



THE FISCHER STORY

In 1924 Josef Fischer Senior begins making handcarts and sledges in a wooden barn. More than eighty years later Fischer is a global group of companies. To this very day Fischer has retained its identity as a family business, successful on an international scale through a symbiosis of tradition, pioneering and high-tech.

1924

FOUNDING THE COMPANY

Josef Fischer starts up his first modest business premises for handcarts and sledges. He adds skis to the products in the following winter.

1936

SERIES PRODUCTION

On the way to becoming a ski factory. Skis are made in several stages; first signs of series production.

1939

SECOND WORLD WAR

Throughout the Second World War not a day passes without production at Fischer. When the war ends, production resumes after only a few weeks' interruption.

1957

NEW MARKETS

Fischer conquers the world market. A quarter of production is already destined for export. A major setback occurs on November 15, when the factory catches fire. The factory is rebuilt and extended to 8,000m² with production at 50,000 pairs of skis.

1958

NEW DESIGN

A brand achieves worldwide acclaim. Prof. Rudolf Ferch develops the new logo: the Fischer triangle.

1959

A NEW GENERATION

Josef Fischer Senior dies of a heart attack. He leaves behind him one of the biggest ski companies in the world. Josef Fischer Junior and his sister, Selma Sturmberger, now run the company.

1964

NEW LOCATION

Egon Zimmermann (AUT) wins the gold medal in the Olympic downhill with Fischer's "Alu-Steel". On October 9, Fischer opens its new premises on the outskirts of Ried, the largest in the world for a ski manufacturer.

1971

FIRST CROSS COUNTRY LINE

New production and storage facilities are built and the social building is handed over for the staff to use. This marks the completion of the new works. The first Fischer cross country line is presented at the ISPO trade fair (the largest fair for sporting goods in the world) in Munich.

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1974

THE NORDIC BREAKTHROUGH

At the Nordic World Championships in Falun (SWE), 7 medals are won with Fischer and 52% of all competitors already rely on Fischer equipment.

1976

THE NATION'S HERO

Franz Klammer (AUT) takes the gold medal in the Olympic downhill in Innsbruck (AUT) with Fischer C4 skis. He masters the difficult run on the Patscherkofel in a time of 1:45.73.

1978

NORDIC DOMINANCE

Fischer looks after 151 top athletes from 16 nations in cross country, biathlon and ski jumping. Thomas Wassberg (SWE), Sergej Saveljev (USSR), Lars Erik Eriksen (NOR), Tommy Limby (SWE), Eugenji Baljaev (USSR), Toni Innauer (AUT) all win with Fischer products.

13 medals are won with Fischer at the Nordic WCH in Lahti (FIN).

1984

NEW TECHNOLOGY

Josef Fischer sets new standards in ski making with the introduction of a revolutionary production technology. The Vacuum method creates a homogenous ski body in which ski forces can flow softly into each other. In cross country, it is the COMPOSITE CORE (lightweight core) that makes it possible to make the lightest cross country ski in the world.

Reinforcing elements developed especially by Fischer that take up only 20% of the space available enable series production for the new lightweight ski. This is the dawn of the lightweight era in cross country skiing.

1988

FACTORY OPENING

Josef Fischer and the Soviet Minister of Sport open a modern ski factory in Mukachevo in the Ukraine.

Helmut Höflehner (AUT) wins the World Cup downhills in Gröden (ITA) and St. Anton (AUT). Winter Olympics in Calgary (CAN). Fischer's cross country racers win 13 gold, 11 silver and 5 bronze medals.



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1990

MOST SUCCESSFUL BRAND IN THE WORLD CUP

Norway's Vegard Ulvang wins the 89/90 cross country World Cup with the ultralight RCS-Racing.

Helmut Höflechner (AUT) wins the 89/90 downhill World Cup and Russia's Sergei Tschepikov wins the overall biathlon World Cup. Fischer achieves 73 individual World Cup victories in total in the Alpine, cross country, biathlon, Nordic combined and ski jumping disciplines. This makes Fischer the most successful ski brand in the 89/90 World Cup.

1993

NORDIC RECORDS

At the Nordic WCH in Falun (SWE), Fischer is the most successful ski brand, winning 13 gold, 6 silver and 9 bronze medals.

At the Alpine WCH in Morioka (JAP) Atle Skaardal (NOR) wins silver in the downhill and Thomas Stangassinger (AUT) takes bronze in the special slalom event.

Björn Daehlie (NOR) wins the overall cross country World Cup, with Vegard Ulvang finishing third. Fischer wins all the men's World Cup races in the 92/93 season!

1994

FISCHER CROSS COUNTRY BOOTS

At the Olympic Games in Lillehammer (NOR), Fischer wins 17 gold, 15 silver and 14 bronze medals, making it the most successful ski brand of the Games.

Fischer provides equipment for around 300 athletes representing 20 nations. Fischer launches its cross country boot range at the ISPO show in Munich. The target sales figure (50,000 pairs) is clearly surpassed in the first season.

2002

100 PER CENT FISCHER

Fischer buys back shares from its Japanese partner and is again under 100 per cent family ownership.

With 58 medals at the 2002 Winter Olympic Games in Salt Lake City (USA), Fischer becomes the most successful ski brand internationally. The Games were the most successful ones ever for Fischer.

In an extremely successful World Cup season for both Alpine and Nordic, Fischer Nordic rounds it off with 3 World Cup winners. Magdalena Forsberg (SWE) wins the overall World Cup in biathlon, Bente Skari (NOR) and Per Eloffson (SWE) win in the overall cross country World Cup.

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2003

ALPINE SKI BOOTS

Fischer launches Soma-Tec, the company's first Alpine ski boots. Fischer is the most successful ski brand at the 2003 Nordic World Ski Championships in Val di Fiemme (ITA): the Nordic team takes 60% of the medals to be won and also has four overall winners in the World Cup this season.

At the biathlon WCH in Khanty Mansiysk (RUS), 20 medals go to Fischer athletes. Fischer is and remains the undisputed No. 1 in Nordic skiing.

2006

72 MEDALS AT THE OLYMPICS

With 72 medals Fischer is the most successful ski manufacturer at the 2006 Olympic Winter Games in Torino (ITA).

Fischer presents Carbonlite – the lightest racing ski in the world, weighing less than 1000 g (ski weight at a length of 187 cm) – at the ISPO trade fair.

2007

WORLD CHAMPION STYLE

Mario Matt (AUT) takes gold in slalom and the team event at the World Championships in Åre (SWE) 2007.

Fischer is the most successful brand at the Nordic World Ski Championships in Sapporo (JAP): 9 gold, 10 silver and 21 bronze medals. The WCH medal tally of the Fischer Biathletes likewise makes impressive reading: 7 gold, 2 silver and 8 bronze medals.

2008

MOST SUCCESSFUL SKI BRAND IN 07/08 WORLD CUP

With three large crystal globes, eight small crystal globes, numerous World Cup victories and podium placings, Fischer is the most successful ski brand in the 07/08 season according to the FIS brand ranking.

2009

NEW NORDIC RECORDS

Despite extremely difficult general economic conditions, Fischer closes the 08/09 fiscal year with balanced accounts.

Thanks to the WCH gold medal won by Kathrin Hözl (GER) and the outstanding World Cup results of Ivica Kostelić (CRO), Mario Matt (AUT) and Sandrine Aubert (FRA), the Alpine racing season goes very well for Fischer.

The Nordic No. 1 dominates the 08/09 season like never before: five large crystal globes for the overall World Cup winners, eight small globes for the discipline World Cups, plus 77 World Championship medals and 273 podium finishes (60%) in all four Nordic sports.