



Have a look at the Michelin Soles products presented at ISPO 2020

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ISPO 2020 has once again confirmed its position as one of the world's leading international outdoor trade shows with 80.000 visitors from 120 different countries. Winter activities continue to enjoy increasing popularity, who knows well Michelin, that featured also on the latest models from **Aku**, **Dolomite**, **ECCO**, **Etnies**, **Faradei**, **Hanwag**, **Icebug**, **Joma**, **Mammut**, **Nordica**, **RideSnowboard**, **ThirtyTwo** and **Viking**.

We are proud to have won the **ISPO Award** for the **HF Elite skiboot**, co-designed together with **Nordica**. A technological and innovative product, results of two years of design. The acronym HF stands for Hands Free. Thanks to a 40-degree opening, which allows you to insert your foot without the use of your hands. The MICHELIN sole, thanks to the large contact surface, enables greater durability and adhesion to the ground.

Felix Neureuther, ski champion and Nordica ambassador, tested the new HF Elite boots, providing that the slogan "keep it simple" is a priority even for champions.