

PRESS KIT 2019/2020

POMA, THE PARTNER OF CHOICE FOR INNOVATIVE RESORTS



POMA, SUPPORTING THOSE SHAPING the mountains of tomorrow

Winter is approaching, and it is time for poma to take stock of its lifts in the final stages of finalisation. In France, as in the rest of the world, technological biases are the reflection of trends in this sector for more efficient mountain services to meet the needs of skiers, but no longer just skiers. Following on from last season, poma is developing innovative solutions for all those who live in, visit and respect the mountains.

▶ INNOVATING TO BENEFIT USERS

POMA innovates to support the development model of tomorrow's resorts, characterised by a combination of economic, urban, tourist and environmental requirements. Serving passengers from an ever-increasing variety of backgrounds: families, complete beginners, skiers looking for new and increasingly connected experiences – safety, performance and comfort are also a priority when it comes to transport expectations.

Plenty of space, sleek design, climate-controlled seats, silence... resorts are upgrading to the most comfortable equipment quite simply to offer their customers the best. Among the latest POMA carriers, the Symphony gondola is positioned on a very high-end segment, for an unrivalled experience.

The epitome of premium quality, the EVO gondola offers unique technical and aesthetic qualities. It features major innovations, such as optimised opening with automatic sliding doors as well as lighting and communication solutions powered by renewable energy systems.

The customisable Premium chair offers multiple options, such as translucent hoods, individual seats, leather upholstery and climate control.

Top-of-the-line features for a pleasant journey.

Combined with a wide range of services for tourists, in an effort to offer new activities to non-skiers and continuously evolve, POMA helps resorts completely transform their facilities. They are looking for new ski runs and smoother traffic flows with quick and easy access between ski areas. The challenge lies in creating unique experiences for customers and tourists... and ensuring they return.

The systems are designed to make the very most of the space available at stations. Ergonomics and capacity are watchwords, and a calm environment is highly valued, especially when it comes to loading and unloading novice skiers and people with reduced mobility. The numbers of visitors to these redeveloped areas speak for themselves.

▶ INNOVATING TO BENEFIT OPERATORS

Ease of operation is improving too, due to innovations that facilitate operation, making it practically intuitive, so that staff can focus their attention on welcoming customers. The ease with which technicians are able to operate and maintain a ropeway, and with which operations managers are able to fully manage all their equipment is no longer a "plus", it is becoming a necessity in its own right. Today, with the deployment of advanced technologies and the smart use of connected objects, POMA has solutions for monitoring and anticipating operations.

The profession is going digital, with the aim of achieving ever higher levels of safety and greater ropeway uptime at all levels. New this season, POMA's software and business applications are now available via an easy-to-use online platform, Skadii, offering a single point of access for more efficient resort management, not just for ropeways but also for snowmaking, snow grooming, weather services, staff training, ticketing, car park management, etc. It's a breeze!

EVO, POMA'S LATEST CREATION

Spacious, comfortable, with customisable options and panoramic glazing overlooking magnificent mountain peaks, the EVO was designed for a wide range of mountain activities for all types of users. The EVO incorporates new features unique on the market, such as wide sliding doors (900 mm opening) for safe gondola loading at high speeds.

An opportunity to take in a prime view of the slopes and mountain terrain of a ski area tailored to even the most demanding visitors.



► TIGNES

The gondola lift connecting the village of Les Brévières to the Les Boisses site replaced three lifts. **Featuring an ESA configuration**, this automatic gondola lift can function **without operating staff** at the bottom station from 5 p.m.



SMARTBOARD OPERATING CONSOLE

This is a new-generation operating console developed by SEMER that offers an ergonomic and user-friendly man-machine interface and better control while optimising space in the control rooms. Smartboard gives consideration to the comfort of operating staff. Selected by two resorts in 2018, Châtel (Pierre Longue chairlift) and Les Diablerets (Switzerland), the new equipment was tested and unanimously approved last season!

► VAL D'ISÈRE

The La Daille gondola lift was **the first in France** to be fitted with Symphony 10-seater cabins, which replaced the legendary four-seater SP3s. Designed by **Pininfarina**, with **heated seats** and a capacity of **2,800 p/h**, it sets the tone in terms of style and technology.



► UNITED STATES

Copper Mountain is equipped with the American Flyer, an **impressive 6-seater detachable chairlift spanning 3,009 metres with 182 6-seater hood chairs** and an immediately recognisable blue colour. There is also the American Eagle, a Télémix with 6-seater chairs and 8-seater gondolas, for a capacity of 3,200 p/h (33% increase). These two ropeways are equipped **with a Direct Drive mechanism** manufactured by POMA's.



► GEORGIA

Tetnuldi, a mountain that stands at an altitude of over 4,000 metres in the Caucasus, POMA supported the **development of Mestia, a relatively recent resort**, by installing four chairlifts, two of which have hoods, and a surface lift.



► CHINA

POMA is helping Yabuli, China's oldest ski resort, **to reconfigure its ski area** by installing a new lift with **57 carriers**, for a capacity of 2,000 p/h, and an operating speed of 6 m/s.

► SERRE-CHEVALIER

Serre-Chevalier is at the cutting edge in terms of **clean energy solutions**. The major innovation of the season: **the use of solar panels installed on station roofs**, to partially power the Eychauda chairlift in particular.

► GRAND BORNAND

As part of the complete restructuring of the ski front at Le Grand-Bornand - Charmieux, a **new 6-seater** detachable chairlift replaced a fixed lift, thus increasing capacity in the area while significantly **reducing ascent times**. In addition, this key chairlift was designed to handle pedestrians (during the summer months) and safety options have been added (including locked handrails).

► CHÂTEL

A **6-seater detachable chairlift** connecting Morclan and Châtel replaced the 4-seater fixed lift, effectively cutting in half the time required for users to reach the top of the ski area and visit the Swiss side of the resort.

► SAISIES

A new **6-seater detachable chairlift** replaced the fixed Legette chairlift after 20 years of operation, offering new levels of performance to create **a direct link** between the top and bottom of the ski area.

► MÉRIBEL

The "Legends" chairlift (3,600 p/h) replaced the Plan de L'Homme detachable chairlift. This is the first **104-seater premium lift** with hood chairs to be installed in France. Legends is equipped with customised heated chairs and headrests for unsurpassed comfort during ascents and translucent, fold-down hoods to protect against bad weather. 45° transversal high-capacity loading frees up space on the ski front.



In addition to product expertise, POMA also supports resorts by employing a specific, customised approach to make each project unique.

The backbone of any ski area, each lift now gives consideration to more than just mobility, to become the **signature feature of a given site or area**. Resorts are vying with one another to be the most innovative in order **to make a good impression and offer the best customer experience**. As a result, in addition to meeting technical and capacity requirements, serious thought is also given to the appeal of gondolas, chairs and stations.

▶ INNOVATING TO REFLECT REALITIES ON THE GROUND

Operators turn to POMA teams not only to install new equipment, but also to manage the entire life cycle of their ropeways. Environmentally sustainable by nature, it is possible to move all or part of a lift in order to create a new one in line with new needs.

Ropeway renovation experts at POMA work closely with customers to design the most suitable solution. Transformations are adapted to the age and condition of the lifts in order to guarantee that the machinery is in compliance with safety standards, and to improve the performance and comfort of the ropeways.

There are many advantages to this method, including a reduced maintenance budget and fewer administrative procedures. It increases the availability and initial value of devices while giving the site a more modern image in the eyes of customers.

▶ VAUJANY

The **Montfrais gondola lift**, with its emblematic design, was renovated and now offers **75 brand-new gondolas** allowing skis to be placed inside and the use of mountain bike racks in the summer months. A successful renovation that will extend the life of this lift, which is essential to the resort, while upgrading its image.

▶ MÉNUIRES

Spanning a total length of 3 km for a 1,000 metre ascent, the two sections of the **Les Bruyères gondola** lift have been renovated after 30 years of operation. Priority was given to passenger comfort, with 8-seater **Diamond gondolas** and a reconfiguration of the departure station, to increase carrier throughput time and make loading easier. Capacity was maintained by increasing speed (6 m/s).

▶ LA ROSIÈRE

In the heart of the Espace San Bernardo, the only international Franco-Italian ski area in the Northern Alps, surface lifts 1 and 2 **Les Clarines de la Rosière** have been replaced by a single lift to improve **comfort and accessibility for skiers**, in particular beginners.

▶ INDIA

In India, POMA was also asked to renovate the ropeway at the highly popular Gulmarg resort (7th ranked ski resort in Asia), which now features **6-seater Diamond gondolas**.

▶ SAINT GERVAIS

STBMA sought a safety-oriented renovation, including upgrading **of its 68 gondolas**, while maintaining the stations' mechanics. The gondola lift was modulated to meet the needs of the summer season by transforming into a pulse system with **2 trains**, each with 7, 12 or 16 gondolas.

▶ PRA LOUP

As part of a major rethink of the entire resort, the **6-seater Pra Loup-Costebelle gondola** lift is being completely renovated. The work consisted in transforming the lift with systems meeting the current standard, resulting in levels of operator safety, comfort and peace of mind, and levels of user comfort identical to those of a new lift.

▶ LA GRAVE

POMA replaced the gondolas of the first section of the Meije glacier ropeway while keeping some of its components. Out of a total of 58 gondolas, **29 new gondolas** have now been delivered with some **specific changes**, including **adaptation of the exterior racks** to meet the needs of the many freeride skiers. They have also been upgraded, while maintaining the aesthetic spirit of the old gondolas.

Better still...

POMA also developed a year-round support **service available seven days a week from 8 a.m. to 5 p.m.** The dedicated team answers customer calls, covering all areas of technical expertise, and is on hand to diagnose damage and manage the various repairs.

LIVING IN THE MOUNTAINS YEAR-ROUND, a regional challenge

SUPPORTING DIVERSIFICATION

In addition to skiing, which remains the main focus, additional experiences must now be added to meet new expectations. Resorts are aware of this, and are innovating to offer new activities to non-skiers, such as snowshoeing, sledging, kid-friendly infrastructures, mushing, wellness activities, special events, etc. More generally, resorts are upgrading their facilities as part of a global development strategy to remain attractive in all seasons, while respecting the environment and promoting their region. POMA is supporting resorts in terms of ropeways and green transport to connect the sites where these new activities take place and offer environmentally-friendly mobility solutions that address these multiple challenges. After all, rethinking mobility in the mountains will require assisting ski resorts as they undergo a more profound transformation from winter sports resorts into mountain resorts based on an eco-friendly model.

RETHINKING MOUNTAINS AND ACCESS

Tourism is becoming more diversified, the aim being to create more links between the high mountains, the middle mountains and the valley. This involves supporting the entire ecosystem of a region, where environmental requirements are inextricably linked to a socioeconomic approach, and where improving inhabitants' quality of life is crucial.

Valley lifts serve to connect the valley's transport system. They provide quick, easy and pleasant access to the mountains, while also addressing additional challenges, for example by providing daily transport to and from establishments for employees (permanent and seasonal), school children and pensioners, etc., or even transporting equipment and waste.

Naturally, valley lifts are also a good carbon-free public transport solution for the issue of mountain pollution, which results mainly from road travel to resorts.

Similarly, the lifts connecting a resort's different levels and sites meet peri-urban mobility needs. Through its experience in ropeway transport, in particular in urban areas, POMA has the resources to design particularly silent lifts suitable for intensive use.



BOURG-SAINT-MAURICE

The municipality invested in the **renovation** of its emblematic funicular railway. The "Arcs Express" offers a **direct link** between Les Arcs and the railway network in just **7 minutes, 7 days a week**.

ALPE D'HUEZ

The Alpe Express already connects the centre of the resort to the ski front, and soon phase 2 of the project will **connect the village of Huez**. The gondola lift is a **zero-particle** mode of transport that effectively replaces the traffic handled by numerous road shuttle services previously. The lift is equipped with **the DirectDrive® solution** and the **Cable Position System**, an on-board safety device. This unique mode of transport will be the first peri-urban system to operate without an agent in France.

GEORGIA

A valley lift now connects the resort of Gudauri to the town of Kobi. **This infrastructure will also make some snowy areas more accessible**, areas that sometimes could not even be reached in June!

MENUIRES

For a quick journey to the heart of the three valleys, the 2001 POMA gondola lift connecting **Saint-Martin-de-Belleville** with the Les Ménuires resort was renovated. First in terms of its electrics, **with the latest advances from SEMER**, but also more noticeably for users, since the number of gondolas increased from 48 to 64, for more **space and added comfort**. Capacity has increased to **2,400 p/h**.

CHINA

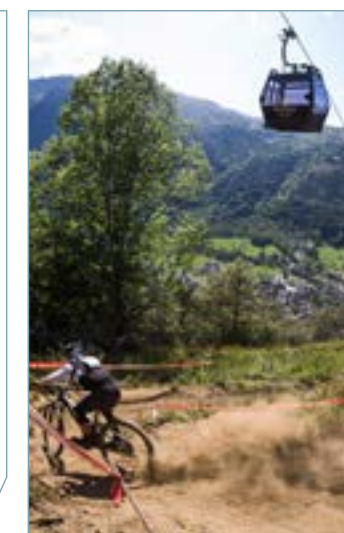
POMA built a **10 km** gondola lift in Meihuashan, designed to transport **1,500 passengers per hour** to the middle station. Visitors can now enjoy the **panoramic restaurant** before journeying to the resort's ski area, hotels and shops.

COURCHEVEL

Like the Grangettes gondola lift, **the new Le Praz gondola lift and its 47 EVO gondolas featuring LED lighting and equipped with solar panels** will link the village of Le Praz, where a car park was recently added, and the centre of Courchevel year-round. During the world championships, which Courchevel will host in 2023, this ropeway will carry the crowds directly to the foot of the snowshoe trail and will be the main gondola lift during the competition.

PEYRAGUDES

A new gondola lift now connects the village of Loudenvielle to the resort of Peyragudes **in less than 9 minutes**. The Skyvall gondola lift is the central feature of a new **comprehensive range of tourist activities**, in which skiing, hiking, mountain biking and wellness can be combined according to the season, with the appropriate equipment. Another major advantage of this valley lift is that **it should reduce car traffic and thus significantly decrease CO2 emissions** in the valley.



A STRONGER FRENCH industrial base

► POMA INVESTS IN ITS VALUE CHAIN

The Group is pursuing its development objective with increasingly efficient equipment and controlled deadlines.

POMA and its four industrial subsidiaries located in the Rhône-Alpes region, the group's historic birthplace, are reorganising their sites for optimal management of operations, engineering, manufacturing, assembly and installation and ensure global control of all rope transport projects, including engineering work. SACMI manages the production and pre-assembly of the mechanical subsystems; SEMER is in charge of electrical equipment and industrial automation; SIGMA designs and manufactures the gondolas; and, finally, COMAG is responsible for on-site installation and equipment maintenance. The new industrial site in Gilly-sur-Isère, inaugurated in January 2018, built by 100% local and French companies, is the perfect illustration of an optimised skills centre, bringing together the activities of SACMI and COMAG in a single 100,000 m² area.

In 2019, POMA began "phase 2" of its Gilly-sur-Isère site expansion with lots of enthusiasm, investing in 30% more space to create new activities at the site. POMA's objective is to strengthen its industrial base, reduce transport throughout the manufacturing process and thus speed up production while respecting the planet.



Consequently, in addition to a surface area of 10 hectares occupied by industrial activities, new 6,000 m² buildings will be created to further enhance production capacity. Work is expected to begin very soon once studies have been completed, in order to begin operations before the end of the year.

The mountains are a valuable asset and a natural area that must be preserved. Given the enormous challenges facing resorts, there is just one way of reconciling the different ambitions: sustainable innovation. Through its mobility solutions, to ensure more convenient access and carbon-free travel, POMA is reasserting its position as a partner of choice in local networks, from the heart of the French Alps.



A wonderful story is in the making between POMA and the French Ski Federation, based on shared values and a love of the mountains. The promising partnership between these two entities is opening up new opportunities for young FFS skiers.

POMA and the French Ski Federation both want to breathe life into their region and they share the same values: endurance, surpassing oneself, respect for mankind and the environment. Ski lifts were created in the 1930s, with the arrival of skiing in France, so it is quite natural for POMA to want to support this activity and its development at all levels and for all audiences. On the occasion of the Women's World Cup in Courchevel, POMA became the Official Partner of the French Youth/Junior Alpine Ski Team and will be supporting France's young skiing hopefuls through to the Olympic Games in Beijing in 2022.



Photos credits: © POMA ; Getty Images ; Shutterstock ; Agence Zoom ; X..