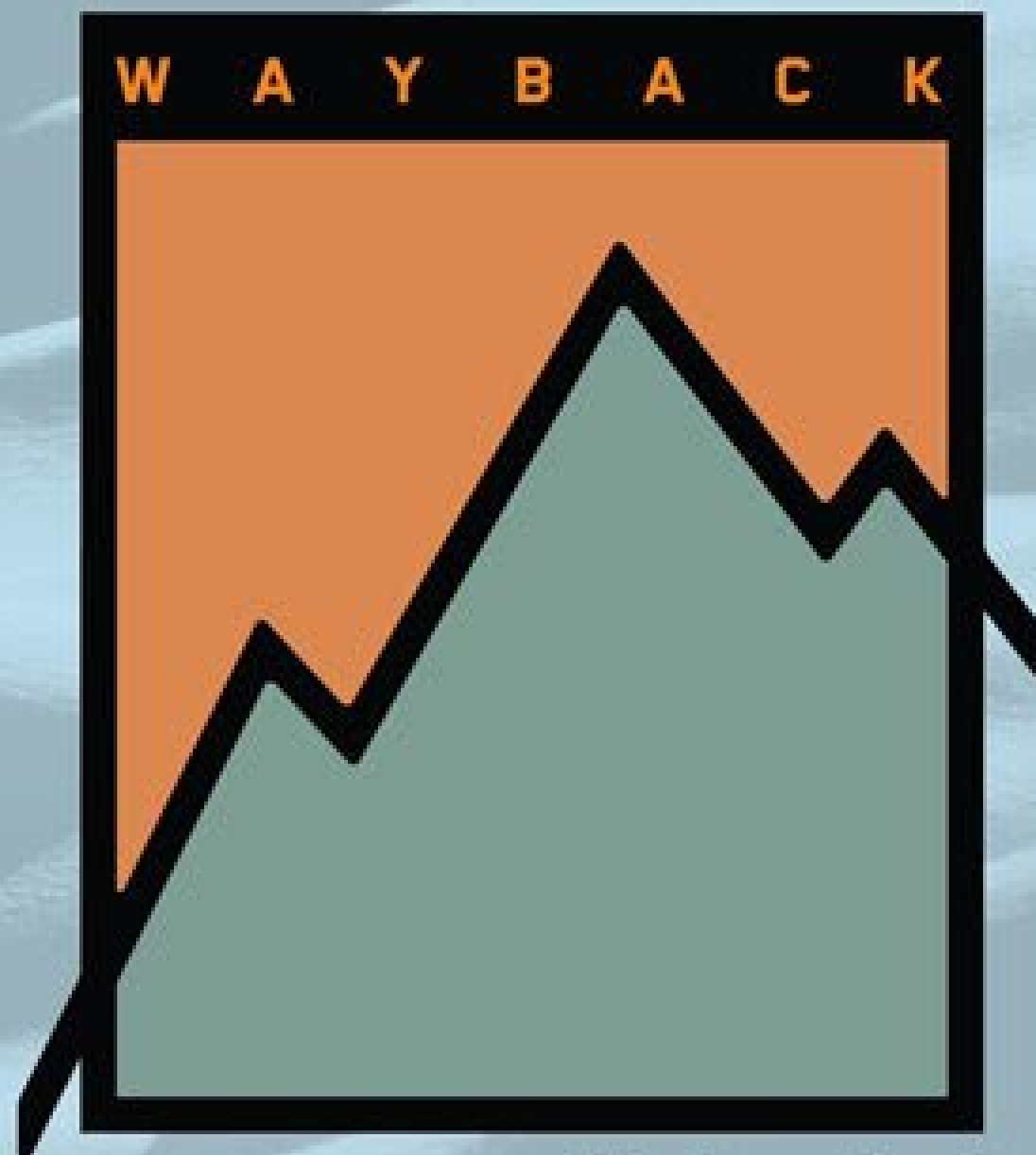


Omen 85  
(c/o)



Omen 85W  
(c/o)



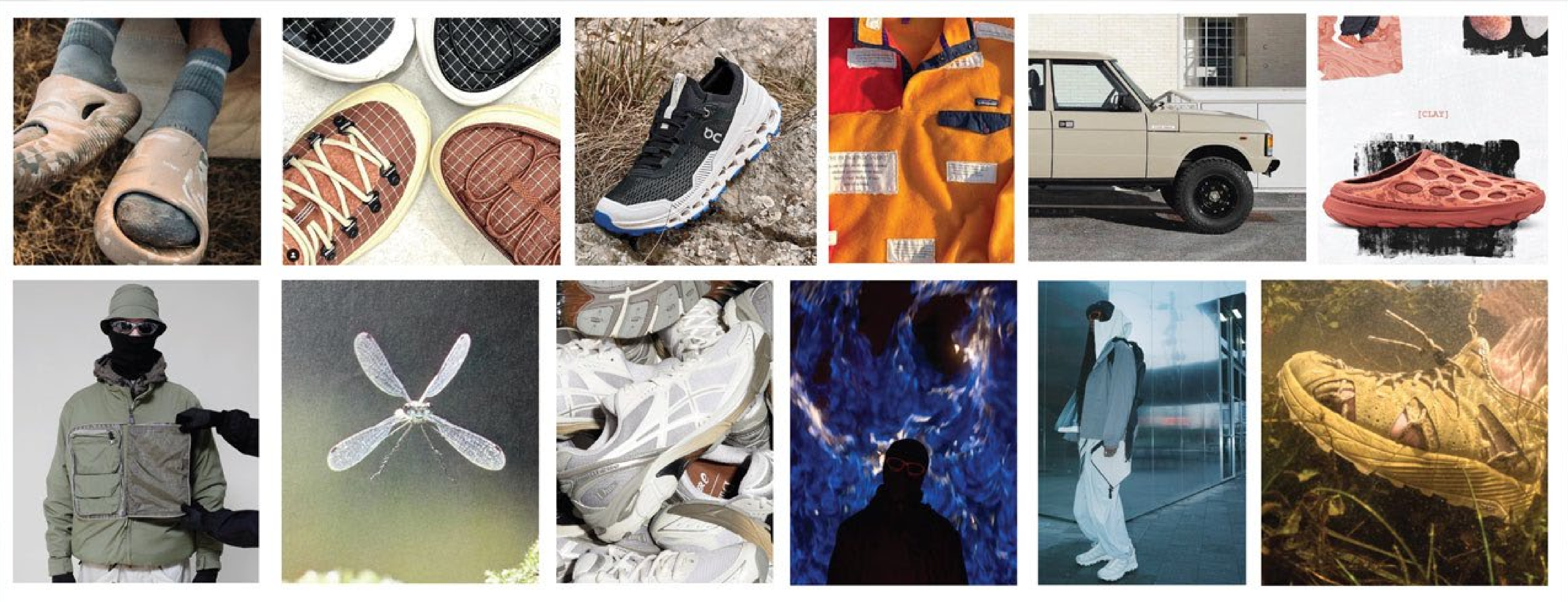


**The Long Haul**



Pack Light / Pack Right; The Wayback focuses on the gear that gets you there.

With a K2 lens, modern color pallet, and attention to details through tech and color, we bring a new approach that feels both timeless and timely. Inspiration is pulled from those items that are made for the long haul, for you to enjoy for years to come. From the environment, for the environment.







Wayback 106  
new



Wayback 98 & 98w  
new



Wayback 92  
(c/o)



Wayback 84  
(c/o)



Wayback 89 & 89w  
new



Wayback Jr  
new





# YOUTH

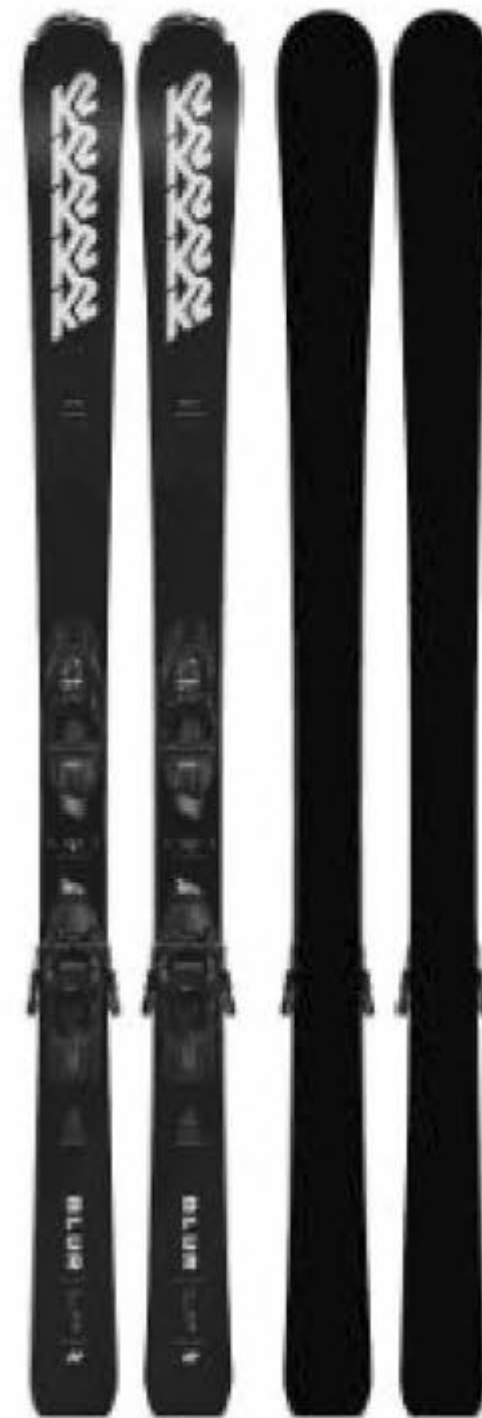




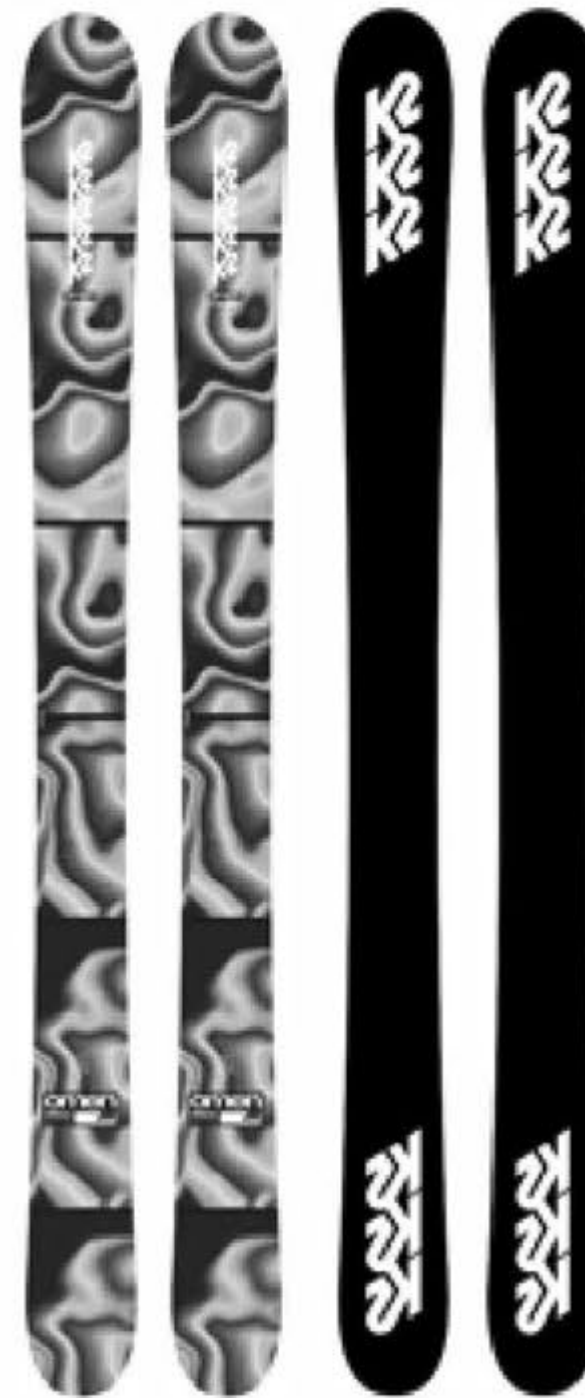
**MINDBENDER  
JUVY**



**MINDBENDER  
JR**



**BLUR  
JR**



**OMEN  
JR**



**WAYBACK  
JR**



**HI-FI**

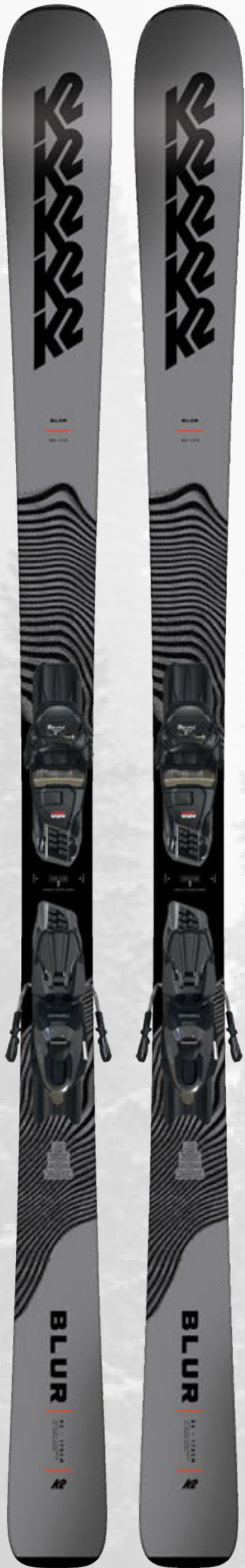


**INDY**





MINDBENDER  
RX



BLUR  
RX  
(C/O)



STRIKE  
(C/O)



STRIKE JR  
(C/O)



# SKIS F26 OVERVIEW

	PISTE PERFORMANCE	ALL MOUNTAIN	FREERIDE	TOURING	FREESTYLE
ALL GENDER	BLUR XT BLUR 74	BLUR 79 BLUR 76	MINDBENDER 111 MINDBENDER 101 MINDBENDER 96 MINDBENDER 88  MINDBENDER 90 MINDBENDER 85	WAYBACK 106 WAYBACK 98 WAYBACK 89 WAYBACK 92 WAYBACK 84	RECKONER KF (114) RECKONER 124 RECKONER 110 RECKONER 102 RECKONER 92/ QUIKCLIK OMEN TEAM OMEN 90 OMEN 85
WOMEN	BLUR 74 W	BLUR 79 W BLUR 76 W	MINDBENDER 101 W MINDBENDER 96 W MINDBENDER 88 W  MINDBENDER 90 W WMINDBENDER 85 W	WAYBACK 98 W WAYBACK 89 W	RECKONER 110 W RECKONER 102 W RECKONER 92 W/ QUIKCLIK OMEN 85 W
JUNIOR			MINDBENDER JUVY MINDBENDER JR	WAYBACK JR	OMEN JR HIFI

LEGEND:

SCIENCE PROJECT

NEW MODEL

NEW COLOR / GRAPHIC

CARRY OVER







MEN'S

## Diversion MIPS



BLACK  
C/O  
RUNNING CHANGE PRINT



GUNMETAL/BLACK  
C/O  
RUNNING CHANGE PRINT



EARTH  
PMS 7532 PMS 7503 PMS 293

## Diversion



BLACK  
C/O  
RUNNING CHANGE PRINT



GUNMETAL/BLACK  
C/O  
RUNNING CHANGE PRINT



EARTH  
PMS 7532 PMS 7503 PMS 293

## Route



BLACK  
RUNNING CHANGE PRINT



DARK TEAL  
PMS 3877 PMS 7503

## Stash



BLACK  
C/O



SMOKE  
C/O



WHITE  
PMS 454

## Phase MIPS



BLACK  
C/O  
RUNNING CHANGE PRINT



NAVY  
PMS 530 PMS 7508 PMS 85 11 DETAIL



DARK OLIVE GRN  
PMS 5875 PMS 5793 PMS 85 8 DETAIL

## Phase Pro



BLACK  
C/O  
RUNNING CHANGE PRINT



GUNMETAL  
C/O  
RUNNING CHANGE PRINT



DARK OLIVE GRN  
PMS 5875 PMS 5793 PMS 85 8 DETAIL

## Thrive



BLACK  
C/O  
RUNNING CHANGE PRINT



DARK GREY  
COOL GRAY 11 PMS 7503



POP YELLOW  
PMS 581 PMS 585 COOL GRAY 6 DETAIL

## Verdict



BLACK  
C/O  
RUNNING CHANGE PRINT



DARK GREY  
C/O  
RUNNING CHANGE PRINT



SAND  
PMS 7503 PMS 2477



WOMEN'S

Virtue MIPS



BLACK  
C/O  
RUNNING CHANGE PRINT



PEARL MATTE WHITE



PEARL MATTE GREY



Virtue



BLACK  
(MIPS AVAILABLE)  
C/O  
RUNNING CHANGE PRINT



PEARL MATTE WHITE



Meridian



MATTE PEARL BLACK  
C/O



MATTE PEARL WHITE  
C/O



MATTE PEARL WINE



Emphasis MIPS



BLACK  
C/O



MATTE PEARL CHARCOAL  
C/O



MATTE PEARL DARK TEAL



Emphasis



BLACK  
C/O



MATTE PEARL CHARCOAL  
C/O



MATTE PEARL DARK TEAL



Illusion

Entity

YOUTH



BLACK  
C/O



PINK  
C/O



BLACK  
C/O



LIZARD TAIL  
C/O



CORAL  
C/O

Illusion

RENTAL



BLACK/GREY  
SMALL



BLACK/BLUE  
MEDIUM



BLACK/RED  
L/XL





# Mindbender Pole

- 7075 Aluminum
- 250mm EVA Sleeve
- FreeTour Grip
- Powder Basket
- Woven Strap
- Anodized Black







# MINDBENDING REVOLUTION

BRINGING SKI INTO NEW DIMENSION OF DESIGN  
BRINGING CONFIDENT & ENERGETIC SKIS TO FREERIDE  
COOL TO THE CORE / HYPE TO THE MASSES

# GROUND UP RECON AND ANTHEM

INDEPENDENT TOOL SETS FOR BOTH MEN AND WOMEN  
EQUITABLE INVESTMENT INTO INNOVATION & TECHNOLOGY  
FIRST GROUND UP WOMEN'S SKI BOOT



# MARKETING LEVERS FW26



FUNNEL

TOP  
AWARENESS  
ATTRACTION

MID  
ENGAGEMENT

BOTTOM  
CONVERSION

BLUR

SOCIAL MEDIA CAMPAIGN  
CLASSIC SKI REVIEWS

- CAMPAIGN ASSETS
- YOUTH CULTURE
  - LIFESTYLE ORIENTED

LOCALS NETWORK

ON SNOW DEMOS

SALES SUPPORT DAYS

MINDBENDER

ATHLETES  
MANON LOSCHI  
NATURAL SELECTION WINNER  
FWT – VICTOR HALE WOODS

- CAMPAIGN ASSETS
- TECH FOCUS
  - ENGINEERS FOLLOWED BY  
CAMERA TEAM

GRAPHIC STORY UNDERLINING  
POP OPTIONS

RECON ANTHEM

PR MEDIA CAMPAIGN  
WOMEN USP

SEEDING SAMPLES

- CAMPAIGN ASSETS
- STUDIO CAMPAIGN
  - RETAIL/PRODUCT FOCUS
  - TECH ANIMATIONS

SALES SUPPORT DAYS





A black and white photograph of a skier in a snowy forest. The skier is wearing a dark jacket, a beanie, and gloves, and is holding skis and poles. The skier is smiling and looking towards the camera. The background is a snowy forest with many trees. The text "Appreciate the work." is overlaid in a large, bold, black font.

**Appreciate  
the work.**

**K2**