





**WANT TO  
ASK US**



**viice** 1 [vɪs] noun

Immoral or wicked behavior. See note at sin.

1. Various activities considered immoral by certain people. (Pleasurable evils.)  
From the Latin word vicium, meaning vicious or dangerous behavior.

- criminal activities involving prostitution, pornography, or drugs.
- an immoral or wicked personal characteristic.
- an addiction or behavior; a bad habit : Skiing is our VIICE.

# **STOP BELIEVING THE HYPE**

**DID YOU EVER BUY SKIS  
THAT HAD BLINKING LIGHTS IN THEM?  
OR SKIS WITH MAGNETS BUILT INTO THEM SO THEY  
WOULD CANCEL OUT THE VIBRATION WAVES IN THE SKI?  
OR SOME OTHER LAME GIMMICK, LIKE STRIPS OF USELESS PLASTIC  
GLUED TO THE TOP OF THE SKI FOR REENFORCEMENT?**

**WE NEVER BOUGHT INTO THAT BULLSHIT EITHER.  
BUT SADLY BIG CORPORATE SKI COMPANIES HAVE BEEN  
THE ONLY CHOICE FOR DECADES. YOU DESERVE TO KNOW THE TRUTH.  
YOU DESERVE TO HAVE A SKI DESIGN THAT IS WHAT YOU NEED, RIGHT NOW.  
YOU DON'T DESERVE TO HAVE A GREAT SKI CONCEPT PURCHASED  
AND SHELVED, JUST SO A BIG CORPORATE SKI COMPANY  
CAN BLEED YOUR WALLET DRY, WITH MICROSCOPIC  
CHANGES IN THEIR DESIGN EACH YEAR.**

**VIICE SKIS IS DONE PUTTING UP WITH ALL THE "HYPE"  
THAT CORPORATE SKI COMPANIES CREATE  
JUST SO THEY CAN GET YOU TO BUY  
SOMETHING THAT DOESN'T MAKE  
A SHIT OF A DIFFERENCE.**

**AT VIICE,  
WE CREATE SKIS,  
NOT BULLSHIT.**



YOU RIDE...  
 IN BOUNDS,  
 OUT OF BOUNDS,  
 LIFTS, GONDOLAS,  
 TRAMS, SLEDS, CATS,  
 A-STAR 350's,  
 THE BIRD,  
 THE LIZARD,  
 SIERRAS,  
 CHUGACH,  
 ANDES,  
 ALPS,  
 AK,  
 BIG MTN.  
 LITTLE COTTONWOOD,  
 SWITCH, KICKERS,  
 BOOTERS, BANGERS,  
 CHADS GAP,  
 BOTTOMLESS,  
 FRESHIES, CORDUROY,  
 FIRST TRACKS,  
 LAST TRACKS,  
 GROUPEL, CORN, CRUD,  
 DUST ON CRUST,  
 SLOP, MENK, CREAM,  
 COULOIRS,  
 CHUTES,  
 45°, 55°, 65°,  
 SPINES,  
 PILLOWS,  
 STRAIGHTLINES,  
 & BULLET PROOF.

155mm

114mm

145mm

## ◀ SO DOES THIS.

### THE GAS PEDAL SERIES

.....  
 A True All Mtn. All Conditions Twin-tip  
 with a lifesaving 3rd edge.

Ski Lengths: 197cm / 187cm / 177cm  
 Turn Radius: 21m 20.5m 20m

CORE: Poplar/Maple  
 Poplar(light weight) with Maple Stringers.  
 Maple is the best energy (vibrations)  
 transferring (dampening) material ever.

What do Jimi Hendrix, Stradivarius, and  
 VIICE SKIS have in common? Maple wood  
 is at the core of what we create. Give us a  
 call, and we'll explain why Maple makes  
 all the difference.

.....  
 Call it what you want: Elf Shoe, Clown  
 Shoe, Banana Tech, Hybrid Camber &  
 Sidecut the design. As we are the originators of  
 this concept we have refined the tip design  
 which allows the ski to ski shorter on the  
 hard pack ripping turns like a GS ski and  
 then floating right to the top in the pow,  
 slush and crud. We have refined our  
 invention and made it better.

(Our skis don't flap & yours shouldn't either.)

.....  
 Asking yourself... "They didn't really  
 invent the first Hybrid Camber / Hybrid  
 Sidecut ski... did they?" Yes. We did.

Check the 2004 December Issue of  
 FREEZE Magazine. Also see FREESKIER  
 2004 January and February issues. Our first  
 company was called PRAJEKT.



We're back, bitches!

◀ GP 197cm dims

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# IT'S SO CHOICE.

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AT VIICE SKIS WE BELIEVE YOU SHOULD HAVE NOT ONE CHOICE, BUT MANY. THAT IS WHY AT VIICE YOU CAN CHOOSE YOUR TOP SHEET GRAPHIC & BASE COLOR FROM WHAT WE HAVE AVAILABLE. WHEN OUR BAD ASS DESIGNERS & ARTISTS FINISH A PIECE OF ART, WE INSTANTLY OFFER IT TO YOU. NEW ART IS ADDED TO OUR COLLECTION EVERY MONTH. IF YOU WANT SOMETHING UNIQUE, ONE OF A KIND, CALL US OR COME DOWN TO THE FACTORY. AND WE'LL CREATE A CUSTOM ART PIECE FOR YOUR RIDES.

CORPORATE SKI COMPANIES CAN GO LICK-IT.

\*ALL ARTWORK IS ALSO AVAILABLE AS PRINTED ART ON REAL TOP SHEET MATERIAL, SO YOU CAN FRAME IT, HANG IT AND PUT IT IN YOUR ROOM.

“VOICES”



“LOCK-DOWN”



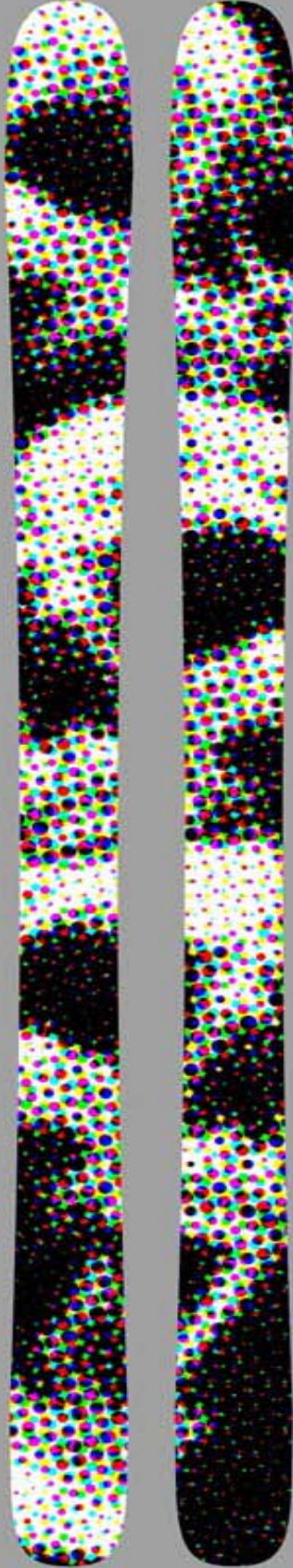
“VAN FLAYLEN”



“THE MUSE”



“HWY2HELL”



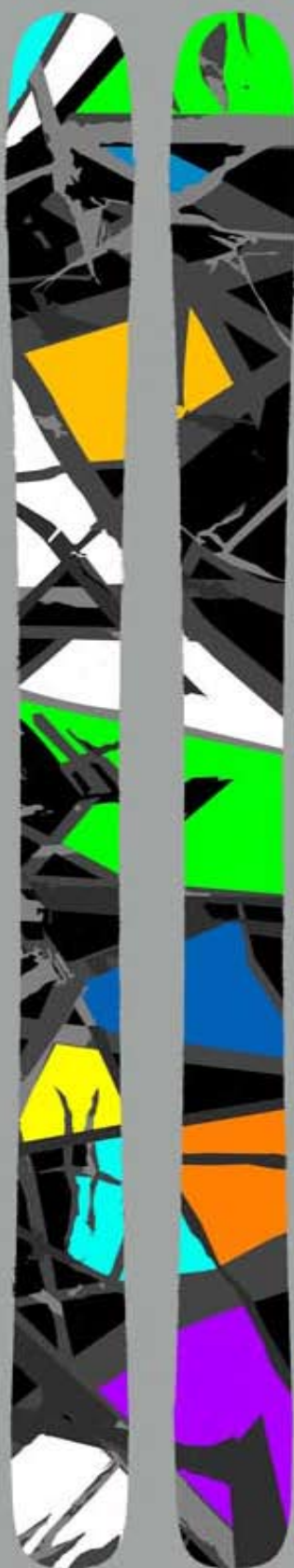
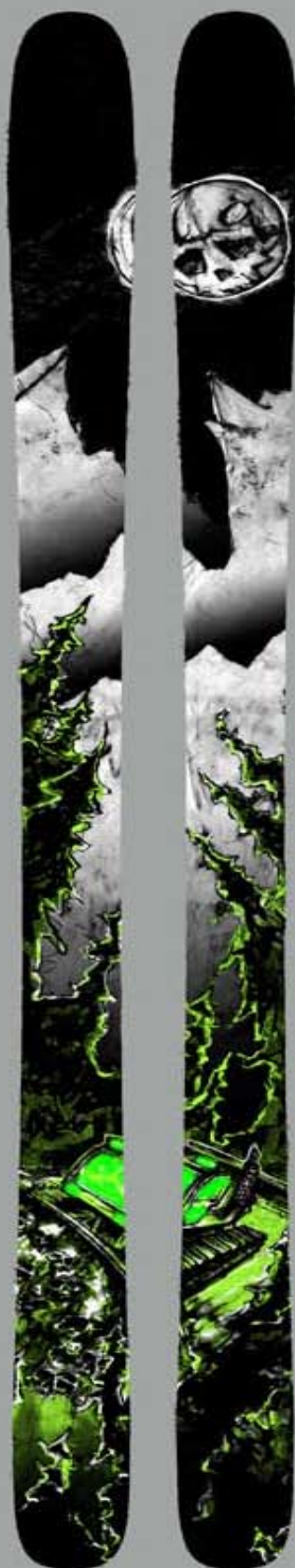
“ALPHA-BRAVO”



“GRAVEYARD SHIFT”

“VAN FLAYLEN”  
( SKITTLES VERSION )

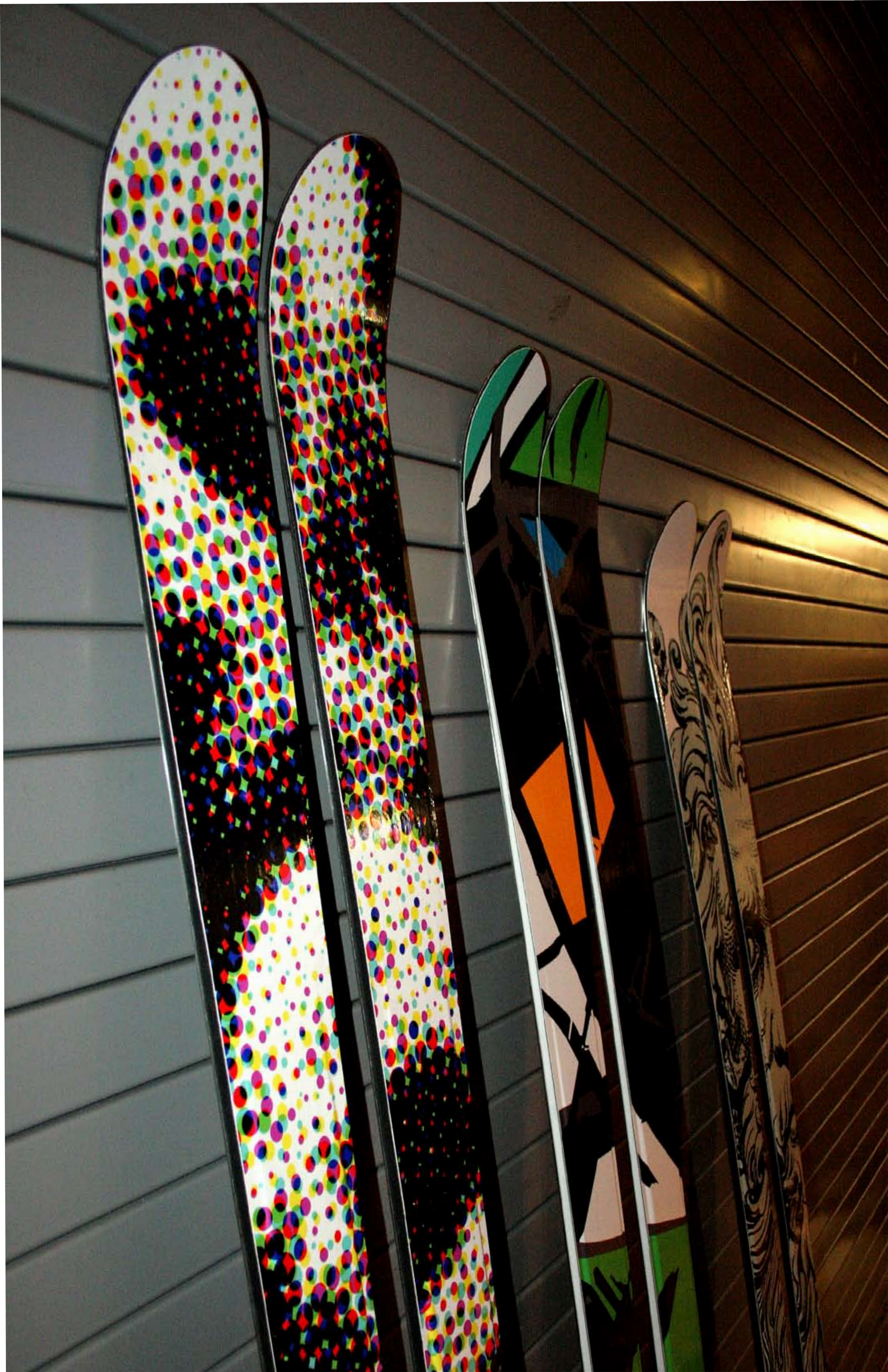
“THE JIMBO”

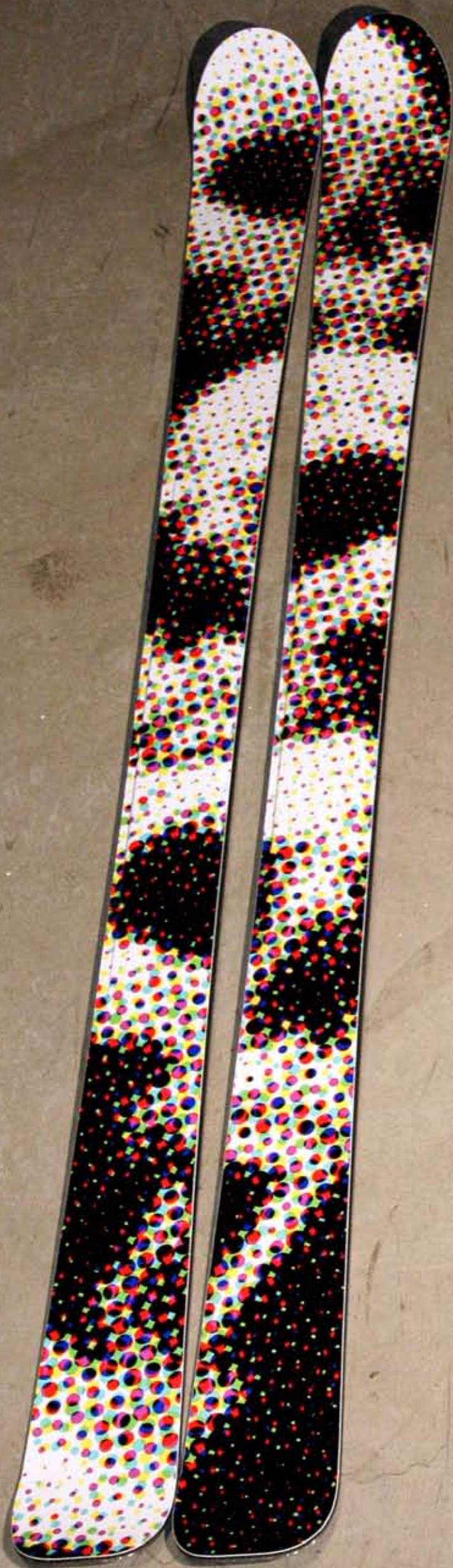














A LETTER FROM  
THE PRESIDENT  
OF VIICE SKIS.



Dear Corporate Ski Companies,



Sincerely,

**VIICE SKIS**  
7030 so. 400 w.  
Salt Lake City Ut, 84047  
801.560.4109