

Felbermayr supports upcoming snowboard talent

For many years, Felbermayr has supported regional and international sporting events, teams and athletes. Based on the motto "good things come in small packages," a snowboarder has also recently joined the ranks of Felbermayr-Holding sponsorship recipients. His name is Jacob Meringer and he intends to achieve great things with the piece of sports gear which he sees as the 'board of the world'.

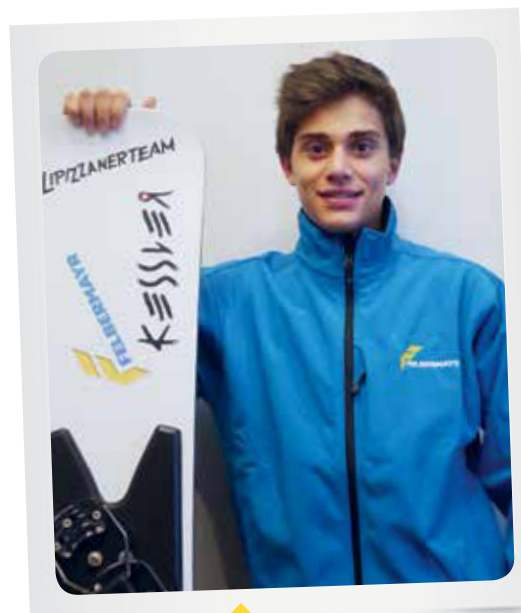
Jacob Meringer was just six years old when he stood on a snowboard for the first time. He stood so confidently on it that he thought right from the beginning, "This is cool and looks like fun, I'm going to stick with this." But soon, cool and fun just wasn't enough for Jacob's talent and so the now 15-year-old switched from the freestyle board to the race board.

The Lipizzaner on the race board

When he was twelve, Meringer joined the "Lipizzaner Team" snowboarding club in Köflach. The club, which specialised in training upcoming snowboarding talent,

was the perfect place for Jacob. He came fourth at the Kärnten state championships during the first year of his membership. The next year, he was the state champion. According to Jacob, the mentality in the Lipizzaner team is something special – a feeling that the young sportsman and his teammates emphasise in their own way with the unofficial slogan "Lipizzaner style always rocks."

Jacob says his biggest success in the past season was winning the title of Austrian champion in the parallel giant slalom category. But he also competed in the Alpe Adria snowboard cup. In this race series there were 105 participants from five dif-



"I'm proud to represent Felbermayr."
Jacob Meringer



ferent countries on the start line – Jacob came third. A dozen or so other medals are further proof of the talent and ambition of this young sportsman from Graz. But to the delight of his parents and grandparents, Jacob doesn't just move successfully from gate to gate on snowy slopes – he's also out in the lead at school. He completed his fifth year at Sport-Borg Graz with "good results".

Meringer is preparing for the coming season with 21 hours of training per week. This primarily involves strength training as well as coordinative exercises and increasing his speed. But Meringer and some of his Lipizzaner teammates will also continue to improve their technique on the snow during the summer holidays at the world's largest indoor ski resort in Landgraaf, Holland.

PHOTOS: MERINGER

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