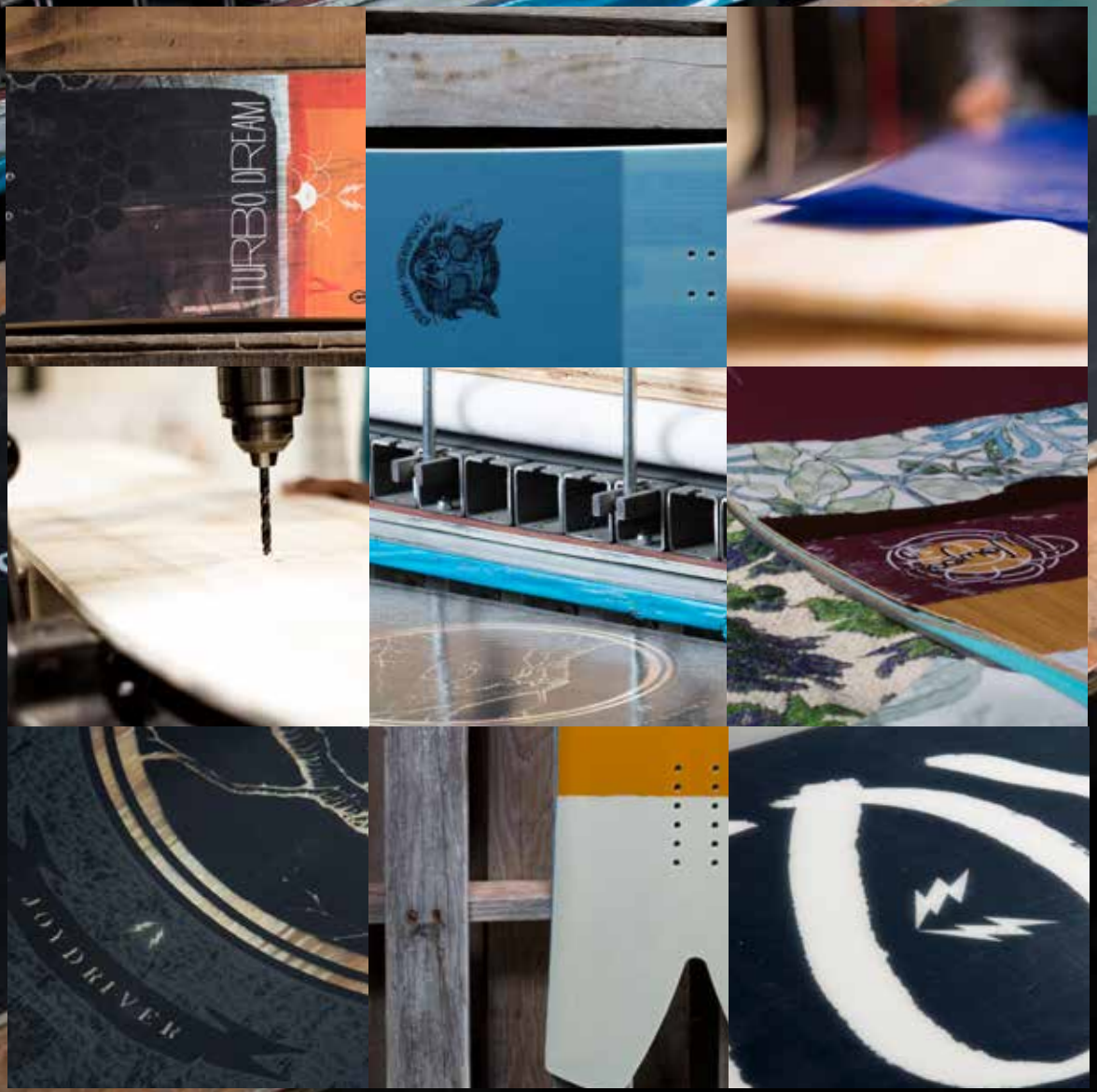


SNOWBOARDS



SNOWBOARD TOP STORIES

VOLUME SHIFT DETAILS

WIDTH

Increasing the width under foot is one of the most impactful variables in shape design. For years riders have tied the width of their board to the size of their feet. By letting go of that convention a whole new array of board behavior opens up. From the traditional narrow designs that responds quick to super wide boards that allow you to float fast and carve deeper than you ever imagined. Forget what you thought about width and try something new. The stability and surf-like turning is something that is only beginning to be discovered. It will change your riding forever.



LENGTH

This new view of width directly impacts length. By shrinking the length as you go wider the quickness of a board stays the same. Imagine squashing a board shape made of play-doh. It gets wider as you shorten it. This is effectively keeping the volume the same, just moving it under feet where you can push it around with less effort. It also gives you stability. So tuning the length along with the width results in super stable yet vastly more maneuverable boards.



TIP & TAIL OUTLINE

It all started with the Happy Hour five years ago. We made a new tip and tail shape that was not a functional play. It was just for fun. Some claimed to feel a difference on how that board tracks and behaves in powder. From this we started playing and learning how these small changes in the tip and tail shape effect the way a board moves through snow and also how it releases it in the tail. It is this fine tuning that makes some of these radical shapes possible. It steers the board in the snow setting it into position for the sidecut outline to take over and perform the turn. Its a fun little detail that makes a big difference, but also just gets you stoked. Sometimes if a board just looks fun it will be.



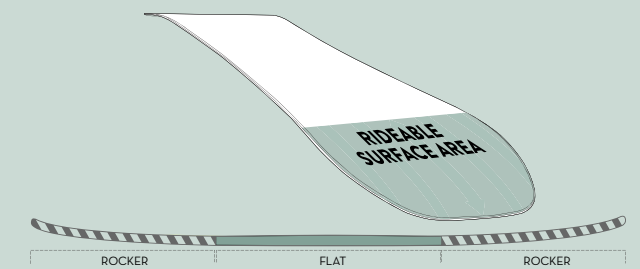
TAPER & STANCE

Another way we play with volume is by setting more of it in front of you than behind. This greatly effects how the sidecut behaves and how the board floats. By tuning in the angle of float and shifting volume to the tip you can delete the back leg burn of a powder day. Instead you float even footed and plane on the snow rather than plow through it. When centered and balanced you are ready to move on your board and adjust as you encounter terrain. This sets you on top and centered so you are positioned down the fall line and charging the fun.



CONTINUOUS ROCKER FUNCTION

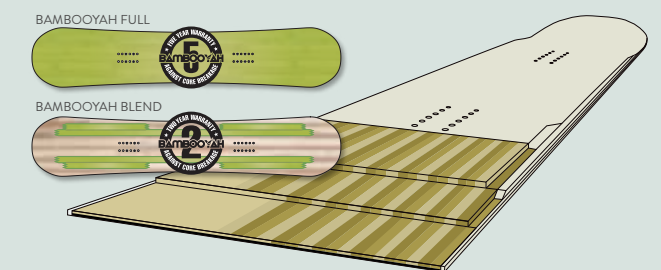
By tweaking the ends of our boards we have taken the industry leading Baseline technology to the next level. By extending the Baseline rocker all the way out to the absolute ends of the board, new ride-able surface is unlocked, giving you a bigger, more stable platform to press, float and land on.



BAMBOOYAH

SKATE INSPIRED INDISTRICTABILITY

Bambooyah™ cores are skate style horizontally laminated bamboo cores that we challenge any rider to try and break. Offered in two levels of industrial shred-grade strength: Bambooyah with its 5 year limited warranty and Bambooyah Blend with 2 years of coverage.



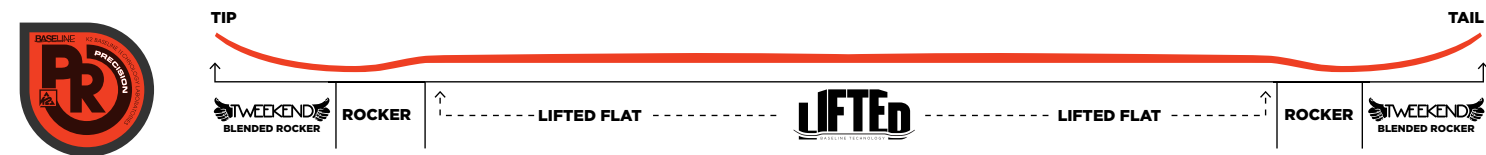
BASELINE

BASELINE™

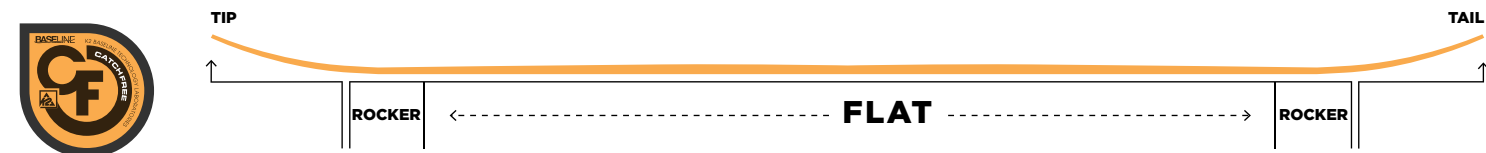
K2 pioneered the rocker revolution back in 2005 with the reintroduction of the Gyrator and it's Powder Rocker Baseline. Since then the Baseline offering has grown but remained consistent and easy to understand. Helping to cut through the Rocker confusion and allowing consumers to quickly understand its benefits and select the right profile for how and where they ride.

Baseline is the line the steel edge makes on the bottom of the board and can be made up of Rocker, Camber, Flat or any combination of these. We offer four different Baselines each tailored to a different type of snowboarding. From the responsive and poppy feel of Precision all the way to rockered AT profile, there is a Baseline that perfectly matches your individual snow sliding style.

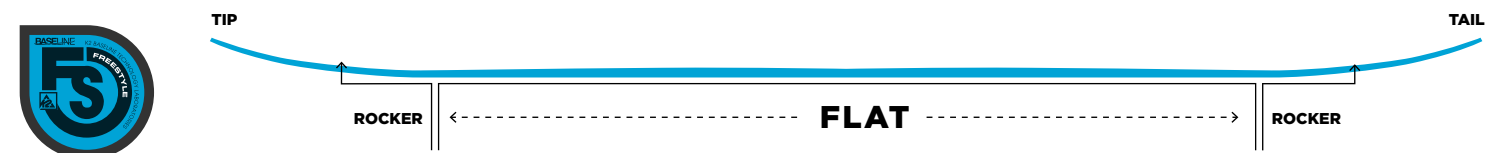
PRECISION BASELINE



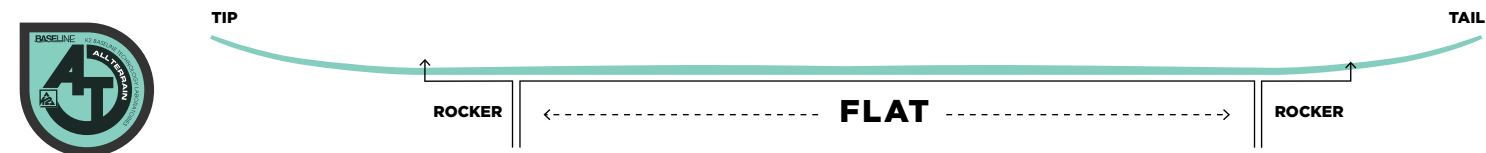
CATCH-FREE BASELINE



FREESTYLE BASELINE



ALL-TERRAIN BASELINE



PRECISION

TIGHT HANDLING STABLE FEEL

With flat contact points in the tip and tail, Precision Baseline turns and tracks like a traditional camber board but without the unstable hook. By spreading the initial edge contact out over an extended flat contact zone rider applied pressure is dispersed allowing for a feather light touch and quick response without the harsh hook.

FREESTYLE

THE FREESTYLE SOLUTION

Freestyle Baseline is a versatile twin Rocker built to dominate any freestyle line. Just enough rise in the tip and tail contact points to create a loose, buttery feel while maintaining instant response and pop.

ALL TERRAIN

SHRED IT ALL IN ONE DAY VERSATILITY

Designed for use anywhere on the mountain, All Terrain Baseline allows for effortless turns on hardpack but also provides ample float in softer snow and crud. Designed as a directional Baseline, AT has a medium rise through the tip and a lower rise in the tail. The perfect setup for the multi-purpose rider.

CATCH-FREE

EASY RIDER STYLE

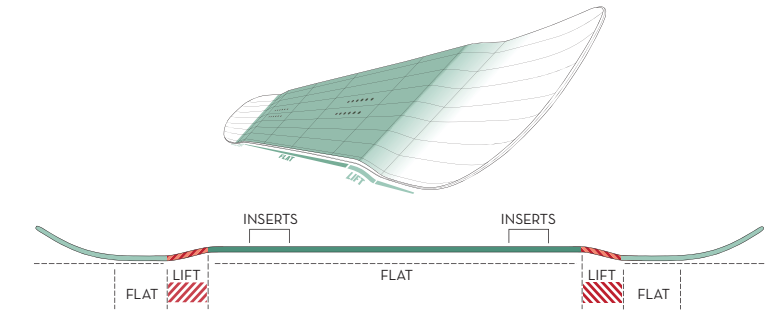
By bringing the contact points out of the snow, turns happen before the edge bites and – voila! – no catch. This small amount of Rocker results in more confidence throughout the learning curve and unlocks faster progression on all terrain.

BASELINE ADDITIVES

LIFTED

EFFORTLESS POP & STABILITY

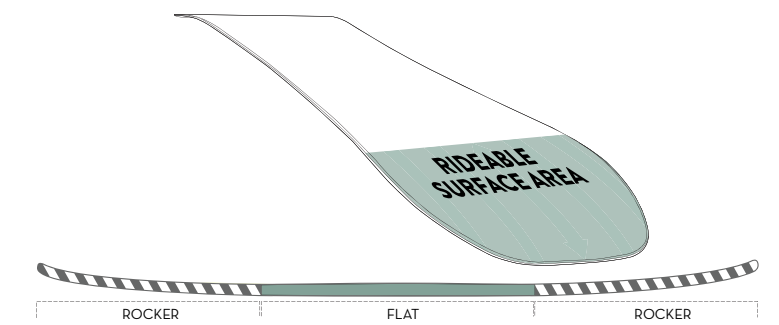
Bringing a new level of Pop to K2's All-Terrain Baseline offering, Lifted is just what it sounds like. Taking the flat between the feet foundation that all our boards are built on we simply raised it. This brings in the Pop of a cambered boards while maintaining the neutrally weighted contact points that give you the straight tracking, effortless precision of a flat board. Once again you can have it all.



TWEAKEND

CONTINUOUS ROCKER FUNCTION

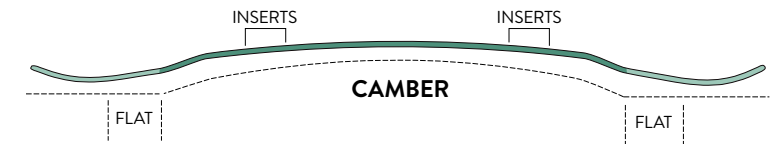
By tweaking the ends of our boards we have taken the industry leading Baseline technology to the next level. By extending the Baseline rocker all the way out to the absolute ends of the board, new ride-able surface is unlocked, giving you a bigger, more stable platform to press, float and land on.



CAMBER

THE BEST OF BOTH WORLDS

Sometimes nothing can replace the lively and classic feel of traditional camber. By adding the classic arc geometry to our rocker oriented Baseline you get the best of both worlds. With predictable pop and a precise edge initiation and hold, camber finds a new home within our proven Baseline design philosophy.



CONSTRUCTION

hybritech

Hybritech™ is the most efficient way to make a snowboard without sacrificing one ounce of performance. Featuring sidewall along the running surface that flows into the nose and tail providing low swing-weight, optimized turn initiation, and durability.

HYBRILIGHT

K2's exclusive Hybrilight construction features a thin, constant thickness sidewall designed for maximum performance and minimal material usage. The result is a lighter, more advanced snowboard with significantly less waste produced in manufacturing. Better on hill and greener for the hill.

ULTRA TECH

Designed specifically for the needs of the Splitboarder, Ultra Tech is as tough and lightweight as it gets. Comprised of a molded edge that lands on a half height sidewall optimized to take the abuse of slapping and banging the two "skis" together while skinning.



BASE TECHNOLOGY

Ø SINTERED

- Ultra thin, static eliminating base
- Lightweight, lower material usage
- Highest quality sintered available anywhere!

4000 SINTERED

- Fastest natural base material available
- Exceptionally Durable
- Absorbs deeper & retains wax longer

2000 EXTUDED

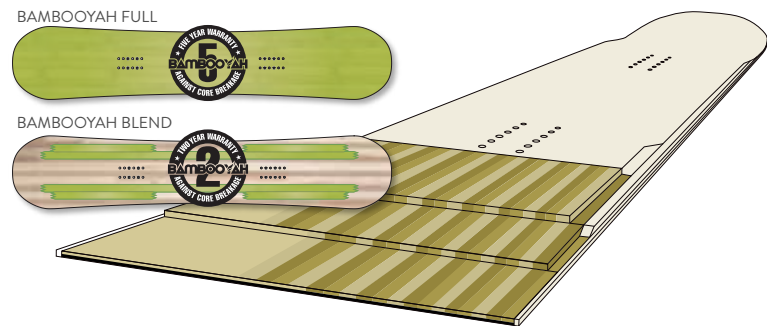
- Fastest in a variety of conditions
- Exceptionally Durable
- Easy to tune & repair

CORE CONSTRUCTIONS

BAMBOOYAH

SKATE INSPIRED INDISTRUCTABILITY

Bambooyah™ cores are skate style horizontally laminated bamboo cores that we challenge any rider to try and break. Offered in two levels of industrial shred-grade strength: Bambooyah with its 5 year limited warranty and Bambooyah Blend with 2 years of coverage.



HONEYKOMB

K2's Honeycomb cores use a urethane-skinned HONEYKOMB™ for bonding strength and durability. Always placed on the bottom of the core means you get all the benefits of HONEYKOMB partnered with the tried and true performance of tip-to-tail, rail-to-rail wood.

WH4

The WH4 Core pulls every trick from our bag of core tech. With a greater percentage of HONEYKOMB than the WH3 Core, it's engineered to maintain durability at minimal weight.



WH3

Using the same wood lay up as the W2 core; Our WH3 adds two strips of Honeycomb material between the bindings and the rails.



W2

Multiple species of renewable wood are assembled to optimize strength, reduce weight, and enhance dampening without the addition of other materials.



W1

Our W1 core is characterized by a single species of pure wood with proven flex, durability, and snap. This is our standard core for entry to mid level boards.



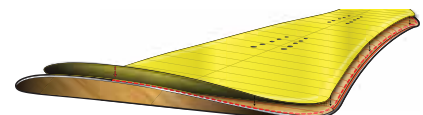
RHYTHM

K2's Rhythm Core is uniquely shaped and designed to contour to women's riding style and finesse.

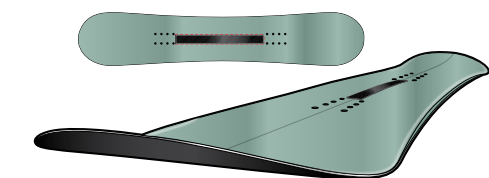


NOODLE

K2's Noodle Flex is a specific design tailored to the weight and overall size of next generation rippers. Some companies just soften standard boards, K2 has top secret Noodle tech.

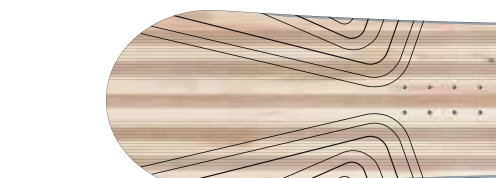


CORE ADDITIVES



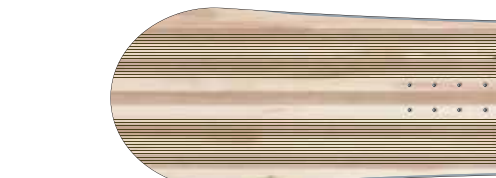
OLLIE-BAR

The Ollie bar is a totally new approach to adding pop to a snowboard. Built in place in a pre-loaded, cambered shape it solves the concern that rocker board don't have the pop camber board have. Made with a secret layup of carbon, Kevlar and urethane layers, the ollie bar is positioned in the center of the board between the binding inserts.



CARBON WEB

New Optimized for Tweekend Baselines, CARBON WEB boosts the feel and energy return of our boards. Offered in two levels of sensitivity the new Carbon Web extends out beyond the contact points, supporting the whole length of the tip and tail. Resulting in a more connected feedback loop from terrain to rider.



ICG GLASS

Integrating carbon into the fiberglass reducing overall weight and creating a super smooth release of power while increasing pop and liveliness. Each level of ICG is tailored for the rider at hand and their performance needs.

GLASS TECHNOLOGY

INKED GLASS

A breakthrough in graphic processing that was years in the making, Inked Glass is the lightest way to get top quality graphic on a snowboard. Setup basically like an iron-on transfer, this process fuses the graphic inks right into the fiberglass in one seamless step that removes the need for a heavy plastic topsheet.

BIAXIAL

The classic structure laminate, biax glass provides the smooth all-purpose performance.

TRIAxIAL

A glass laminate with diagonal layers that stiffens the board torsionally. Giving you improved edge hold and increased stability for those off-axis landings

FEATURE	MEN'S										WOMEN'S				ENJOYER		BACKSIDE			GROMS								
	JOYDRIVER	ULTRADREAM	FASTPLANT	TURBODREAM	HAPPY HOUR	SUBCULTURE	WWW	RAYGUN	STANDARD	WOWPOW	SPOT LITE	LIME LITE	BRIGHT LITE	FIRST LITE	COOL BEAN	CARVEAIR	WWW ENJOYER	WILDHEART ENJOYER	ULTRA SPLIT	PANORAMIC SPLIT	NORTHERN LITE	FASTPLANT GROM	VANDAL	KANDI	MINI TURBO	LIL KANDI		
SHAPE	TAPERED DIRECTIONAL	•													•													
	DIRECTIONAL		•		•				•	•			•	•		•		•	•	•	•							
	TRUE TWIN			•		•					•	•					•					•	•	•	•	•		
	SET BACK TWIN																											
BASELINE	PRECISION ROCKER					•	•				•				•													
	FREESTYLE ROCKER			•				•			•					•						•	•					
	ALL TERRAIN ROCKER	•	•		•				•		•		•		•			•	•	•	•							
	CATCH FREE ROCKER													•										•	•	•		
BASELINE ADDITIVE	LIFTED					•	•				•				•													
	TWEEKEND		•	•	•					•					•		•	•	•	•	•	•						
	CAMBER	•																										
CONSTRUCTION	HYBRITECH	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				•	•	•		•	•	
	HYBRILIGHT																			•							•	•
	ULTRATECH																			•		•						
BASE	2000 EXTRUDED							•	•	•		•	•	•		•								•	•	•	•	
	4000 SINTERED	•		•	•	•	•			•	•				•	•		•		•		•						
	0 SINTERED	•	•																	•		•						
CORE	W1							•	•	•			•		•							•	•	•	•	•		
	W2						•				•	•	•		•													
	WH3				•	•									•													
	WH4	•	•	•						•							•											
	BAMBOOYAH	•		•																								
	BAMBOOYAH BLEND		•																	•	•	•						
	RHYTHM										•	•	•	•														
	NOODLE																										•	•
TOP GLASS	BIAX						•		•		•	•	•	•		•						•	•	•	•	•		
	TRIAx	•														•												
	ICG10						•		•		•	•					•											
BOTTOM GLASS	ICG20	•	•	•	•															•	•	•						
	BIAX	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
ADDITIVE	TRIAx																											
	CARBON WEB I			•	•	•	•			•		•					•					•						
	CARBON WEB II		•																	•	•	•						
INSERTS	OLLIE BAR			•		•	•				•				•													
	SPLIT TRACK																			•		•						
	2 X 4	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
4 X 4														•										•				