



WELCOME TO THE DYNAFIT SPEED FACTORY  
**SNOW LEOPARDS MOVE INTO THEIR  
NEW HABITAT IN KIEFERSFELDEN**



**“The place where mountain endurance athletes are made”:** Following construction lasting two and a half years, DYNAFIT is opening its new headquarters in Kiefersfelden, the DYNAFIT Speed Factory. At the northern gateway to the Alps, the mountain sports specialist has created an inspiring work environment for more than one hundred staff, along with a meeting place for passionate alpine athletes who can experience product development firsthand. Along with a retail store providing an immersive brand experience, the impressive building houses the DYNAFIT Bivouac Bistro and a large Care & Repair Center, both open to the public. Visitors can look forward to customized services with a focus on trail running, mountaineering and ski touring – from running analysis, to boot fitting, to the Ski Factory where a consumer can build his or her own skis. As Heiner Oberrauch, the founder and president of the Oberalp-Group maintained “Every brand needs a home base”. This credo has now taken a very concrete form, arising as an imposing landmark at the northern gateway to the Alps. The DYNAFIT brand has been part of the South Tyrolian mountain sports Oberalp GROUP, headquartered in Bolzano, since 2003.

Following an international design competition, the DYNAFIT Speed Factory was built in accordance with the plans drawn up by the celebrated Barcelona-based architects “Barozzi Viega”. The futuristic-minimalist design of the building with its two interlocking illuminated mountain peaks rises over six floors to a height of 105 feet / 32 meters. The form, façade and architectural style of the building create an iconic landmark in the northern gateway to the Alps and harmonize with the alpine character of the region.

The thoughtful corporate architecture concept integrates perfectly into the overall backdrop of the surrounding mountains. Not only does each aspect of the building reflect the brand identity, but the topic of sustainability was also at the heart of the concept from the very beginning. From an innovative climate control concept to a heat exchanger powered largely by the integrated solar array, to a sophisticated shade system, the building is almost completely CO2 neutral.



The structure has a total usable area of around 108,000 square feet / 10,000 square meters on a plot size of approximately 89,000 square feet / 8,200 square meters. The offices are described as ‘Office Homes’, with a light and airy ambience that generates a sense of wellbeing. They offer flexible work spaces for around one hundred staff. The public areas invite visitors into a uniquely inspired DYNAFIT experience zone, one which communicates the core ideal of the brand: what can be pared down on the mountain to increase speed and efficiency?

“The Speed Factory is a 100% DYNAFIT brand experience, and the perfect location for our entire team to push the boundaries of athletic mountain sports. The proximity to the mountains and the modern work areas are an absolute inspiration. The entire building with its clear yet innovative style fits us perfectly as a brand. We look forward to bringing every visitor here in Kiefersfelden closer to the DYNAFIT DNA in all its diversity – by athletes for athletes”, commented DYNAFIT’s International CEO, Benedikt Böhm





## A FOCUS ON CUSTOM SERVICES

In the **DYNAFIT Store** the focus is on mountain endurance sports and the world of the snow leopard, the symbol of the brand. Consumers will have the opportunity to purchase highlights from the current season collections as well as tried-and-tested bestsellers. Additionally, there will be exclusive previews of innovations from the coming season – something unique to this store. In the Speed Lab and Speed Tunnel, visitors can take a deep dive into various sports and the mindset of the brand. Services offered in the store include professional running and foot analyses to increase speed and improve the trail running experience, and ski mounting in the glass-walled binding factory.

In the **DYNAFIT Bivouac Bistro**, athletes can recharge their batteries in a relaxing ambience inspired by countries to the south of the Alps. The concept behind the menu is the “Athletes’ Kitchen” – the bistro serves regional and primarily vegetarian meals taken from DYNAFIT Athletes’ favorite recipes. Given the location directly on the Autobahn, the bistro is the perfect place for nutrition-conscious drivers to take a break and power up with specialties served with Mediterranean flair.

True to the concept of “Repairing instead of disposing”, the DYNAFIT Speed Factory is home to a sizeable **Care & Repair Center**, a representation of DYNAFIT’s sustainability ethos. Specialized repair service is available for all products of the Oberalp Group (Salewa, Pomoca, Wild Country, LaMunt and Evolv).



Rounding off the Speed Factory services offered to the public is the **DYNAFIT Ski Factory**. In

a series of evening and Saturday workshops, consumers can build their own custom skis under the watchful eye of trained professionals. Ski shape, material and design can all be individually chosen.

The DYNAFIT Speed Factory was opened on September 19, 2024. You can find information about the services offered and opening times at: [dynafit.com/speed-factory](https://dynafit.com/speed-factory)



### **About DYNAFIT**

*DYNAFIT is a brand by athletes for athletes. Founded in 1969, speed is an elemental part of the brand's DNA. Driven by the desire to equip endurance mountain athletes from head to toe with the most efficient gear and clothing systems, the brand knows what is essential for speed in mountain sports, whether ski touring, trail running, mountaineering or biking: With innovative materials, new technologies and the courage to take an unconventional approach, DYNAFIT meets the needs of the most demanding athletes. The combination of low weight and high-tech product solutions results in maximum performance, 365 days a year. DYNAFIT is part of the South Tyrolean family-owned Oberalp AG, and is led International CEO Benedikt Böhm. Learn more about DYNAFIT at [dynafit.com](https://www.dynafit.com)*