



PRESS INFORMATION SUMMER 2025

Chrigel Maurer: “The Artist of the Air” is an exceptional athlete, who seeks his freedom in the winds and his destiny in the art of flying.

Salewa has created a moving portrait of the eight-times winner of the Red Bull X-Alps and is once again partnering the world’s toughest adventure race in 2025.



Bozen/ Bolzano April 1st 2025 – The wind as inspiration, and flying as a form of art – this where Christian “Chrigel” Maurer starts. The outstanding Swiss athlete, also known as “The Eagle”, is not just a Red Bull X-Alps legend, but features in a special project launched by Salewa in 2025 – a film portrait of the people behind the records and achievements – that considers their deep connection to nature, air and being free.

To accompany the twelfth edition of the toughest adventure race in the world – which starts on 15 June – Salewa is presenting the very personal story of an athlete who has constantly redefined the limits of what was considered possible. The impressive short film depicts the contrasting elements that make Chrigel Maurer the man he is – the precise, mathematical pilot and the intuitive artist of the air. Since 2015, Salewa has partnered Red Bull X-Alps – the unique international race where over 30 paragliding athletes hike and fly more than 1,200 kilometres across the Alps. The South Tyrolean mountain sports brand not only provides the clothing for the extreme conditions the participants face, but has shaped the adventurous nature of the event right from the start. This year again, five Salewa athletes feature in the starting line-up: Aaron Durogati, Thomas Friedrich, Simon Oberrauner, Markus Anders and Christian “Chrigel” Maurer. The last edition of the Red Bull X-Alps 2023 was a historic event. The conditions were particularly challenging, a new course record was set, and Eli Egger became the first woman to complete the race. In 2023, Chrigel Maurer won for the eighth time – will he be able to do it again and continue the legend for the ninth time?



Chrigel Maurer – “The Artist of the Air”

Christian “Chrigel” Maurer is not only an outstanding paraglider pilot, he’s also a true flying artist. In the new project by Salewa “The Artist of the Air”, he demonstrates his approach to flying in a short, six-minute film. The black and white movie not only demonstrates his sporting prowess, but also explores the deeper meaning of flying. It’s about more than just the competition, it’s about seeking freedom and the harmony of body, spirit and nature.

Art will not save the world – but it is indispensable for preserving people and humanity. For Chrigel, flying is a form of art. It’s about expanding consciousness, connecting to nature, and finding your place in the world. “With my soul, my gestures and my heart, I become a bird,” he says. The short film shows how art – whether in the air or in life – can have a powerful transforming effect. Because anyone who lives their own form of art can, in a very personal way, contribute something very valuable.

Link to the film - <https://www.youtube.com/watch?v=iPcqWq2-ZSk>



Red Bull X-Alps 2025: An X-Turnpoint and the longest route in the race’s history

The route of the Red Bull X-Alps 2025 traces the form of a spectacular “8” across the Alps – and covers a total of 1,283 km making it the longest course ever in the history of the race. It has 16 turnpoints spread across five countries: Austria, France, Germany, Italy and Switzerland. For the 2025 edition, the start and finish remain in Austria, and for the first time since 2019, the route leads deep into the mountains of France – right the way to Les Deux Alpes. And the 2025 course has a further surprise in store. For the first time, the race passes St. Moritz in Switzerland – not once, but twice thanks to the X-turnpoint, so on the way out and the way back. In addition, the athletes have to climb three via ferratas – two in Italy and one in France – testing their ability in steep and technical high mountain terrain. Kitzbühel, Kirchberg hosts the start, the same as in 2023 and the first turnpoint is at Hahnenkamm. The same as the last edition, the Red Bull X-Alps finish is in Zell am See, where the athletes land – in theory without getting wet – on a swimming float in the middle of Lake Zell. Chrigel Maurer’s home area, Niesen in Switzerland also features again in 2025.

The new route is a significant step forward, says race co-founder Ulrich Grill: “Due to the X-turnpoint in the centre, it’s fundamentally different and more challenging than in previous years.” The via ferrate add an extra element of adventure that perfectly fits with the spirit and history of the Red Bull X-Alps – the toughest adventure race in the world.” Race director Ferdinand Vogel also emphasizes just how demanding the route is: “The athletes have to cross the main chain of the Alps four times. Strong winds, difficult airspaces and limited landing options will all be additional challenges. Not to mention the extreme physical demands posed by the via ferratas. If the weather conditions are difficult, then there will be a lot of running – the route has never been so complex and demanding.” It will be exciting to see how the Salewa athletes and in particular, the defending champion Chrigel Maurer 2025 gets on in 2025.



In addition to physical and mental fitness, strategic skills and resilience, adventures like the Red Bull X-Alps require one thing in particular – the right equipment. The Red Bull X-Alps athletes put their trust in the collection developed by Salewa especially for the race consisting of especially lightweight, windproof, waterproof and breathable equipment – perfect for speed hiking and paragliding. For everyone seeking similar challenges, the Salewa Pedroc Speed Hiking collection is the perfect solution.

SELECTED PRODUCTS FROM THE PEDROC SPEED HIKING COLLECTION:



PEDROC DRY MESH T-SHIRT M

In order to meet the requirements of faster speed hiking tours, the Pedroc Dry Mesh Tee was designed – and extensively tested – on the steep trails and ridge lines of the Dolomites. This T-shirt features a proven hybrid blend of two different-weight mesh fabrics. Its pleasantly light and airy fabric mix combines outstanding wicking properties with excellent temperature regulation. As a result, this T-Shirt is particularly breathable and fast drying. Its Dry'ton mesh main fabric is supplemented with lighter mesh panels at the sides and at the centre of the back for additional moisture management.

RRP: 65.00 euros



PEDROC 2.5L PTX LIGHT JACKET W / M

Fast-moving mountain speed hiking tours or Red Bull X-Alps style ascents require functional layers that can cope with the demands of high-energy stop-and-go activity and pack down small. This is exactly what inspired the Pedroc 2.5L Powertex® Light Jacket. It's a super-lightweight, waterproof shell with a 10,000 mm waterproof rating and breathability rating of 40,000g/m²/24h. Its fully seam-taped construction, close-fitting hood and elasticated cuffs keep wind and rain out, while two zip pockets provide secure storage for smaller essentials. This jacket is a versatile and technical solution for variable mountain conditions.

RRP: 220.00 euros



PEDROC 3 DST CARGO SHORTS /M - PEDROC 2 DST SHORTS W/

The Pedroc Durastretch Shorts are made for fast-paced, dynamic mountain training and speed hiking. The lightweight, abrasion-resistant woven Durastretch softshell fabric is given a PFC-free DWR (durable water repellent) finish to cope with changeable weather and offers maximum flexibility and freedom of movement. The athletic fit with adjustable waistband and reflective details is ideal for long days in the mountains. The men's model has four pockets – two cargo pockets and two small front pockets for smaller items. In the women's version, the Pedroc 2 Durastretch Shorts include a secure stretch mesh back pocket – ideal for comfortable, secure storage of say an energy bar, or car key.

RRP: 90.00 euros M

RRP: 70.00 euros W



PEDROC DST LIGHT CAP (Also available in a women's version)

The Pedroc Durastretch Light Cap is made of Salewa's proprietary softshell fabric with punched inserts at the sides for additional breathability. With its flexible visor, wicking inner sweatband, and rear width adjustment, it's the ideal companion in the mountains.

RRP: 35.00 euros M

ABOUT SALEWA

Salewa is passionate about mountain sports – ambitious alpinism and the mountain experience. Founded in Munich in 1935, the management-led, family-owned company is now located in the Dolomites of South Tyrol. Based at its headquarters in Bolzano, the company develops technical products that combine traditional materials and progressive design. Salewa is committed to high environmental and social standards and rooted in regional identity, quality and integrity. Consistently striving to find new ways to build better, game-changing equipment, the brand has a unique understanding of mountain sports. Progressive mountaineering is about more than just performance, it encompasses an appreciation of the natural world and individual and shared experiences in the mountains. Salewa is a leading international manufacturer of mountain sports equipment with innovative products in four product categories: Apparel, Footwear, Equipment and Technical Hardware.

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