

PRESS RELEASE – FOR IMMEDIATE RELEASE  
FEBRUARY 3<sup>RD</sup> 2006

## And the VOLVO SportsDesign AWARD winner is... ...PATAGONIA!

We're proud to announce to have won out of 305 entries **the first price** in the category "Human Body Prophylaxe" with the **Womens Down Sweater designed by Eric Rice, Ventura!**

### The VOLVO SportsDesign AWARD

has, in a very short time, become one of the most sought-after awards for industry, designers and students. An international jury was looking for innovative and creative ideas that unify aesthetics, function and safety in order to improve products as reflected in the awards' 2006 theme, "Active Safety."



### Award Ceremony

In cooperation with **ispo**, the world's largest sporting goods trade fair, the award ceremony took place on January 28<sup>th</sup> to honour outstanding and visionary achievements in sports design: Sporting Goods that redefine aesthetics, functional criteria and safety aspects while showing how to protect oneself and one's equipment in an efficient way and retain the aesthetic pleasures of the sporting experience. More than 1000 invited high-class guests from design, sporting goods industry, specialized trade and press participated at the ceremony.



Patagonia designer Maria Preteur receives the VOLVO AWARD on behalf of Eric Rice and Patagonia

### World-wide SportsDesign Presence

The winners and nominees will be published in the VOLVO SportsDesign AWARD yearbook and presented at the various ispo trade shows in Munich, Shanghai/China, Moscow/Russia and will also participate in several attractive events throughout Europe.

## Excerpts of the jury statement

“This jacket is the lightest insulated product for frigid mountain pursuits on the market, made out of an exclusive patented fabric.”

### Safety Features:

- Its high-strength outer fabric provides protection from wind and water.
- The filling turns back hypothermia.
- The light weight enables users to move quickly and nimbly on the mountain, automatically adding to one's safety level.

### Design-Features

- Diamond-shaped quilting patterns on the neck and sides combined with a full-length zipper
- Unique, shiny, futuristic appearance



The presented solutions demonstrated how new materials and technologies can combine with **state-of-the-art design** to create new solutions with better performance and style.

“Its specific and light material, the immense feel of comfort and the extraordinary colour were the most significant points for us,” says Claudia Riegler, former Olympic competitor and jury member. “The Patagonia W’s Down Sweater is definitely a **master piece** with the target of keeping your body safe and warm while looking groovy at the same time. An **absolute beauty**.”

Please find high res images of the award ceremony on the following ftp link:  
<ftp://public:public@mail.patagonia.fr>

### press contact:

**Marion Schmitz**

[marion\\_schmitz@patagonia.com](mailto:marion_schmitz@patagonia.com)

Tel. : +33-450 88 44 56