

# **Composites for Extreme Sports**

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## **ABSTRACT**

It has been demonstrated clearly in recent years that sport not only makes increasing use of advanced technologies, but also plays an increasingly important role in the public economy. In comparison with other market sectors, such as the aerospace and automotive industries, the sport industry is exposed to rapid market changes. The sport industry is often extremely performance driven as well as sensitive to rapid changes in trends. This places enormous time constraints on the innovation process with respect to technology development and implementation. It is well known that you cannot win the America's Cup or Formula 1 with last year's technology. Thus, it is not surprising that sport has increasingly positioned itself as a driver in materials research over the last decade. However, it is vital to seek synergy in research and implementation strategies in order to benefit fully from the unique experiences from different disciplines, gained in design, materials performance and manufacturing. It's always a challenge for a University to enter projects of this character, as they require the competences in combining long-term goals with very short-term needs and decisions. This split-vision approach is not just challenging but also vital for the innovation process when seeking the ultimate limit.