

MOUNTAIN PLANET : POMA UNVEILS PURE, A CABIN THAT SIGNALS THE GROUP'S NEW MOMENTUM

Grenoble, April 22, 2026 -

On the occasion of the Mountain Planet trade show, POMA unveils its latest creation: the PURE cabin. Drawing on 90 years of French expertise, it is designed to enhance the travel experience. The latest addition to the LIFE range-a new generation of cable transport systems-PURE follows in the line of POMA's strategic innovations aimed at delivering ever more high-performance, sustainable and universal solutions. With cutting-edge product innovation and increasingly comprehensive services to support operations and maintenance, POMA is fully committed to supporting cable transport operators and territories as they address their development challenges.



PURE Gondola Lift ©POMA

PURE, THE CABIN THAT EMBODIES THE AMBITIONS OF THE POMA GROUP

After months of research and development, POMA unveils PURE, a cabin that reinvents travel.

PURE is rooted in the continuity of the Group's history, reinterpreting the legacy of the iconic SP4—the very first cabin created and deployed worldwide by POMA in 1966. Even at the time, POMA's "egg" represented a true revolution. Breaking away from traditional cubic shapes, its rounded lines and cocoon-like design offered a simple, warm and deeply human experience, opening a new way of thinking about transport and travel.

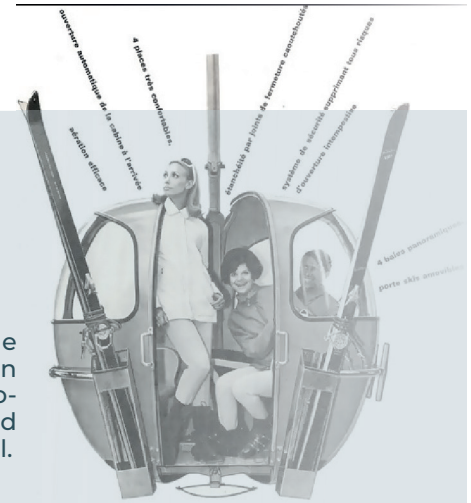
True to this pioneering spirit, PURE is not a simple evolution, but a complete reinvention. It is based on an integrated approach in which design and engineering progress hand in hand. Its unified form, designed down to the smallest detail, reflects the ambition to combine clarity, elegance and efficiency in response to new uses.

Beyond its distinctive visual identity, PURE stands out for its advanced industrial design and achieves an exceptional recyclability rate of 95%, in line with the LIFE R'way commitments.

An exclusive, patented POMA polycarbonate belt system enhances the cabin's lightweight design. The use of UV-treated polycarbonate also enriches the structural cladding through innovative variations in tint. Functionally, this material naturally limits heat build-up and is complemented by a ventilation system that draws air in at the base, circulates it along the structure and expels it through the roof. This approach improves thermal comfort while reducing energy requirements.

PURE also offers great modularity in interior layouts, with configurations adapted to different passenger flows and uses, including year-round operation.

A maximum glazed surface area and dematerialised corners erase the visible structure in favour of volume and panoramic views, creating a continuous, seamless line down to the base of the hanger arm. Inside, high-quality design elements, lighting and sound systems complement passenger communication and safety equipment. Pure comfort and uncompromising space are enhanced by carefully selected textures and materials inspired by the surrounding environment, creating objects built to last.



PURE is the result of a complete reinvention of the monocablè cabin, designed to appeal, endure and adapt to all territories. Its unique ovoid shape contributes to improved aerodynamic stability. With PURE, POMA introduces a new generation of cabins designed to meet operators' operational requirements. Combined with a wide range of customisation options and refined finishes, PURE expresses the distinct identity of each site, resort or city it will grace.

As the newest cabin in the LIFE range, this new POMA cabin integrates operational, maintenance and sustainability constraints from the design stage. A pure product of 100% French expertise, it is the result of a partnership between POMA; its subsidiary SIGMA, which designs and manufactures the cabins; GROUPE-6, architect and designer; and FOCAL, a specialist in very high-quality sound design and high-end solutions manufacturing.

Every technical choice has been guided by a clear objective: to be both universal and unique, while improving the overall performance of installations by simplifying their day-to-day management.

LIFE : A NEW GENERATION OF INSTALLATIONS SERVING PERFORMANCE AND SUSTAINABILITY

POMA places innovation at the heart of its strategy, with more than €150 million invested in production tools and R&D over the past ten years, and 83 active patents. The LIFE range is its most accomplished illustration to date. Developed as part of the LIFE R'way approach, it combines technical performance, environmental sustainability and economic competitiveness to meet growing territorial needs for sustainable mobility.

Co-designed with operators, this new generation of installations incorporates 95% recyclable components, durable materials, and ergonomic and control solutions designed to simplify operation and maintenance. It meets the highest standards in energy efficiency and environmental and noise impact reduction, while ensuring optimal operational quality throughout the entire lifecycle of installations.



The first LIFE installation has been commissioned in Courchevel on the Chenus gondola lift. Another installation will open in La Clusaz in 2026, as well as in Chamonix-Mont-Blanc and Megève, where several lifts will be equipped with LIFE systems by 2028. These new installations are reshaping the infrastructure of iconic Alpine resorts, ensuring the long-term sustainability of their activities.

STRUCTURED SERVICES TO SUPPORT OPERATORS OVER TIME

Beyond the design and construction of installations, POMA has progressively structured a comprehensive service offering covering the entire lifecycle of systems. As early as the 2000s, the creation of POMA Academy helped organise the transmission of expertise and train operators in operational and maintenance requirements. This approach has been strengthened by the direct management of operations and maintenance for certain installations, particularly in complex urban environments.

Today, this global expertise is supported by an integrated offering combining training, operations, maintenance, modernisation and digital tools. POMA supports its clients in the evolution of their installations, combining performance, sustainability and resource optimisation, including complete system redeployments.

STRONG INTERNATIONAL MOMENTUM SERVING THE MOBILITY OF TOMORROW

A global leader in cable mobility, POMA operates in 90 countries with more than 8,000 installations worldwide. In 2024, 70% of the Group's revenue was generated internationally, reflecting its ability to support complex mobility projects across diverse geographical and urban contexts.

In urban environments, this momentum is illustrated by the first cable transport line in Ulaanbaatar, Mongolia—a 4.2 km project designed to connect two previously underserved areas amid rapid urban growth.

Other projects awarded to POMA are currently under construction or set to begin, such as in El Salvador and the Dominican Republic, where POMA has already delivered three urban lines and operates this ropeway network.

POMA is the world's leading operator of urban cable transport systems, with 1,400 people worldwide under POMA's responsibility to operate and maintain cable transport installations, including systems in La Réunion, Namur, Cairo, Ajaccio, and other locations.

In more tourism-oriented applications, this international momentum is also illustrated in India with the gondola project linking Dehradun and Mussoorie (approximately 5.5 km long), developed as a public-private partnership to improve access to a major tourist destination.

Among several recent projects, POMA is also delivering a large-scale 3S project in Vietnam, spanning 7 km and featuring three stations, designed to accommodate APEC 2027 and distinguished by high-capacity cabins and spectacular infrastructure. Additionally, POMA continues to develop new installations in Japan, in the Hakuba Valley, including the first six-seater detachable chairlift at Tsugaike and a new four-season gondola at Happo-One.

A COMMITTED VERTICAL REINDUSTRIALISATION TO PREPARE FOR THE FUTURE

On February 1, 2026, the Group completed the merger of POMA with its historic entities POMA Savoie (dedicated to mechanical manufacturing) and POMA Mont-Blanc (specializing in control systems, electrical equipment, and automation).

Alongside its subsidiaries SIGMA, which designs and manufactures cabins, and COMAG, an expert in installation and maintenance, this reintegration of production activities within a unified structure under the POMA brand aims to enhance operational coherence, strengthen control of the value chain, and provide customers with an ever more integrated level of support, from engineering through to operations.

With 1,650 employees and revenue of €520 million, POMA positions itself as a strategic partner for territories, combining industrial performance, innovation and strong local roots.



MOUNTAIN PLANET 2026

The POMA Foundation Committed to a More Inclusive Mountain Environment

The Group is also extending its commitments through the POMA Foundation, with enhanced support for the development of para skiing in the lead-up to the 2030 Paralympic Games. This commitment is notably reflected in financial support of €100,000 over the 2026–2030 period, along with human support aimed at promoting talent identification and supporting teams as well as Handisport and Adapted Sport events.

Other Highlights Celebrating POMA's 90th Anniversary

Among the nods to POMA's historical legacy, the prototype of the iconic London Eye capsule was presented to the public. Rising to a height of 135 metres in the heart of London, this observation wheel—opened to the public at the time of the Millennium—ranks among the most visited tourist attractions in the world and showcases POMA's expertise in large-scale, bespoke international projects..

A new treat for all fans: POMA has opened a shop featuring iconic brand products and accessories, also available online at [poma-shop.net](https://www.poma-shop.net)

ABOUT POMA

With nearly 90 years of experience and more than 8,000 installations in 90 countries, POMA is a global reference in cable transport solutions. Its sustainable transport systems move 6.5 million people per hour. Across five continents, POMA innovates and delivers expertise in urban transport, mountain mobility, tourism and industrial applications. POMA generated revenue of €520 million in 2024, 70% of which was international. The Group employs 1,650 people, 60% of whom are based in the Auvergne-Rhône-Alpes region.

<https://www.poma.net>

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