

Dear Future Ski Instructor

We at Surefoot would like to wish you all the best as you embark on achieving your first BASI qualification. We know that this will be a memorable season for you and that once you've passed your course, a whole world of skiing opportunities will open up to you.

As you embark on your course we understand that it's crucial for you to have the right equipment to help you pass. Fundamental to that is to get you in the right ski boot; there is no more important single piece of equipment. To help you get that, **Surefoot are offering all trainees a 30% discount on any of our custom ski boots.**

Who are we? Surefoot has been making custom ski boots for 27 years. We are a company run by skiers for skiers. In fact there's a good chance that when you enter one of our shops the person fitting you will have already earned their ski Instructors qualification or be a former FIS-level ski racer. Our boots are worn by everyone from novice recreational skiers right through to world class competitors. We are skiers dedicated to making the best fitting, best performing ski boots possible for everyone.

What is a Surefoot custom ski boot? A Surefoot custom ski boots compromises three distinct parts: a custom orthotic, a custom inner liner and an outer shell. All three parts are made specifically for each individual skier to each foot, and bio-mechanically aligned to each leg, allowing for maximum comfort and maximum performance. An ill-fitted boot can not only make skiing uncomfortable, it can make performing specific training tasks on the hill much more difficult. A Surefoot custom boot ensures that you will be at your best every day.

With Surefoot, there are no hidden costs or fees. When you buy a product from us, all boot-fitting work is included, at any of our 27 stores worldwide (including Val D'Isere). A full boot can be made up in about 1.5 hours, and a foot assessment takes only about 15 minutes. We encourage you to set up an appointment with us here in London to get your foot measured and scanned into our digital database. If you already own a pair of boots, bring them; it's possible that we can work with the shells that you have. Again, there is no charge for this consultation, now or ever. However, stock is limited, and the sooner you come in, the better. Also, please be aware that this special trainee deal is available only at our London location.

If you have any further questions, or to schedule an appointment, do not hesitate to contact us on 0207 736 9217 or at london@surefoot.com.

Surefoot™

ICE TRAINEE 2011/12 CUSTOM SKI BOOT DEALS

Want to be a real professional? Get a professional ski boot.
Savings of at least 30% on all Surefoot Custom Ski Boots!



Surefoot Custom Liner / Orthotic Package

Regular Price £460

ICE Price £322

*Performance, Comfort, Durability.
It's exactly what you need.*



Hell & Back Expert

UK RRP £289

Surefoot Shell £169



RX 100

UK RRP £265

Surefoot Shell £159



RX 110

UK RRP £320

Surefoot Shell £199



RX 90 W

UK RRP £320

Surefoot Shell £199

*These are just examples... The ICE trainee deal is available
on all Surefoot Custom Ski Boots.*

Special discounts also available on Smartwool ski socks.

For more information or to make a booking
London@surefoot.com 0207 736 9217