

Amer Group Plc's magazine for shareholders and customers  
2|2000

# Amer

*Suunto to  
become a leading  
global brand*

*Good  
year for  
Atomic*

**Venus's**  
YEAR

## EDITORIAL

### We're doing just fine!

This year Amer's businesses have been characterised by continuously improving profitability. Good brands, successful products and greater efficiency in the distribution chain have been the key factors behind this positive development.

The outlook for the sporting goods market has also been more favourable than of late, with budding growth much in evidence in some sectors.

The fine performances of Wilson's contract players have kept the company's name continuously in the public eye. In particular, their successes at Wimbledon were unique. Wilson players won everything in sight, and **Venus Williams** continued to thrill the crowds with her dazzling performances on the court.

Atomic's situation is good on all fronts. Its technically advanced products have performed exceptionally well in tests, the order book is healthy and the level of retail stocks is favourable. Together these factors have paved the way for a record-breaking year. When completed, the central warehousing facility currently under construction at Altenmarkt will further boost the efficiency of the delivery chain and improve cost effectiveness.

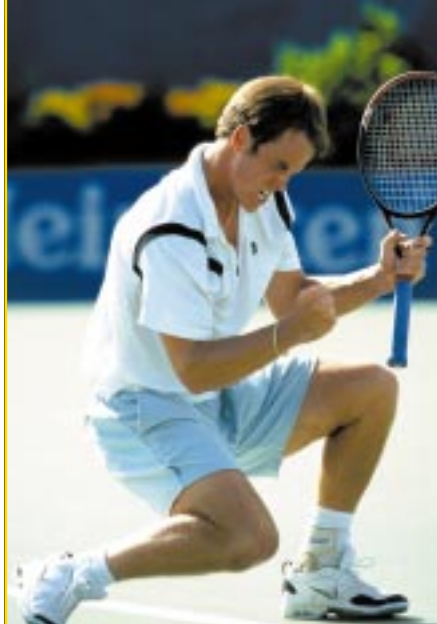
Newly developed products are on their way in all sectors. For instance, a number of interesting new golf products will be unveiled at the industry's trade fair in Orlando, Florida in January.

Suunto has formulated a new strategy and a number of product development projects have been launched with the aim of integrating electronics into sporting goods. We intend to transform Suunto into the world's leading brand of sports electronics. Naturally, this will demand a great deal of hard work and time, but we're interested in creating real innovations, not gimmicks.



PHOTO: RISTO LAINE

*Marja-Leena Simola*  
Marja-Leena Simola



The year 2000 has been a breakthrough year for the 24-year-old Swede Magnus Norman.



The new Rally ball is 6% larger in diameter than a conventional tennis ball.



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Hermann Maier will continue with the Atomic Racing Team. He easily won the World Cup GS event in Sölden, Austria at the end of October.

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# ▶ DAN W. COLLIANDER:

TEXT: PEKKA RINNE, PHOTO: RISTO LAINE

## Suunto to become GLOBAL B

The new president of Suunto Oy, **Dan W. Colliander**, has a clear vision of the company's future: Suunto will become the world's leading brand of sporting instruments.

Suunto's new premises are just off the airport road in Vantaa.

# a leading RAND

Colliander says that the goal for Suunto is to become the Intel or Shimano of the sporting goods industry. Shimano is the world's leading manufacturer of bicycle gearing systems and Intel is No. 1 in microprocessors. "If you buy a thousand-dollar Cannondale mountain bike, you certainly wouldn't expect anything less than Shimano gears," says Colliander.

The goal is clear, but how is it to be reached? "Suunto will become the leading brand of sports electronics by exploiting our first-rate expertise in electronics and by selecting sporting goods sectors in which the Group has excellent product development knowledge – tennis and alpine skis being just two examples."

### One firm, one goal

Suunto will have just one brand. Until quite recently Suunto had two divisions: the Outdoor Division and the Diving and Water Sports Division. So why has the two-division structure been abandoned?

"A divisional organisation generally obstructs transparency: internal divisions hinder the transfer of technology and expertise within a company. We can best exploit our technological know-how if we are one firm with just one goal," explains Colliander.

"When something new is developed, it should be exploited as broadly as possible, in as many of our products as possible. If we develop a new product or feature for our range of dive computers, it should also benefit as many other products as possible – wrist-top computers, for example."

One aim of the new strategy is to reduce business risks. "These days technology is essentially a question of risk-taking ability, and one way in which risk can be reduced is to exploit technological applications as extensively as possible. When Suunto is one firm with just one goal, we will be better able to see what technologies we can apply in which sports and

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Dan W. Colliander: "We can best exploit our technological know-how if we are one firm with just one goal."



# ▶ METRON WRISTOP COMPUTER

excellent combination of altimeter and heart rate monitor in a stylish aluminium casing

Suunto introduces yet another model to its range of wristop computers. The Metron offers all the functions of the Advizor wristop computer - altimeter, barometer, digital compass, watch and a complete heart rate monitor in a aluminium casing. The non-allergenic aluminium casing with its carbon fiber enhanced back, the durable mineral crystal glass combined with a weather proof leather band makes the Metron the ideal choice for those who are looking for perfection. Metron enables the user to set upper and lower limits in one beat increments for target zone training, featuring audible and visual alarms alerting the user that they are exceeding preset limits. Easy to use with the auto-start of the heart rate measurement, Metron's

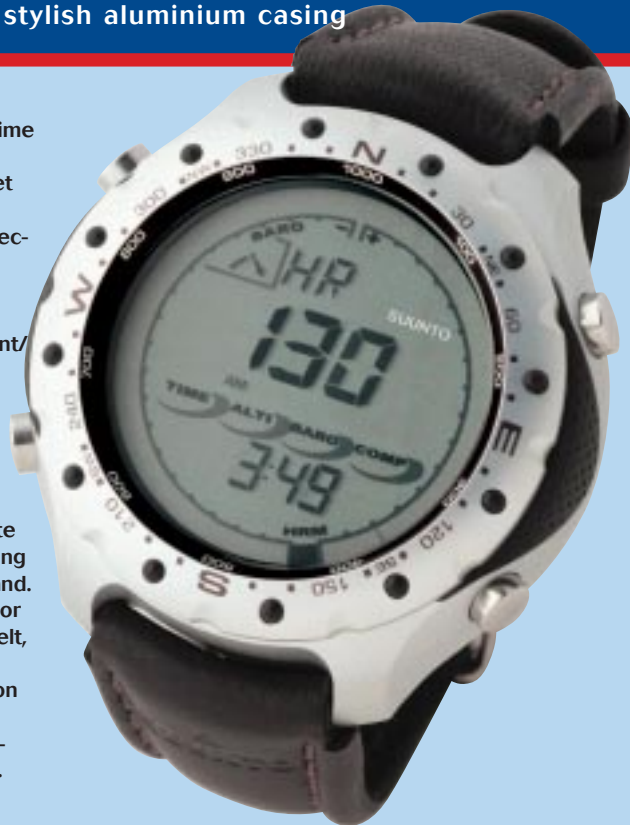
HRM mode also features a stopwatch as well as an interval timer. Using either one of the timers, Metron will store the crucial information for viewing after training including: training time, maximum, minimum and average heart rate, as well as time spent in, above and below the target zone during training.

Metron's altimeter ranging up to 29,500 ft/9,000 m simultaneously displays and stores into the logbook, current altitude, vertical ascent/descent rate as well as heart rate. This feature allows the user to follow the impact of altitude and vertical ascent rate on the heart beat while hiking, mountain biking or skiing. In addition to your total vertical ascent/descent and number of runs skied, you can easily view your maximum, mini-

mum and average heart rate during the day and time spent in, above or below your target zone if you set one before heading out. Other features include electroluminescent backlight, user-replacable battery, dual time as well as easy access to daily total ascent/descent. The Metron is water-resistant to 100ft/30m.

The Metron uses renown Polar® technology to guarantee top quality reception of the heart rate signal. Polar® is the leading heart rate monitoring brand. The unit is available with or without the transmitter belt, and is compatible with all Polar® transmitter belts on the market.

Metron is available worldwide in September 2000.



how we can help recreational sports people to improve their performance.”

Suunto is currently running pilot projects in which the whole team from production to the field is involved in the product creation process. How a product passes through the service pipeline is being tested and risks are being analysed in the pilots.

“Identifying risks is a little like sailing. Making mistakes – even big ones – is allowed, as long as they are made above the water line. When everyone is on-board a project from the outset, the specs and parameters are immediately clear.”

Following Suunto's acquisition by the Amer Group, the company's distribution channel was significantly widened thanks to the Group's sporting goods distribution network. Collaboration in distribution is currently underway in Austria and Sweden, and is just getting started in Spain. The expanded distribution network will liberate resources in Suunto for the creation of new products.

“When the distribution network is fully operational, we at Suunto will be better able to focus on some key questions: how can we get the product to the user in the shortest possible time? How can we exploit, for instance, some sensor or application in

different sports? How can we manufacture the best possible product at the lowest possible unit cost for our selected user-groups?”

## No gimmicks

Colliander obviously believes in avoiding unnecessary complexity: “The goal is to keep everything as simple as possible. We aim to get more done without doing more. It is not a question of whether we will achieve our goal of becoming the world's leading brand of sports instruments, but rather how well we achieve it, how simply we are able to manufacture these products, and how well we understand the needs and requirements of our customers. There are plenty of ideas out there; the challenge is to turn them into products. The winner will be the one who knows how to do that better and faster than the rest.”

Even though a lot of work is being done on the development of new products in both Suunto and Amer's sporting goods divisions, the progress is carefully considered. The race is more of a marathon than a 100-metres sprint.

“We don't need to rush headlong for the finishing line – we are moving forward carefully one step at a time. It might appear

to an outsider that we are in a terrible hurry, but that would be a false impression. We don't create gimmicks, just real added value for the user. Our electronics products will become an essential part of sporting goods,” stresses Colliander.

Suunto has always invested heavily in product development, and this is set to double in the next couple of years. In November the company will move from Espoo into larger premises just off the airport road in Vantaa.

## Always room for improvement

Colliander has extensive international experience in sales and marketing as well as in creating and executing global strategies for internationally recognised brands. He joins Suunto from Gillette, for whom he worked for 16 years both in Europe and in the United States. His last appointment was as Business Director, Global Business Management, with responsibility for establishing global corporate strategies within male blades and razors, and for executing the strategic business plan. Gillette generates net sales of tens of billions of US dollars, with blades and razors accounting for about USD 3 billion. Over a hundred years old it may be, but Gillette is still quick on

# SUUNTO STINGER

Customized solutions for every diver

Suunto's new flagship model Stinger offers everything a diver can ask for. The Suunto Stinger is the only Advanced Computer Watch in the world with separate Air, Nitrox and Free/Gauge modes, every one included with detailed profile memory. It is a full decompression dive computer and compact-size watch in a rock-solid package. A multitude of advanced features such as nitrox, freediving, gauge modes, user selectable metric/imperial units, safety stop countdown, adjustable profile memory sampling rate, underwater stopwatch and bookmarks are easily accessible. The decompression calculations are made with the Suunto Reduced Gradient Bubble Model, SRGBM. As a highly sophisticated multi-level dive computer in every sense Stinger monitors and reports vital information such as your dive time,

current depth, maximum depth, no-decompression time and ascent time. Stinger enables you to set dive time and maximum depth alarms before your dive. Stinger's built-in dive planning function helps you to plan your next dive by showing you the no-decompression time data for different depths. The Stinger can even be used in water as a conventional dive watch, complete with stopwatch functions. The casing of the instrument is all stainless steel and the display is scratch-resistant mineral glass. The Stinger's triple o-ring pushbuttons and monocoque design without separate rear cover make it virtually leak proof. The pressure rating is 20 ATM (200 m/660 ft). The top-of-the-line model is the Stinger Titanium, with a solid titanium housing and bracelet.



its feet and capable of continuous renewal.

Gillette's parents obviously had complete faith in their son's abilities right from the start, since the infant destined to invent the modern safety razor was christened **King Champion Gillette**. Colliander quotes the words spoken by Gillette at the beginning of the last century: "There is a better way to shave and we shall find it."

One might think that a hundred years is more than long enough to find the optimum razor blade, but it is still being refined and developed all the time. "Every time a new razor or blade has come onto the market, people have said that now it can't be developed any further – but room for improvement has always been found. No product is ever perfect!"

At first glance one wouldn't think that Gillette's Mach3 razor, a Wilson tennis racquet, a pair of Atomic alpine skis and a Suunto compass have anything in common. But, in fact, they do. "Gillette and Suunto are basically trying to do the same thing," emphasizes Colliander.

## Trade up

One of Gillette's basic philosophies is the trade up strategy. The goal is to continuously increase the proportion of premium products in the portfolio. The user is prepared to pay

slightly more for a performance-enhancing product, whether the activity be skiing, golfing or shaving. Although special characteristics and features raise production costs somewhat, the increased cost of manufacture is more than offset by the price that a premium product commands.

Exactly the same trade up philosophy has been successfully applied in Wilson's Racquet Sports Division. Product development in both companies is based on the needs of the user. Wilson gets feedback continuously from top players and from demo events. The latter are important from the perspectives of both product development and marketing.

## Service chain

Colliander believes that it is essential for Suunto to create service chains rather than just products. All of the company's people work in close co-operation in the chain from the factory to the customer. The service chain is a clear-cut process that starts from what the customer needs. The user himself may not even know what his needs are, in which case they must be demonstrated to him.

"The user is the king," says Colliander, who always speaks of the user rather than the consumer. "The consumer concept is marketing nonsense. Personally, I am slightly offended

when people say that I consume something. I don't try to consume goods. I generally buy the kind of goods that will somehow serve me."

## Enough house-moving

Thirty-eight-year-old Dan W. (Wilhelm) Colliander is an active participant in all of Amer's sports, including diving. However, his favourite sport is surfing. Sailing is also one of his leisure pursuits, but the large garden of his summer cottage in Emäsalo takes so much looking after that the purchase of a boat may have to wait – even though it would fulfil a lifelong dream of his wife, **Tuula**. Colliander's present golf handicap is 25, although he has played off 17 in the past. He has found time to test Wilson's Fat Shaft irons, of which he enthusiastically approves. "They certainly are forgiving," he says.

The family has moved house many times during Colliander's career abroad, so when asked what his wife does, his answer was hardly surprising: "She gets ready to move home again!" The Collianders have three children: **Oliver** (9), **Amanda** (8) and **Sofia** (4). As the children are now in school, Tuula and Dan are hopeful that there will be fewer moves in the future. "Tuula isn't yet convinced that we're staying put," laughs Colliander.



Pekka Paalanne:  
"This September was  
an all-time record  
month for Atomic."

# Good year in the making

**Atomic's result will be excellent.**

TEXT: PEKKA RINNE  
PHOTO: RISTO LAINE

**A**mer's Senior Vice President & CFO, **Pekka Paalanne**, believes that the Group's businesses will continue to develop throughout the final quarter in the same way as last year. Full-year net sales will increase and profitability will improve compared to last year. Atomic's full-year result is expected to be very good indeed.

The demand for sporting goods has been developing inconsistently in different sports and in different geographical mar-

kets. There has been a upturn in the US golf market. As recently as in the spring the market was expected to remain stable, but there has been a slight increase on the market for both clubs and balls following two years of sliding sales. The greatest growth has been in golf balls, but the situation is still uncertain.

"The product launches of new manufacturers have boosted the market, but the situation will not become clear until next year. Only then will we find out who are the winners and who are the losers," says

Pekka Paalanne. He goes on to say that Wilson's Smart-Core ball has been a success despite the intensified competitive situation. Wilson's share of the US golf ball market is about 9 per cent. Sales of Fat Shaft irons continue to grow well in both the US and Europe. Wilson will launch its latest products at the industry's trade fair in Orlando, Florida next January.

The US tennis market also appears to be growing slightly this year, and Pekka Paalanne thinks that this positive development may continue. On the most important

European markets for sporting goods, e.g. Germany, the demand for tennis equipment has fallen slightly. The same trend has been evident in Japan. Shipments of Wilson's newest products, i.e. Rollers tennis racquets and Rally balls, began during the summer.

### Atomic in fine shape

Following a long period of decline, the alpine sports market returned to growth in the 1999–2000 season. The 6 per cent market



**Atomic's success in the future will be based on Beta Technology and the TriTech integrated system, in which the skis, binders and boots function together as a single unit.**

growth was almost entirely attributable to sales in Europe. The North American market remained stagnant and the Japanese market continued to decline. The outlook for this year is a continuation of the positive trend in Europe throughout the coming season. The factors behind this favourable outlook are the boom in carving skis and the good snow conditions last season, which led to low retail stocks at the end of the season. "The carving boom appears to be gathering pace. Even in Japan, alpine skiers have almost all gone over to carving skis," says Paalanne.

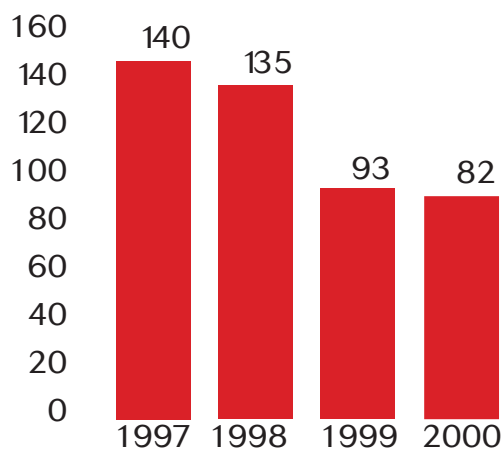
According to Pekka Paalanne, the situation for winter sports appears to be very good. "Sales went extremely well in the early months of the year, retail stocks are low and the pre-order book is good." Atomic's ship-

ments of pre-orders to retailers peaked in September-October. "This September was an all-time record month for Atomic." If snow conditions are good, additional orders will be forthcoming. "Even without additional orders, this will be an excellent year for Atomic."

Atomic is expected to sell more than 850,000 pairs of skis this year – the best sales performance in the company's history. The total volume of the global ski market was about 6.5 million pairs in the early 1990s, compared with about 4.5 million pairs this year.

Atomic's success in the forthcoming 2000–2001 season will be based on Beta Technology and the TriTech integrated system, in which the skis, binders and

**Average stock turnover rate 1997–2000, days**



Steady improvement of the stock turnover rate in Amer's sporting goods businesses has boosted the return on invested capital. The average stock turnover rate has been shortened from 140 days in 1997 to 82 days this year. And there is still room for further improvement.

boots function together as a single unit. Sales of Atomic binders are growing significantly with the introduction of the integrated system and boot sales are also up. Atomic's new alpine ski model is now on the market. "They're selling as fast as we can make them. They have been received exceptionally well on the market." The Atomic brand has grown fastest of all in the United States, but Pekka Paalanne does not believe that its market share is yet as high as it should be. The ski market has been segmented with the introduction of many new products. These include entirely new types of skis such as the freeride and twintip skis. Atomic's snowboard is in the trial marketing stage in the United States.

Suunto has formulated a new strategy and its corporate structure has been reorganised. The company is being integrated into the Amer Sports distribution network and product development collaboration is being initiated. The first projects are being started up with Atomic and Wilson.

### Further improvements in the delivery chain

For the past three years the Amer Group has been focusing on working capital and especially on improving the efficiency of the distribution chain. Once again, this work will bear good fruit this year. "The improvements have been very significant. Our achievements in this area are also reflected in the improved return on invested capital. The main thing is that the changes are permanent; we have succeeded in changing the way we operate. Improved efficiency of the delivery chain will also be an important issue next year," stresses Pekka Paalanne.



Wilson  
racquets reign  
supreme at

## PETE SAMPRAS

Text-book serve: the greatest weapon in **Pete Sampras's** arsenal is his accurate serve, which he can fire down just where he wants it. **Magnus Norman** rates Sampras's powerful first serve down the T as his biggest asset. Playing on the very fast grass courts in south London, Sampras won his 7th Wimbledon title and his 13th Grand Slam, claiming the title for most Grand Slam victories previously held by Australian Roy Emerson. Sampras also reached the final of the US Open, but lost to Russian **Marat Safin**.

**Pete Sampras, Men's Singles Champion. Venus Williams, Ladies' Singles Champion. Mark Woodforde and Todd Woodbridge, Men's Doubles Champions. Venus and Serena Williams, Ladies' Doubles Champions. Wilson players swept the board at Wimbledon. "I've been in the industry 20 years and I cannot recall an event in that time when one manufacturer captured every major title at a Grand Slam event," said Vice President and General Manager of Wilson Racquet Sports, John Embree.**

# WIMB

# THE WOODIES

**Mark Woodforde** and **Todd Woodbridge** took the Wimbledon Men's Doubles title for the sixth time and now have 11 Grand Slam titles. The Woodies have dominated the doubles scene for several years.

Much to the disappointment of their adoring public, the Aussie duo lost in the Olympic final in Sydney.

# VENUS WILLIAMS AND SERENA WILLIAMS

**Venus Williams** was overjoyed with her victory in the Ladies' Singles at Wimbledon. She defeated defending Wimbledon champion **Lindsay Davenport** to secure her first Grand Slam title. Together with her sister Serena, Venus also won the Ladies' Doubles title, which was the third Grand Slam doubles title for the sisters.

# LEDON



**Venus Williams's** incredible year was made complete by her Sydney Olympic victories in the singles and with her sister **Serena** in the doubles. The doubles final extended Venus's winning streak to 33 straight victories.





Rollers allow both horizontal and vertical movement of the strings, providing increased power and an enlarged sweet spot.

# ROLLERS

## give more power and stability

**Wilson launched its new line of Rollers tennis racquets in connection with the Paris Open at the end of May.**

● The **Rollers** tennis racquet has specially engineered rollers instead of conventional grommets in the frame, allowing the entire stringbed to react upon ball impact. Rollers help create maximum energy transfer by allowing more string movement in two directions. First, the strings move vertically, resulting in increased trampoline effect of the stringbed. Secondly, horizontal string movement allows the strings to move freely in a pulley motion. The net result is increased power with a sweet spot that extends all the way to the perimeter of the racket head for ultimate responsiveness.

Because the strings work together and move in unison, Rollers Technology causes increased dwell time of the ball for improved control. More string movement also creates a soft stringbed, resulting in enhanced comfort and feel. The frame also features **Wilson's Hyper Carbon** technology and patented **Hammer** technology.

In addition to Rollers, Wilson has introduced **Overdrive** Technology – a unique frame design that extends the main strings for increased power and stability.

The first racquets incorporating Rollers and Overdrive technologies to hit the market were the **Rollers 2.6 Overdrive** and the **Rollers 3.6**. The racquets weigh 8.5 ounces, measure 28 inches in length and are offered with a 115 square inch head size. The numbers 2.6 and 3.6 mean that the racquet is very stiff and best suited to players with a short swing and low racquet-head speed. Now players with the shortest of swings and minimal racquet-head speed can put plenty of pace on the ball.



**Wilson's new Rollers tennis racquet has specially engineered rollers instead of conventional grommets in the frame.**



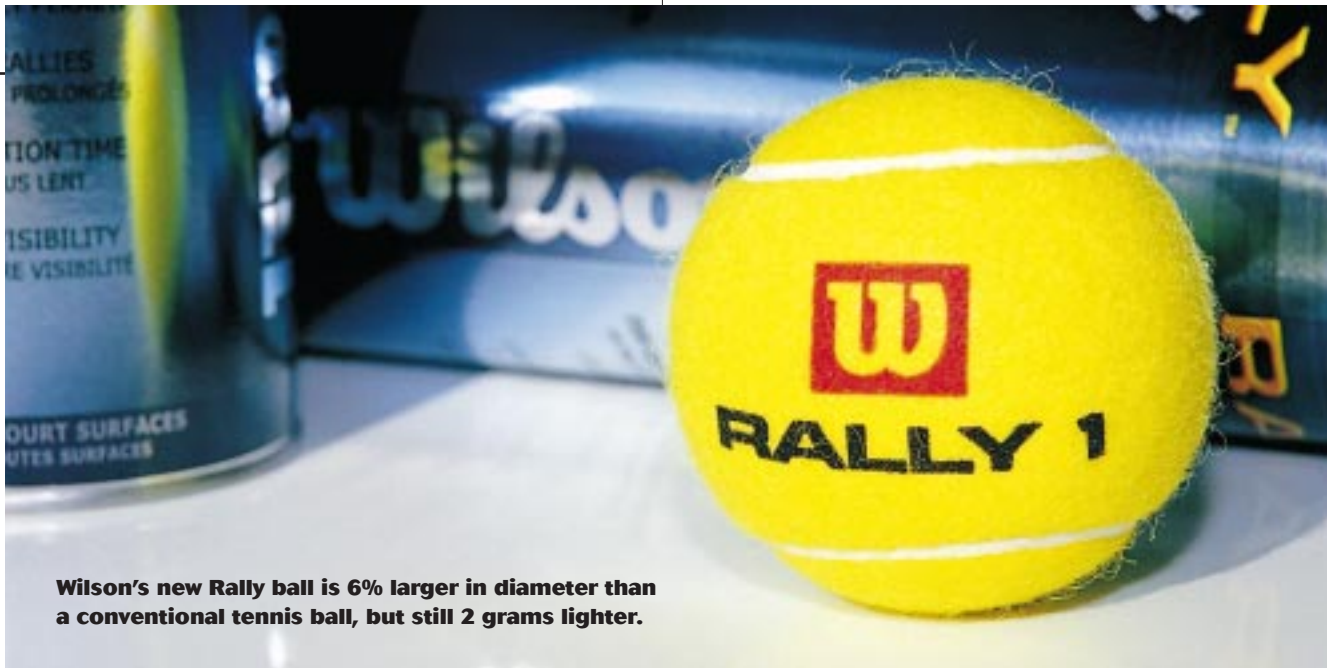
# Wilson launches oversized RALLY BALL

● **Wilson** also launched the new **Rally** ball, an oversized tennis ball designed to enhance the game of tennis by providing players with the opportunity for longer rallies, more reaction time and greater visibility. The new Rally ball is 6% larger in diameter than a conventional tennis ball (2.7 inches to 2.63) and features Wilson's **LiteCore** technology, providing a lighter weight core for unparalleled playability. The ball is two grams lighter (56 grammes) than a conventional tennis ball (58 grammes).

Wilson has worked very closely with the **International Tennis Federation** (ITF) and the **United States Tennis**

**Association** (USTA) in developing and play testing the larger balls. Wilson's innovation follows a 1999 amendment to the Rules of Tennis passed by ITF allowing the use of an oversized tennis ball at all levels of play. The oversized tennis ball has already been used in a number of **Davis Cup** Ties and USTA programmes.

According to ITF's classification, the existing standard ball is classified as a Type 2 ball. Type 1 is the same size as but harder and faster than a "normal" ball. It is intended primarily for slow clay courts. Wilson's Rally ball belongs to Type 3, which the ITF recommends for use on fast surfaces.



Wilson's new Rally ball is 6% larger in diameter than a conventional tennis ball, but still 2 grams lighter.



## New DST02

● Wilson's **Laurence Applebaum** (Marketing Manager, Performance Racquets and Footwear) was in Paris to present the new range of tennis footwear based on Wilson's DynoSphere™ midsole cushioning technology. The new products are not only 35 % lighter than their predecessors, but also offer improved support and shock absorption. The new models will be on sale in stores from spring 2001. The **DST02** tennis shoe will be available in models for both men and women. In addition, the **Prevail DST02** has been designed especially for men and the **Intrigue Competition DST02** for women.

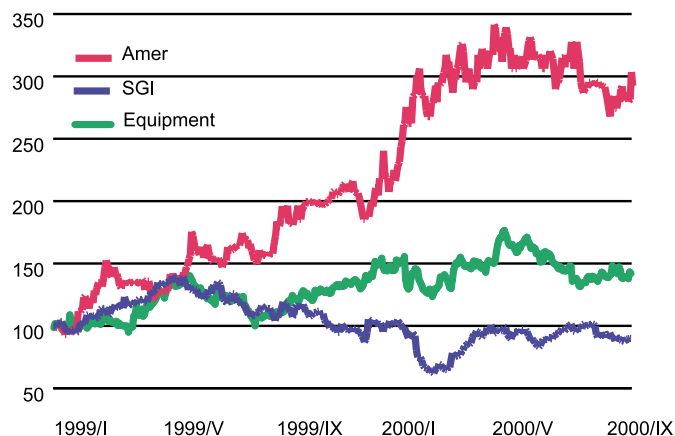
Wilson's **DST** range of tennis footwear incorporates **DynoSphere™** midsole cushioning technology – effective shock absorption based on the three-dimensional compression of highly resilient spheres in the forefoot and heel.



# AMER'S SHARE EASILY OUTPERFORMS THE INDUSTRY INDEX

## STOCK EXCHANGE

The price of Amer Group's share rose by 183 per cent from the beginning of 1999 to the end of September this year, compared with a 7 per cent decline in the Sporting Goods Index (SGI). The sporting Goods Equipment Index (SEI) rose 42 per cent over the same period. Amer is included in the SEI, which describes the market capitalisation development of companies operating in the sports equipment industry. Amer's market capitalisation has therefore developed much better than other companies included in the index. The highest quotation of Amer's share this year has been EUR 32. Recently, the share has been trading in the EUR 25-28 range. From the beginning of 1999 to the end of September this year, the Dow Jones Industrial Average (DJIA) and the Helsinki Portfolio Index rose by 16 per cent and 28 per cent, respectively.



### Kari Kauniskangas

Kari Kauniskangas (38) has been appointed President of Amer Sports Europe, which is based in Munich, Germany. Since joining the Amer Group in 1984, he has held a number of positions in Wilson's US and European organisations. In his new position Kauniskangas is responsible for Amer Sports Europe's businesses as well as the Wilson brand in Europe.

Kari Kauniskangas is pleased with Amer Sports Europe's performance this year: Atomic's order book is very strong, and Wilson's new Rollers tennis racquets and Rally balls have been well received and their sales figures look promising. Kauniskangas is particularly pleased with the sales of the new DST02 tennis shoe. Also in golf Wilson's Fat Shaft irons and Smart-Core balls have been successful.

## APPOINTMENTS



**Claes Björkstén,**  
Director of  
Marketing, Suunto



**Brian Dillman,**  
Marketing  
Director, US  
Racquet Sports,  
Wilson

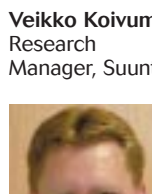


**Mike Dowse,**  
Business Director,  
Racquet Sports,  
Amer Sports  
Europe

**Sami Juola,**  
Marketing  
Manager, Suunto



**Bud Merchant**  
Director of  
Sourcing Global  
Golf, Wilson



**Dave Makarucha,**  
Director of  
Sourcing Global  
Racquet Sports,  
Wilson



**Jyri Niemi,**  
Brand Manager,  
Golf, Amer Sport  
Finland

**Timo Pelkonen,**  
Area Export  
Manager, Suunto

**Kauko Pienimäki,**  
Development  
Manager,  
Electronics,  
Suunto



**Tea Saari,**  
Communications  
Manager, Amer  
Group Plc



**Eljas  
Saastamoinen,**  
New Product  
Manager, Suunto



**Sten Stockmann,**  
Diving Product  
Manager, Suunto

**Jukka Hartonen,**  
Assistant  
Controller, Amer

**Kaisa Nissinen,**  
Communications  
Assistant, Amer



## Wilson and NFL renew their partnership

● Wilson and the National Football League (NFL) have renewed their licensing agreement for a further six years. The partnership has existed for almost 50 years and is one of the longest standing relationships of its kind in professional sport. Under the terms of the contract, Wilson will retain its NFL licence and continue to manufacture the official football for all NFL games. The partnership goes beyond supplying footballs, as Wilson has supported numerous NFL programs over the years. "Wilson is proud to continue to produce the official football of the National Football League, as we have done since 1941. This agreement is a testament to the tremendous stage which the NFL provides us, and to the continued high quality and unmatched playability of Wilson's footballs," says **Chris Considine**, Vice President, Wilson Sporting Goods. The official NFL football is the Wilson F1000 – the company's flagship product. All NFL game balls are hand-made at Wilson's Ohio plant, where they undergo a rigorous evaluation process to ensure that only the highest quality footballs make it to NFL Sundays.

## Prizes for the best

The best performances in different sectors were recognised in connection with the annual strategic meeting of Amer Sports.



de Moragas

**Sales team:** Spain, which significantly increased its sales in all key sectors in the years 1997–99. The prize was

accepted by **Javier de Moragas**.

**Product line:** Fat Shaft irons

**Research and product**

**development:** Atomic Ski

**Factory:** Altenmarkt ski factory

Special prizes were awarded to:

**Subsidiary of the year:** Amer



Mohan Pothera

Sports Germany

**Strategy**

**implementation:**

Wilson Team

Sports

**Crisis**

**management:**

Asia Pacific,

which handled its business in exemplary fashion, maintaining its profitability in difficult economic circumstances, and its key personnel

**Mohan Pothera** and **Paul McKeown** of Amer Sport Canada and **Steve Millea** of Wilson in Chicago.

## Atomic sales expected to rise in the USA

Sports Marketing Surveys has researched the views of ski dealers in the United States. Among other things, the dealers were asked to forecast the ski brands whose sales would rise or fall the most in comparison with other brands. Thirty-five of the dealers who responded to the questionnaire, i.e. over 75%, thought that sales of Atomic skis would rise. The result was the best of the ten ski brands examined. Atomic's product development was recognised as well: the dealers thought that Atomic was the most innovative ski manufacturer.

Atomic has also succeeded well in international ski tests. For instance, Beta Carv/X 9.18, Beta Race 9.20, Beta Ride 10.20 Titanium, Beta Freezone 10.11 and Beta Race 9.16 were among those given five stars in Ski Magazine's test.

## Amer pulls out of in-line skates

Amer and Atomic have pulled out of the in-line skates business. The Oxygen in-line skate brand and its associated products have been licensed to the Canadian company Gen-X Sports Inc. The Oxygen snowboard brand will stay with Atomic, which will continue to manufacture and market snowboards.



## Grant Hill joins Orlando Magic

● Grant Hill, one of the NBA's most versatile players and the backbone of the Detroit Pistons in recent years, has moved south. At the beginning of August the forward-guard signed a seven-year contract with Orlando Magic.

Hill, 28, has played no fewer than 435 games in the NBA league – all of them wearing the Detroit Pistons' vest. He has a career scoring average of 21.6 points and 7.9 rebounds per game. His corresponding stats in play-offs are 19.6 and 6.9.

"Grant didn't come cheap, but if you want top players and a team capable of competing for the championship, you have to be ready to pay big money," comments the owner of Orlando Magic, Rich DeVos. Indeed, the signing of Hill and Tracy McGrady was an important step towards turning the team into one of the leading championship contenders. This may well have been on Hill's mind: during his six seasons with the Pistons he had not once managed to get further than the first round of the play-offs.



Grant Hill is a member of Wilson's Advisory Staff.

# DEMARINI'S NEW

## B-52 bat

The B-52 is the DeMarini's latest softball bat based on the company's Doublewall Fli technology. Fli technology gives DeMarini bats their excellent hitting and durability characteristics. The new bat incorporates vibration control and the sweet spot is significantly bigger than competing products.



**Wilson will introduce a new range of colourful bags for next summer. And there are improvements in store for the products inside them as well. Golf shoes are a new area for Wilson, and the first men's models will be available next summer. The new golf shoes will incorporate technology borrowed from Wilson's tennis footwear.**



## NICE BAGS FROM WILSON



Fat Shaft irons and Smart-Core balls have both been improved.

● Next season Wilson will continue to rely on its highly successful range of Fat Shaft products – especially its Hyper Carbon Fat Shaft irons, which have been enthusiastically received by users. Their price will remain unchanged, but a less expensive set of eight irons will be introduced for tight markets.

Twenty-eight per cent stronger and four per cent lighter than conventional carbon fibre, Hyper Carbon makes the club shaft more flexible and lighter than the original Fat Shafts. The torsional stability of the shaft has been further improved, giving even better accuracy and more distance than earlier models.

### Smart-Core gets even smarter

Smart-Core is Wilson's response to its competitors on the golf ball market. The five models in the Smart-Core family retain their original names, but their game improvement characteristics have been further refined. For instance, the Professional Distance model is both softer and longer than before, thanks to the 30 per cent thinner Magnesium-Surlyn cover and new 17 per cent larger core. The Smart-Core golf ball is the first to offer revolutionary reactive technology, which allows the ball to react differently to the golfer's swing. The unique core composition is based on a Goodyear invention, which utilises a unique patented blend of titanium for maximum initial velocity and soft polymer urethane for soft feel.

## Wilson becomes official sponsor of the Little League

● Wilson has been named official sponsor of the Little League Baseball and Softball for the 2000 season. As the official sponsor, Wilson will provide the exclusive Equipment Starter Kit for Little League Baseball and will supply the official balls for both the Little League Baseball World Series and the Little League Softball World Series.

The Equipment Starter Kits will be sent out to 20 selected Little League groups across the United States and an addition 20 groups worldwide. The kits will contain everything needed to start a league of four teams. The kit will include Wilson Super Seam Technology baseballs, ball gloves, DeMarini bats, protective equipment and batting gloves. This will give a number of kids the opportunity to play in their own league.

"It is important for us to partner with organisations who believe in grassroots-oriented strategies. Little League Baseball is a great partner in this endeavour. We sought out this relationship to further our mission to advance youth sports," says **Dave Pollock**, Business Manager for Baseball, and Softball, Wilson Sporting Goods.

The official baseballs for the 2000 Championship season are the Wilson A1074 SST and A1072 BSST. Wilson A9074 SST Optic Yellow is the official softball of the Little League Softball World Series.

## Internet service for Wilson

● In June, Wilson brought a business-to-business internet service called WIN (Wilson Interactive Network) into trial use in Canada. WIN is intended for retailers and customers, not for end-users. One aim is to make it easier to place orders. Twenty-four hours a day, retailers can order the products they want directly from Wilson, amend existing orders or check product availability. In the first phase WIN was installed at selected golf club dealers.



## Norman rises to the top

● The year 2000 has been a breakthrough year for the 24-year-old Swede **Magnus Norman**. He had climbed to the top of the ATP Champions Race rankings by May and was still in fourth position at the end of September. Norman's finest achievement this year was a place in the final of the Paris Open, where he lost to **Gustavo Kuerten** in a five-set match. Last year Norman won five tournaments, bringing his career total to eleven titles. He turned professional in 1995 and uses the Wilson Hyper Pro Staff 5.0.

### Magnus Norman

Height: 187 cm  
Weight: 75 kg  
Prize money:  
USD 3,122,000

**Twenty-two Wilson players were in the top 100 of the ATP rankings at the beginning of October. At the same time there were twenty-three female Wilson players in the top 100 of the WTA rankings.**

ATP 9.10.2000

	NAME	COUNTRY	RACKET
3	Pete Sampras	USA	P/S 6.0
4	Magnus Norman	Sweden	Hyper P/S 5.0
16	Mariano Puerta	Argentina	Hyper P/S 5.0
18	Nicolas Kiefer*	Germany	Hyper P/S 5.0 Str
28	Gaston Gaudio	Argentina	Hyper P/S 5.0
36	Roger Federer	Switzerland	P/S 6.0 85"
40	Fernando Vicente	Spain	Hyper P/S 5.0
43	Todd Martin	USA	Hyper Hammer 5.3
44	Max Mirnyi	Belarus	Hyper P/S 5.0
46	Stefan Koubek	Austria	Hyper P/S 5.0 Str
49	Andrew Illie	Australia	Hyper P/S 5.0
53	Andreas Vinciguerra	Sweden	Hyper P/S 6.5 TP str
55	Jonas Björkman	Sweden	Hyper P/S 5.0 Str
57	David Prinosil	Germany	Hyper P/S 5.0 Str
63	Vladimir Voltchkov	Belarus	Hyper P/S 5.0 TP
64	Markus Hanschk	Germany	Hyper P/S 5.0 TP Str
68	Mikael Tillström	Sweden	P/S 6.5 TP
69	Magnus Larsson	Sweden	Hyper P/S 5.0
79	Sargis Sargsian	Armenia	Hyper P/S 5.0
88	Alexander Popp	Germany	Hyper P/S 6.5 TP
90	Fernando Meligeni	Brazil	Hyper P/S 5.0 Str
97	Andrew Sa	Brazil	Hyper P/S 5.0 Str

\* no contract

## Roger Federer makes rapid progress

● Swiss tennis star, 19-year-old **Roger Federer** has been making rapid progress up the ATP rankings. Since turning professional in 1998, he has been placed as high as 16th in the rankings. At the end of September he was 36th in the Champions Race rankings.

In 1998 Federer was the World Junior Champion, the Wimbledon Junior Champion in both singles and doubles, and reached the junior finals in the US Open and the Australian Open. Last summer Federer reached the fourth round of the Paris Open. He uses the Wilson Hammer 8.2 Stretch.

**Roger Federer** Weight: 70 kg  
Height: 185 cm  
Prize money: USD 995,000

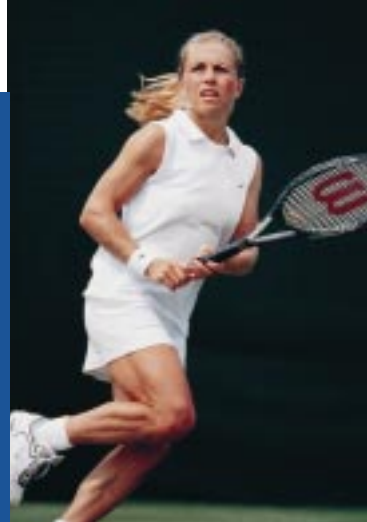


Following the launch, participants were able to try out Wilson's new products.



# WTA 9.10.2000

NAME	COUNTRY	RACKET
2 Lindsay Davenport	USA	Hyper Hammer 5.3 Str
3 Venus Williams	USA	Hyper Hammer 4.3
6 Conchita Martinez	Spain	Hyper Hammer 5.3
8 Serena Williams	USA	Hyper Hammer 6.3 PH
11 Sandrine Testud	France	Hyper P/S 5.0
13 Amanda Coetzer	RSA	Hyper Hammer 6.3
26 Elena Likhovtseva	Russia	Hyper Hammer 5.3
29 Magui Serna	Spain	Hyper Hammer 5.3
34 Sabine Appelmans	Belgium	Hyper P/S 5.0
36 Kvetoslava Hrdlickova	Czech rep	Hyper Hammer 6.3
41 Ruxandra Dragomir	Romania	Hyper P/S 6.5
43 Anna Smashnova	Israel	Hyper Hammer 5.3
47 Justine Henin	Belgium	Hyper Hammer 5.3 PH
59 Sylvia Farina	Italy	Hammer 6.3
65 Kristie Boogert	Netherlands	P/S 6.1 16x18, 5.0 cosm.
69 Martha Marrero	Spain	Hyper Hammer 5.3
76 Miriam Oremans	Netherlands	Hyper Hammer 6.3
82 Lubomira Bacheva	Bulgaria	P/S 6.5 Tour
84 Rosanna De Los Rios	Paraguay	Hammer 6.2 Str
86 Sandra Kleinova	Czech rep	Hyper 5.3 PH
94 Holly Parkinson	USA	Hyper Hammer 6.3 TP
96 Brie Rippner	USA	Hyper Hammer 5.3
97 Jennifer Hopkins	USA	P/S Classic 6.1



**Amanda Coetzer**  
 Age: 29  
 Height: 158 cm, 5' 2"  
 Weight: 54 kg, 120 lbs.  
 Turned professional: 1988  
 Ranking at beginning of year:  
 1999/11, 1998/17,  
 1997/4, 1996/17,  
 1995/19, 1994/18,  
 1993/15, 1992/17,  
 1991/67, 1990/75,  
 1989/63, 1988/153,  
 1987/442 1999  
 Prize money:  
 USD 486,120

## Amanda Coetzer

● South African **Amanda Coetzer** signed a contract with Wilson at the beginning of August. Coetzer tested the Wilson Hyper Hammer 6.3 at the beginning of the year and started using it in competition in March. She then climbed into the top 10 of the WTA rankings and stayed there for three straight weeks. Coetzer has won six singles tournaments and seven doubles titles. In the past she also defeated **Steffi Graf**, **Martina Hingis** and **Lindsay Davenport**, when each of them was No. 1 on the WTA rankings.

# WILSON in Paris

Wilson's stand at Roland Garros, where each day between 40,000 and 50,000 spectators watched play on about 20 courts during the Paris Open.



● The 150 participants in Wilson's product launch event were among the first to try out the Rollers tennis racquet, the Rally Ball and Wilson's latest tennis shoe. Those present included CEO and President of the Amer Group, **Roger Talermo** and President of Wilson Sporting Goods, **Jim Baugh**. A surprise appearance was made by Wilson Advisory Staff member **Stefan Edberg**. Still in excellent playing condition, he played **Yannick Noah** in an exhibition match after the launch event. Edberg was also involved in the racquet tests and practice of those participating in the event. The Wilson team members present were **Jonas Björkman**, **Ruxanda Dragomir** and **Karina Habsudova**.



**Stefan Edberg and Yannick Noah entertain spectators during an exhibition match.**

**President and CEO of Amer Group, Roger Talermo (right) and President of Wilson Sporting Goods, Jim Baugh.**



# ALPINE SKIING WORLD CUP 2000-2001



Lasse Kjus joined the Atomic Team as an eight-year-old and has never found any reason to leave.

## Rock-hard alpine team

The Atomic Racing Team is full of rock-hard names, with **Hermann Maier** and **Lasse Kjus** leading the pack. A new member is **Andreas Schiffrer**, who won two downhill at Kvitfjell in the 1998/99 season and finished among the top-10 in the final World Cup standings. Schiffrer uses Atomic's integrated system of skis, binders and boots. Other new names are Austria's **Christoph Gruber** and **Georg Streitberger** and Norway's **Bjarne Solbakken** and **Arne Saeter**.

Kjus has been a member of the Atomic Racing Team throughout his career. He made his first contract with Atomic as an eight-year-old, when he won his first GS event.

### MEN :

Dates	Venue
29.10	Sölden, Austria
17.-19.11	Park City, Utah, USA
25.-26.11	Lake Louise, Alberta, Canada
1.-3.12	Vail, Colorado, USA
9.-10.12	Val d'Isère, France
16.12	Groeden, Italy
17.12	Alta Badia, Italy
20.-21	Kranjska Gora, Slovenia
29.12	Bormio, Italy
6.-7.1	Les Arcs, France
9.1	Adelboden, Switzerland
13.-14.1	Wengen, Switzerland
19.-21.1	Kitzbühel, Austria
23.1	Schladming, Austria
27.-28.1	Garmisch, Germany
2.-11.2	St. Anton, Austria (WC)
15.-18.2	Shigakogen, Japan
24.-25.2	Snowbasin, Utah, USA
7.-11.3	Åre, Sweden

### WOMEN :

Dates	Venue
28.10	Sölden, Austria
16.-17.11	Park City, Utah, USA
24.-25.11	Aspen, Colorado, USA
30.11-2.12	Lake Louise, Alberta, Canada
6.-7.12	Val d'Isère, France
10.12	Sestriere, Italy
16.-17.12	St. Moriz, Switzerland
20.-21.12	Jasna, Slovakia
28.-30.12	Semmering, Austria
6.-7.1	Maribor, Slovenia
12.-14.1	Flachau, Austria
19.-21.1	Cortina, Italy
26.-27.1	Ofterschwang, Germany
2.-11.2	St. Anton, Austria (WC)
16.-18.2	Garmisch, Germany
24.-25.2	Lenzerheide, Switzerland
7.-11.3	Åre, Sweden