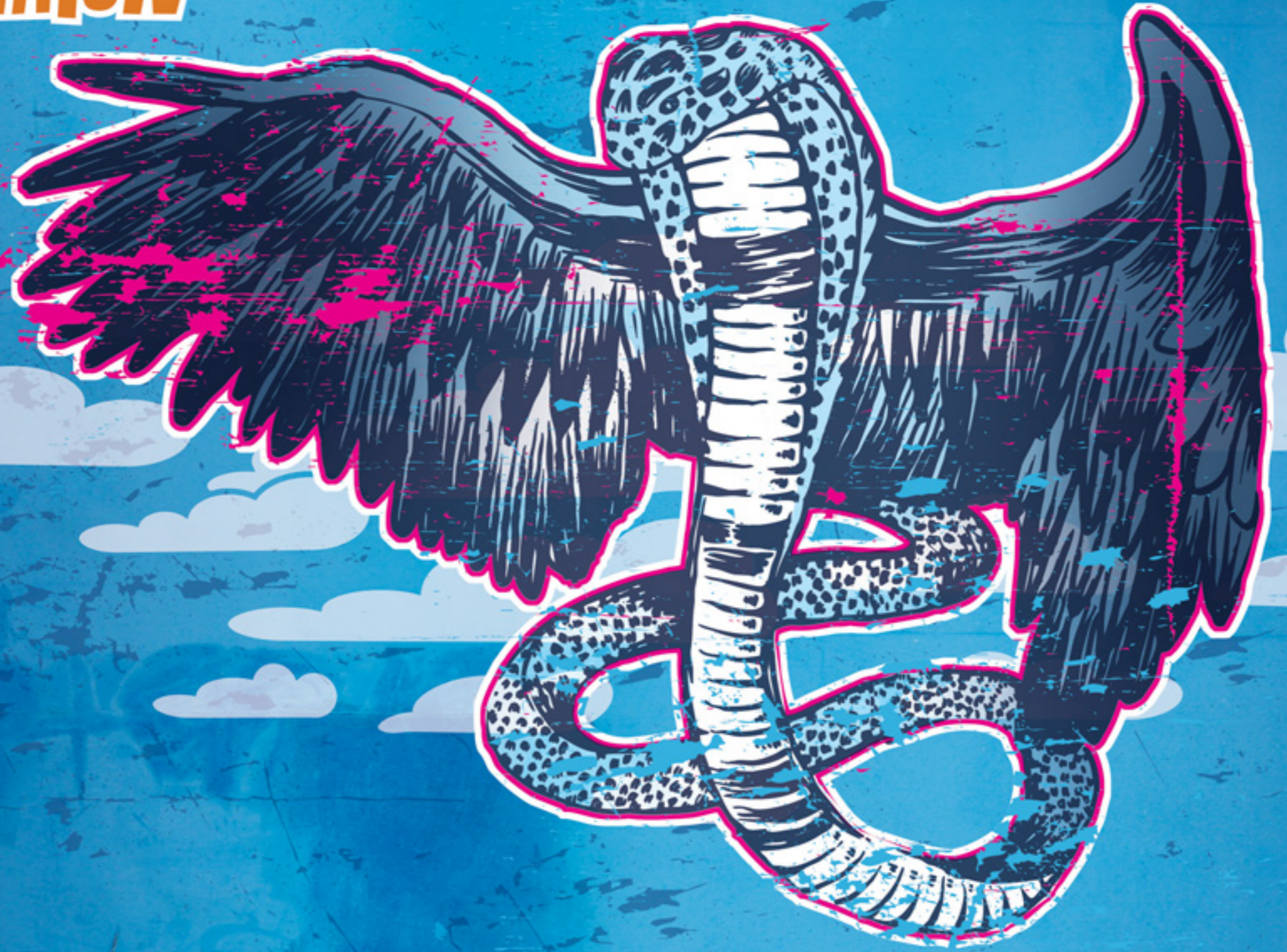


# AUTOMATON

2012 - DANGER DANGER!



SNOWBOARDING SAVES LIVES!!!



## **AUTOMATON 2012 - DANGER DANGER!**

**Executing Automaton's vision of freestyle progression is the name of the game in 2012. Remaining true to our tight focused and fun freestyle line is the key to differentiation and success in a market saturated with unimaginative, bland, and general snowboard product. Automaton will continue with the incredible moulds and construction introduced in 2011.**

**Danger comes in many forms. And danger runs both ways. People are not alone on this planet and we would benefit by minding this. With the concept of control, the Endangered series shows the beings that man has put in danger. But the truth is that control is an illusion and our true twin Extra Dangerous shows examples of what keeps man in the danger zone.**

**Snowboarding Saves Lives!**

# THE ENDANGERED SERIES

by EVE DUHAMEL  
& MIREILLE ST-PIERRE  
MADE IN AUSTRIA

While we're out there slashing snow and putting ourselves in danger, the Endangered reminds us of others that humans also put in danger.

- Formerly the Babble.
- Shapes are nearly true twin; noses are 1cm longer than the tails.
- Stances are wide, centered on the effective edge, with radial sidecuts. The boards feel the same going regular and switch.
- Medium, even flex pattern.
- 145cm Seal, 149cm Elephant, 155cm Chimpanzee.
- Art by Eve Duhamel and Mireille St-Pierre.

Snowboarding Saves Lives!

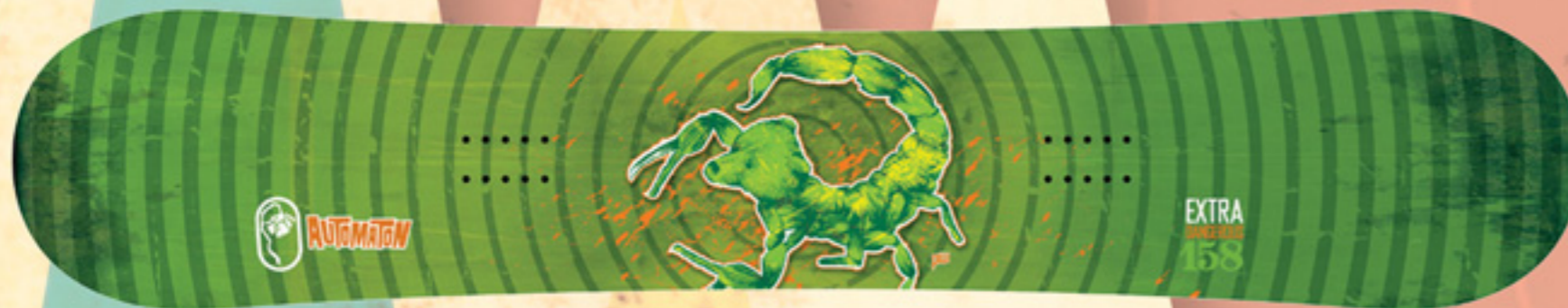


145cm

149cm

155cm

**AUTOMATON - DANGER DANGER!**



# EXTRA DANGEROUS

But what puts man in danger? What keeps us looking over our shoulder? The truth is that man is so dominant in our world that the only way nature could come back at us is to create unnatural animals. The best of the worst. The Extra Dangerous!

- Formerly the Manimal.
  - True Twin shape means 2 noses.
  - Horizontal graphic layout. Mind blowing!
  - Medium-soft, even flex.
  - Radial sidecuts, centered stances.
  - Wide waist dimensions.
  - Graphics by Rob Mack
- [www.philistineworkshop.com](http://www.philistineworkshop.com).

Snowboarding Saves Lives!



AUTOMATON - DANGER DANGER!

## 4.1 Moulds

# Endangered

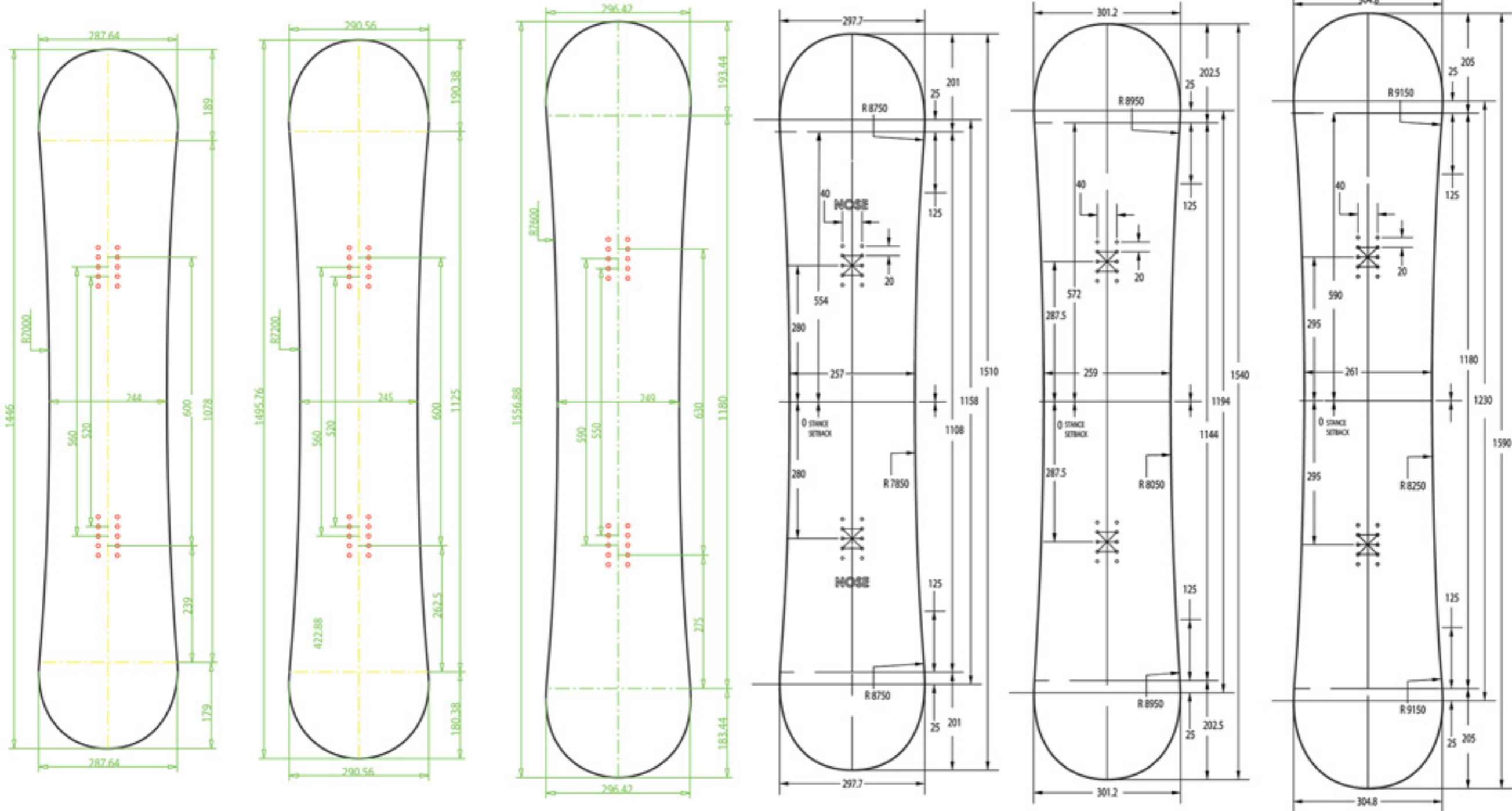
All Automaton snowboards feature:

- Full-length poplar/beech wood cores for full-length pop.
- 360 full-wrap steel edge protection.
- Super clear extruded base material shrugs off the abuse.



# Extra Dangerous

- Wide stances centered on the effective edge with radial sidecuts.
- Red Sandwich sidewalls. An Automaton signature.
- Even, forgiving, predictable flexes = fun to the max!



\*True Twin shape on the Extra Dangerous only!

AUTOMATON 2012  
DANGER DANGER!



SNOWBOARDING SAVES LIVES!