Ropeway with sparkling Crystal Rocks

The cabins of the new 3S gondola lift by LEITNER ropeways in Zermatt are decorated with Swarovski® crystals

This superlative joint project is a real highlight on the ropeway market: For Zermatt Bergbahnen AG, LEITNER ropeways worked together with Swarovski to produce a very special premium product: state-of-the-art ropeway technology in Pininfarina design meets premium crystal finishing, and provides an as-yet unrivaled level of finishing and design.

The result of the collaboration between LEITNER ropeways and Swarovski can be experienced from fall 2018 on in the world's highest 3S gondola lift, the Matterhorn glacier ride in Zermatt. Its gondolas will be embellished with Swarovski® crystals in an exterior design created specifically for the new ropeway. The crystals give the systems by LEITNER ropeways an extra touch of luxury. Swarovski used "Crystal Rocks", creating a world's first in the ropeway sector. A cabin of this kind was premièred at the trade fair for sustainable spatial planning and systems in mountain regions, "Mountain Planet" in Grenoble, on April 18 2018.

Technology, art and design combined

As a result, "premium meets premium" at the foot of the Matterhorn. After all, the name Swarovski has epitomized inventiveness, poetry and technical expertise for over 120 years. Its passion for perfection and constant innovation makes the company the world's leading brand for cut crystal. While Swarovski blends exacting demands for technology and art, LEITNER ropeways impresses with its unique combination of technology and design in the industry.

The cabins designed by Italian design studio Pininfarina – known for its Ferrari and Maserati creations – also boast fascinating innovative technical details. The automaking-inspired seats, interior lighting reminiscent of a starry night sky and large panoramic windows make the ascent a comfortable and spectacular experience.

New 3S gondola lift creates another highlight for premium ski resort Zermatt

The Matterhorn glacier ride is being built to supplement the existing aerial tramway, and increases the transport capacity to the highest ropeway station in Europe by 2,000 passengers per hour. The ropeway construction project will cost a total of 52 million Swiss Francs, making it the largest individual investment in the history of Zermatt Bergbahnen. The new 3S gondola lift significantly improves the connection between the Swiss and Italian ski areas. The system also facilitates year-round accessibility of the popular destination peak Matterhorn glacier paradise. April 2018

The 3S cabin: Cabin manufacturer: SIGMA Cabin design: Pininfarina Capacity: 28 seats and 7 standing spaces Panorama view using all-round glazing Design and equipment inspired by automaking Innovative ventilation concept Exclusive interior lighting Multimedia equipment

Swarovski Founded in 1895 in Austria, the company designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewelry, accessories and lighting. The Swarovski Crystal Business is run by the fifth generation of family members and has a global reach with approximately 3,000 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.7 billion euros in 2017. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2017, the Group generated revenue of about 3.5 billion euros and employed more than 32,000 people.

Press contact:

LEITNER
Maurizio Todesco
Head of PR & Corporate Communications
Brennerstraße 34
I-39049 Sterzing (BZ)

Phone +39 0472 722115
Mobile +39 335 772229
maurizio.todesco@leitner.com

LEITNER
Maria Jäger
Marketing Communication
Michael-Seeber-Straße 1
6410 Telfs

Phone +43 (0)5262 621 21 3414
maria.jaeger@leitner.com