



The Worlds Best descend on New Zealand for the 2013 Audi quattro Winter Games

On: 12 July 2013

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Positioned as one of the top five international winter sports events in the world, the 2013 event is an important stepping stone for many athletes in gaining crucial qualifying points for the Winter Olympics in Sochi, Russia in 2014.

Three events taking place at the Audi quattro Winter Games NZ will be included at the 2014 Winter Olympics for the first time - Freeski Halfpipe, and the Freeski and Snowboard Slopestyle events. The Audi quattro Winter Games NZ will also have the traditional sports of alpine skiing, cross country skiing, and curling.

Organisers anticipate over 1,000 international competitors and their accompanying management and approximately 1,500 international visitors will participate in the games over the course of 10 days.

Audi quattro Winter Games NZ chairman, Sir Eion Edgar said there is an unprecedented level of interest ahead of this year's event with the reputation of the Games growing around the world and the 2014 Winter Olympics just around the corner.

"The previous two Games in 2009 and 2011 established a new standard of winter sports competition in the Southern Hemisphere. Not only does Audi quattro Winter Games NZ provide an opportunity for Northern Hemisphere athletes to compete during their summer it also plays a major role in the development of New Zealand athletes as they continue to make their mark on the world stage," he said.

Many international athletes are expected to travel to New Zealand weeks before the 2013 event starts, to participate in training camps, including the US Team with Bode Miller and Ted Ligety. This extends the athletes stay in New Zealand by weeks rather than days.

[image] 2013 Winter Games - skier.