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## Kevin Rolland, the Champion of the X-Games 2010, and Smith Optics continue together



It's just a matter of details!

It's virtually certain: the alliance between Smith Optics and Kevin Rolland, the phenomenon of the 2010 World free ski, will go on!

Kevin and Smith Optics won on 31<sup>th</sup> January 2010 the American X-Games at Aspen, Colorado (USA) (*picture of the podium in the lower left corner*) and have repeated his success in Europe at Tignes (France) on 10<sup>th</sup> March 2010 (*picture at the bottom right*).

The victory at the X-Games freestyle winter sports for the skiers and snowboarders are as important as winning the Olympics; Kevin Rolland repeated twice after 3 months ... THAT'S INCREDIBLE!!

*An amazing leap of Kevin Rolland on the descent into the "half-pipe" at Tignes, where he was crowned king of the X-Games 2010*



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Over the two successes at the X-Games 2010, in his career, still at the beginning (he's only 20 years old!), Kevin won a world championship half-pipe at Inawashiro (Japan) in 2009. This success succeeded the same title in the junior category reached in Airolo (Switzerland) in 2007.

In 2009 Kevin gained his first successes in the World Cup in Park City (USA) and in La Plagne (France), which allowed him to win the World Cup in the half-pipe discipline 2009. A second place and a third place complete his resume in the World Cup.

This is the incredible rise of the Champion!!



Kevin Rolland always uses helmets and goggles made by Smith Optics. His best helmet the MAZE with Gunmetal Dark Hours which he combines with the goggle I/O black Dayglo Good Word (picture above, at the X-Games 2010), or with I/O Slate Turquoise Old Signage (picture to the right).



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