



**NOTE: NPD POS data reports are based on the NRF calendar which may result in trends not in alignment with other reporting periods. Please contact your NPD account representative with questions.**

# SNOWSPORT INDUSTRY VIEW

## Alpine Bindings Report

**Report Date: Mar 2020**

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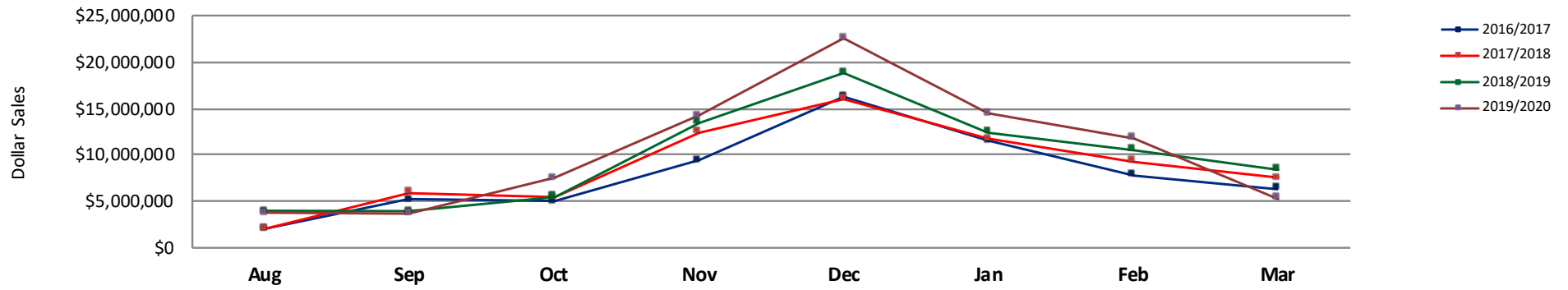
# All Channels Summary

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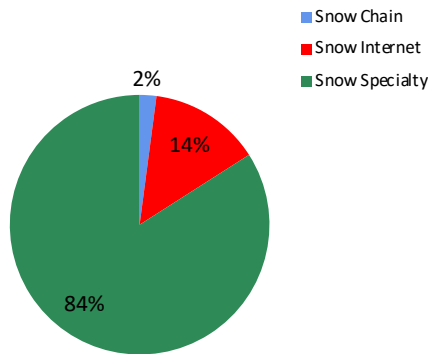
## Current Period: Mar 2020

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
MAX DIN 12+	Sales: \$3,581,023 Units: -28% Dollars: -32%	↓	↓	Sales: \$50,799,985 Units: -1% Dollars: 4%	↓	↑
MAX DIN 8-11	Sales: \$1,681,352 Units: -43% Dollars: -46%	↓	↓	Sales: \$30,129,295 Units: 11% Dollars: 14%	↑	↑
MAX DIN 1-7	Sales: \$33,726 Units: -57% Dollars: -55%	↓	↓	Sales: \$2,280,495 Units: 0% Dollars: 7%	↑	↑

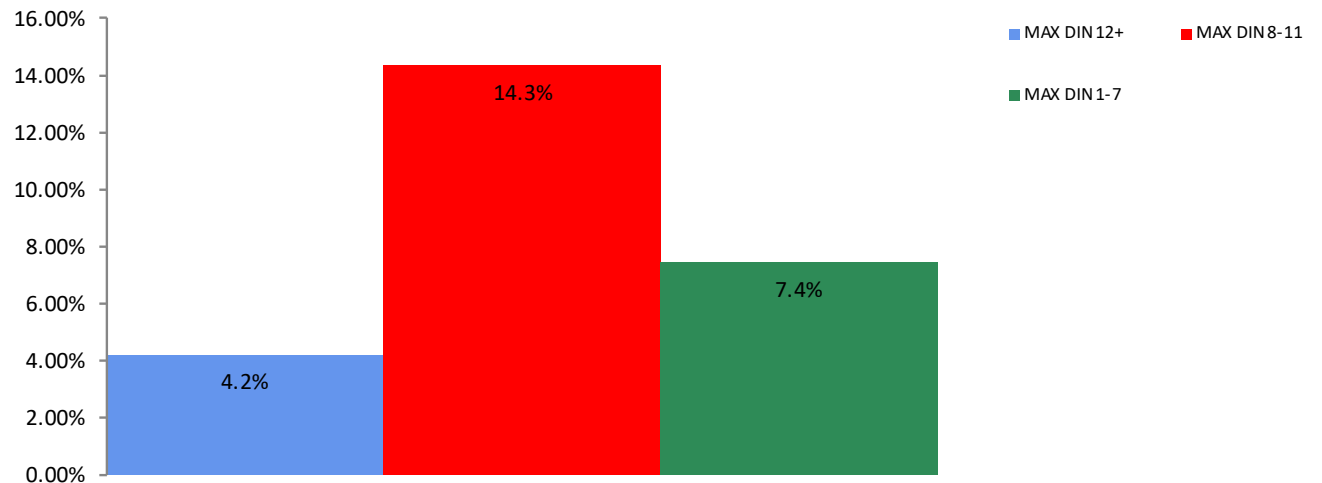
**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



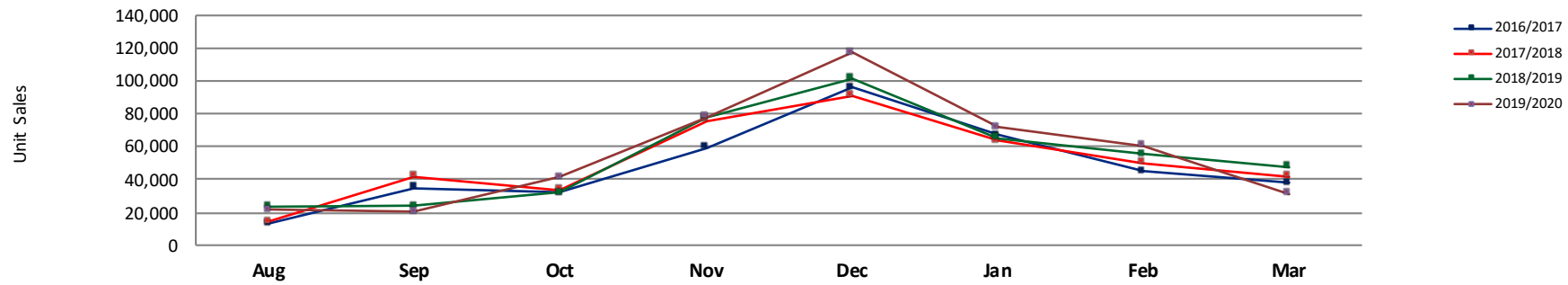
**Dollar Sales By Channel, Season to Date**



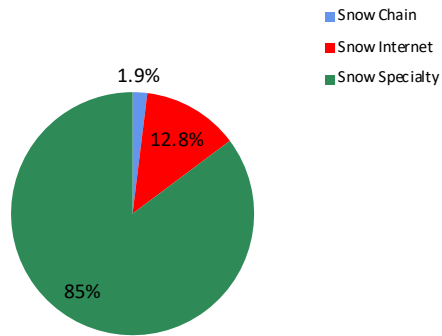
**Alpine Bindings Sales, All Stores, Season to Date**



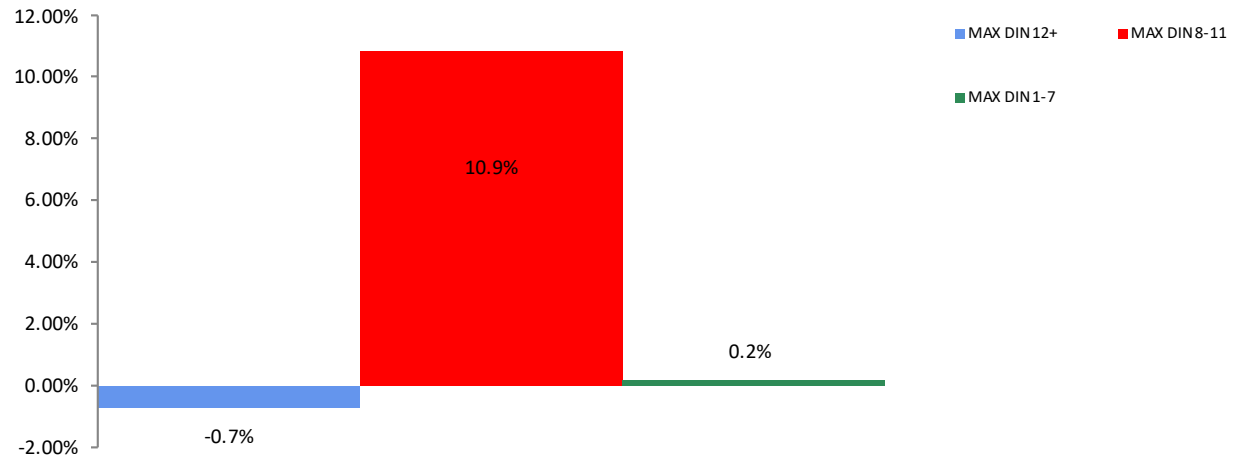
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Alpine Bindings Sales, All Stores, Season to Date





# All Channels Topline

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**Current Period: Mar 2020**

Alpine Bindings Topline All Channels												
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Bindings	31,191	443,070	-34.8%	3.8%	\$5,296,101	\$83,209,775	-37.6%	7.8%	\$169.80	\$187.80	-4.3%	3.8%
MAX DIN 12+	19,098	234,247	-27.6%	-0.7%	\$3,581,023	\$50,799,985	-32.3%	4.2%	\$187.51	\$216.87	-6.5%	4.9%
MAX DIN 8-11	11,571	183,931	-42.8%	10.9%	\$1,681,352	\$30,129,295	-46.1%	14.3%	\$145.31	\$163.81	-5.7%	3.1%
MAX DIN 1-7	523	24,893	-57.1%	0.2%	\$33,726	\$2,280,495	-55.1%	7.4%	\$64.49	\$91.61	4.6%	7.2%



## Specialty Topline

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Current Period: Mar 2020

### Alpine Bindings Topline Specialty

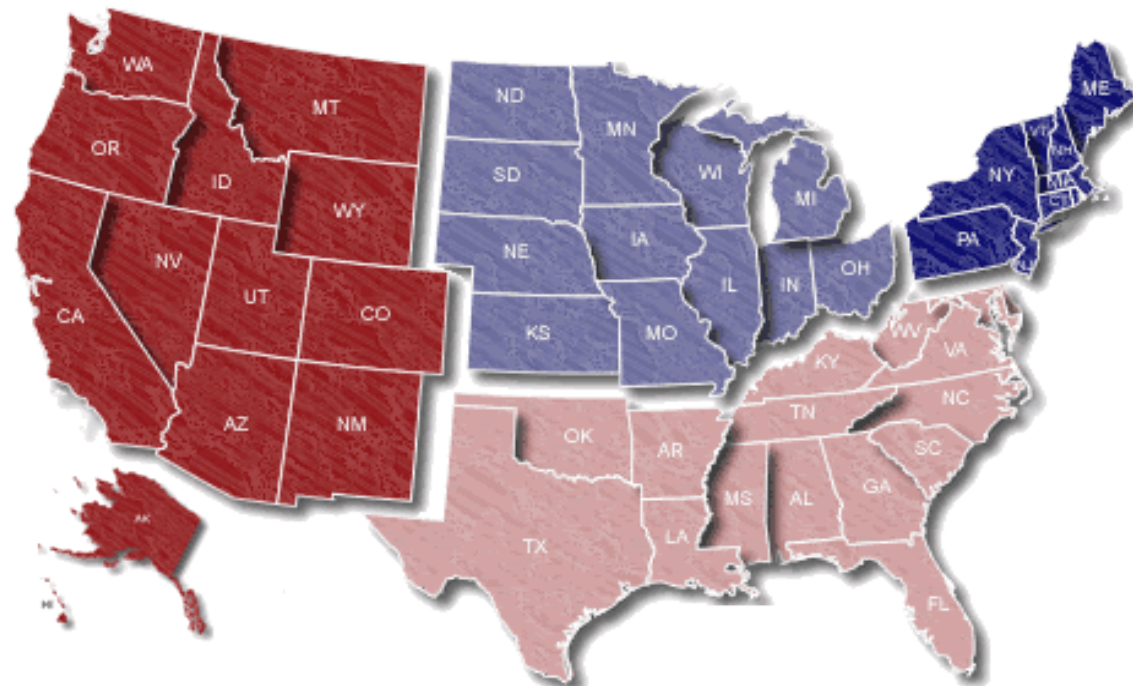
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Bindings	23,183	377,618	-45.3%	4.4%	\$3,844,049	\$69,934,226	-48.4%	8.3%	\$165.81	\$185.20	-5.7%	3.7%
MAX DIN 12+	13,118	186,412	-40.4%	1.2%	\$2,408,174	\$40,337,393	-45.5%	6.0%	\$183.58	\$216.39	-8.6%	4.7%
MAX DIN 8-11	9,668	167,670	-49.6%	8.4%	\$1,412,873	\$27,456,680	-52.2%	11.6%	\$146.14	\$163.75	-5.2%	3.0%
MAX DIN 1-7	396	23,535	-66.5%	3.5%	\$23,002	\$2,140,153	-67.7%	10.2%	\$58.09	\$90.93	-3.6%	6.5%

Current Period: Mar 2020

## Midwest

11.2% / 24.3%

**West**  
73.0% / 6.0%



**Northeast**  
10.2% / 6.5%

**South**  
5.6% / 14.5%

Percent of Specialty Sales by Region and Percent Change of Dollar Sales, Season to Date





# Chain Topline

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Alpine Bindings Chain												
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Bindings	209	8,627	-64.9%	4.5%	\$38,441	\$1,733,663	-67.4%	4.0%	\$183.93	\$200.96	-7.2%	-0.4%
MAX DIN 12+	93	4,358	-80.9%	-23.2%	\$23,967	\$1,043,276	-75.9%	-14.0%	\$257.71	\$239.39	26.0%	12.0%
MAX DIN 8-11	112	4,084	9.8%	64.3%	\$14,221	\$673,701	-20.8%	52.5%	\$126.97	\$164.96	-27.8%	-7.1%
MAX DIN 1-7	3	184	-50.0%	82.2%	\$253	\$16,686	-29.4%	40.3%	\$84.33	\$90.68	41.2%	-23.0%



# Internet Topline

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Alpine Bindings Internet												
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Bindings	7,800	56,826	59.7%	-0.1%	\$1,413,612	\$11,541,886	53.8%	5.1%	\$181.23	\$203.11	-3.7%	5.2%
MAX DIN 12+	5,886	43,476	51.5%	-5.7%	\$1,148,883	\$9,419,315	49.0%	-0.8%	\$195.19	\$216.66	-1.6%	5.1%
MAX DIN 8-11	1,791	12,177	85.4%	38.7%	\$254,258	\$1,998,914	76.2%	52.2%	\$141.96	\$164.15	-5.0%	9.7%
MAX DIN 1-7	123	1,173	272.7%	-41.5%	\$10,472	\$123,657	188.9%	-26.8%	\$85.14	\$105.42	-22.5%	25.1%