



Mattighofen, 12th of February 2010

THE KTM X-BOW MEETS THE “SNOWCIETY“ IN LECH: ALL WHITE ON THE LEGENDARY RUD-ALPE!

The Arlberg, voted amongst the world’s best skiing resorts for the sixth year running, is home to a selection of the most exclusive hotels and restaurants in Austria. This winter hot spot attracts more than 800,000 guests from around the world who savour its guaranteed snow at 1,400 metres above sea level in exclusive surroundings. The summer and a supercar like the KTM X-BOW are far away... or are they?

‘Not at all!’ they thought in Lech and at KTM and so transferred the X-BOW again directly in the heart of the Arlberg skiing area this winter, more precisely to the Rud-Alpe. It lies even higher, directly above Lech, and for more than 250 years it has overlooked the area, from the sunniest and most beautiful location. Like the X-BOW with its outstanding performance figures, the Rud-Alpe sets benchmarks: the award-winning restaurant offers the very highest quality from the kitchen and the wine cellar, together with perfect service and unique flair.

Directly next to the restaurant’s inviting sun terrace, where skiers take a break from Lech’s best-known slopes, the KTM X-BOW attracts glances from the “Snowciety” for the second time in a row. In this most idyllic winter wonderland, the sharply designed sports car appears quite surreal. Understandably guests are completely under its spell. In the middle of the loveliest winter time, the ‘UFO’ from Austria has landed in possibly the best skiing resort in Austria and was on show to international visitors. Judged by their enthusiasm, which was as big as last year, it’s very likely that this spot will be revisited for the third time next year.

By the way: Here is the proof that the KTM X-BOW is perfectly suited to winter: snow tyres are homologated, even snow chains may be put on! But the rear-wheel-drive mid-engine-sports car doesn’t need them at all. Even on snow-covered streets there’s enough grip to let it drift spectacularly through the winter wonderland. The X-BOW fresh air fanatic should only take care of wearing warm and practical clothing – KTM-stlye – but there’s enough in the KTM accessories program “PowerWear”!

Further information on this and on other topics can be found at www.ktm-x-bow.com!

