

PRESS RELEASE GSTAAD 3000 AG

New exhilarating attraction on the glacier between Les Diablerets and Gstaad: ride on a bobsleigh track at 3000 metres above sea level – "5 rides for 4"

Glacier 3000: Get the ultimate kick on the highest bobsleigh track in the world

"Gstaad, May 26, 2007". All set for the Alpine Coaster: The new bobsleigh track on Glacier 3000 takes off. Ten turns, six waves and three jumps along a one kilometre track await those who dare – all year round. A 520-degree turn culminates the experience. The Alpine Coaster is the first of a series of projects initiated by Glacier 3000 to extend its range of tourist attractions.

Could the backdrop be any more spectacular? No fewer than 24 four-thousand-metre mountains stand to attention when guests take their seats in the Alpine Coaster. From today onwards, Glacier 3000 invites you to climb aboard and experience a new dimension of freedom. The official opening ceremony has been taken part in attention of Miss Swiss 2003, Bianca Sissing and ski racer Bruno Kernen.

Race downhill at 40 kilometres an hour on two rails

Put on your seatbelts for a wild glacier ride. At an altitude of roughly 3000 meters above sea level, the highest bobsleigh track in the world boasts 1000 metres of track, ten curves with one at 520 degrees, ten curves, six waves, three jumps and two bridges. Racing along up to six metres above the ground, guests will experience a ride they won't forget. A total of 30 sleds glide silently down the mountain in around two minutes flat. The pilot determines how fast you go – up to a maximum of 40 kilometres an hour.

Make the most of it with five rides for four

The Alpine Coaster is open all year round. One ride costs six Swiss Francs. If you pay for four rides, you get one for free. Anyone over eight years of age can ride on the Alpine Coaster. Children under eight sit with their parents. Not even rain or snow will put a damper on this exhilarating experience.

Looking ahead as Glacier 3000 picks up speed

Gstaad 3000 AG has major plans for Glacier 3000. "We want to make Glacier 3000 more attractive and increase the number of visitors considerably", explains Bernhard Tschannen, Marketing Director of Gstaad 3000 AG and responsible for operating Glacier 3000. "The Alpine Coaster is just the beginning". It will be followed by international freestyle and freeride events, ski races, a mountain run as well as cultural and culinary events.

Fun for ski fans with snow guaranteed

The new snow cannons are already in action. They guarantee snow from November on the seven kilometre long Olden piste. The snowpark opens its gates from mid October. The crew of the restaurant Botta 3000 invites its guests to a culinary tour of the cantons of Bern, Vaud and Valais.

Mario Botta's unique cable car on Glacier 3000

The view from Glacier 3000 sweeps over the Matterhorn, Jungfrau and Mont Blanc and is well worth the trip. Visitors hover high up in the air in the cable car designed by Swiss star architect Mario Botta. The restaurant Botta 3000 and the restaurant Refuge l'Espace offer breathtaking views. Highlights include autumn skiing, the snowpark, half-pipe, fixed rope route, snow bus, dog sled rides and the new bobsleigh track Alpine Coaster. The four and a-half-hour hike across the glacier to Lake Sanetsch is legendary. The cross-country skiing run covering 3 kilometres (in classic and skating option) is open daily. The cable car station that takes visitors up to Glacier

3000 can be reached by public transport or by car from Gstaad (20 minutes' drive) or from Les Diablerets (10 minutes' drive).
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A selection of printable pictures can be found on the homepage www.glacier3000.ch (german language, link to Medien - Bilddatenbank - Eroeffnung Alpine Coaster).