





ESTABLISHED 1995

PALMER BRAND STORY

Palmer associates consumers with the young, chaotic heroes of Action Sports Kids characterized by their cutting edge, rebellious, can-do-it-all Attitude & Passion and their Wild Individual Expressions by mixing Action Sports with Fashion, Body Style and Music.

PILLARS:

ACTION SPORTS

FASHION

BODY STYLE

MUSIC

Basically Palmer embraces wild expression, cutting edge aesthetics, rebelliousness and a “can-do-it-all” attitude. All based on the freedom of choice in key things (the four pillars) that young people can control in reflecting their own personal values in all areas of their life.



USA TODAY'S WORLDS GREATEST ATHLETE



SHAUN PALMER'S
PRO SNOWBOARDER

WIN SHAUN PALMER'S PRO SNOWBOARDER
AND TONY HAWKS PRO SKATER 3 VIDEO GAMES
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EVOLUTION VICTORY PARTNERS RIP IT

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THE NATION'S NEWSPAPER

USA TODAY

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Reports ease rate

IS THIS THE WORLD'S GREATEST ATHLETE?

Extreme sports' Shaun Palmer

A photograph of Shaun Palmer snowboarding down a slope. He is wearing a blue jacket and a helmet. An American flag is visible in the background.

Photo by Steve Heston/Outback
Multitap: Shaun Palmer, right, snowboards above and races a motorcycle below.

COVER STORY

Free-wheeling punk rocker excels in emerging sports

SHAUN PALMER BIOGRAPHY

Shaun Palmer was born in San Diego in 1968, but grew up in South Lake Tahoe. His mom bought him his first motorcycle, a tiny MR50, when he was six years old. He started snowboarding in 1983 when the sport had just appeared, and dropped out of high school in 1985.

In January 2001 he won his fifth gold medal at the ESPN Winter X Games and February 12 ESPN crowned him Action Sports Athlete of the Year at the ESPY Awards. Other recipients that day included Tiger Woods and Michael Jordan. Details Magazine titled him Athlete of the Year in 1998, and in 1999 USA Today touted Shaun as the World's Greatest Athlete in a cover story.

Shaun has made a bad-boy name for himself by dragging his tattooed body (all of his tats have to do with Cadillacs) to compete in major world snowboarding events and win most of them. With five snowboarding World Championships under his belt, Shaun went on to compete in Skiercross, Snocross, Snowmobiling, Ultracross, and Boardercross at the Winter X Games.

Shaun has many reasons to be confident... in 1996, he decided he would try Downhill Mountain Biking, a sport he had never trained in. He climbed onto a bike, hit the hills and shocked the pro tour by promptly winning two events and missing first place at the World Championships by just a small part of a second (.15 to be exact). He was immediately given a pro sponsorship by Specialized Bicycles and a major endorsement deal with Swatch Watches.

In 1998, during his break between snowboarding and mountain biking seasons, Shaun competed in the Toyota Celebrity Grand Prix and won the event even ahead of the pros in the race.

In 1999, Shaun tackled another sport he calls his real love, motorcycle racing on the Supercross tour. "I've gotten all the speed I can out of gravity. It's time to try a motor," he said.

In his first professional race at the Los Angeles Coliseum, "The Palm" qualified for his first AMA 125cc Supercross main event. This type of immediate success in Supercross is virtually unheard of.

Then in 2000, going head to head with the world's best professional skiers, Shaun won the Skiercross at the ESPN Winter X Games in Mt. Snow, Vermont and at the Gravity Games on Mammoth Mountain. Also that year, Shaun entered a unique promotional relationship with the Honda Motorcycle Division and competed with a factory-prepped Honda CR motocross bike in the American Motorcyclist Association's (AMA) Chevy Trucks U.S. Motocross Championships.

"There are a lot of great athletes out there. But all the great athletes are only doing one sport. No one's trying what I'm trying," said Palmer of his multi-sport career.

While Shaun's popularity continued to grow, Activision, Inc. released "Shaun Palmer's Pro Snowboarder™" video game for the PlayStation@2 computer entertainment system in the fall of 2001.

Shaun set his sights on Torino 2006, but tore his Achilles on a training run a month before the Olympics and failed to qualify for the team. In 2007 he returned to Winter X for snowboarder-X and skier-X.

In his spare time Shaun collects vintage Cadillacs cars and enjoys all types of water sports and golf. When not training for one sport or another, Shaun serves as the CEO of Palmer Snowboards, founded in 1995.



- 1997
- 1998
- 1999**
- 2000
- 2001



NEA EXTREME ATHLETE OF THE YEAR 2000

1999

Snowboarding

- 1st**
1998-99 Swatch Boardercross Tour
- 1st**
Men's Boardercross at ESPN Winter X Games
Crested Butte, Colorado
- 1st**
Swatch World Boardercross Tour
Val di Sole, Italy
- 1st**
Swatch World Boardercross Tour
Big Bear, California
- 1st**
Men's Boardercross at MTV's "Snowed In"

EVOLUTION VICTORY PARTNERS RIP IT

HOME MAILING LIST

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SHAUN PALMER TROPHIES

1985 (age 17)

- 1st Junior Pro in Halfpipe at World's at Soda Springs, CA
- 1st Junior Pro in Slalom at World's at Soda Springs, CA
- 1st Junior Pro in Downhill at World's at Soda Springs, CA

1986 (age 18)

- 1st Men's Downhill at Aspen Mountain, Colorado
- 1st Men's Legendary Banked Slalom at Mt. Baker, WA
- 2nd Men's Halfpipe at World Cup at Breckenridge, CO
- 2nd Men's Downhill at US Open At Stratton Mountain, VT
- 2nd Men's Giant Slalom at World Cup at Breckenridge, CO

1987 (age 19)

- 1st Men's Legendary Banked Slalom at Mt. Baker, WA
- 3rd Men's Halfpipe at World Cup at Breckenridge, CO

1988 (age 20)

- 1st Men's Moguls at O'Neil World Cup at Bormio, Italy
- 2nd Men's Downhill at O'Neil World Cup at Zürs, Austria
- 2nd Men's Super G at US Open At Stratton Mountain, VT
- 2nd Men's Halfpipe at Nationals in Crested Butte, CO
- 4th Men's Moguls at Nationals in Crested Butte, CO
- 4th Men's Halfpipe at O'Neil World Cup at Zürs, Austria
- 6th Men's Downhill at O'Neil World Cup at Bormio, Italy
- 10th Men's Halfpipe at O'Neil World Cup at Bormio, Italy
- 10th Men's Dual Slalom at Nationals in Crested Butte, CO

1989 (age 21)

- 1st Men's Halfpipe At TDK World Cup, Breckenridge, CO
- 1st Men's Stinkiest Air at Swatch Surf Out
- 1st Men's Most Radical Ride at Swatch Surf Out
- 2nd Men's Overall World Cup Ranking
- 2nd Men's Obstacle Course at OP Pro - June Mountain, CA
- 3rd Men's Halfpipe at Swatch Surf Out at Blackcomb
- 4th Men's Overall at US Open at Stratton Mountain, VT
- 5th Men's Moguls at Swatch Surf Out at Blackcomb
- 5th Mens Halfpipe at US Open at Stratton Mountain, VT
- 6th Men's Super G at US Open at Stratton Mountain, VT
- 6th Men's Giant Slalom at Op Pro at June Mountain, CA
- 9th Men's Halfpipe at OP Pro at June Mountain, CA

1990 (age 22)

- 1st Men's Halfpipe at TDK World Cup at Breckenridge, CO
- 2nd Men's Halfpipe at US Open at Stratton Mountain, VT

1991 (age 23)

- 3rd Men's Halfpipe at US Open at Stratton Mountain, VT

1993 (age 24)

- 3rd Men's Halfpipe Invitational at Mt. Hood, OR

1994 (age 25)

- 1st Men's Boarder-X Butterfinger Pro Tour at Squaw Valley
- 2nd Men's Overall King of the Hill Championships Valdez
- 4th Men's Halfpipe Butterfinger Pro Tour at Squaw Valley
- 6th Men's Boarder-X at OP Pro at Kirkwood, CA

1995 (age 26)

- 1st Men's Boarder-X at Board-Aid at Snow Summit, CA
- 1st Men's Boarder-X at Snow Summit, CA
- 3rd Men's Legendary Banked Slalom at Mt. Baker, WA

1996 (age 27)

- 1st Men's Boarder-X at Board-Aid at Snow Summit, CA
- 1st Norba Downhill Nationals MTB, Big Bear, CA
- 1st Norba Slalom MTB, Traverse City, MI
- 1st World Championship Slalom MTB, Cairns, Australia
- 2nd World Championship Downhill MTB, Cairns, Australia
- 2nd World Cup Downhill MTB, Les Gets, France
- 3rd Men's Boarder-X at Vision ISF at Laax, Switzerland
- 3rd Norba Downhill MTB, Deer Valley, UT
- 5th Norba Slalom MTB, Mt. Snow, VT
- 5th World Cup Slalom MTB, Mt. Saint Anne, Quebec
- 7th World Cup Downhill MTB, Nevegal, Italy
- 9th World Cup Downhill MTB, Kaprun, Austria
- 17th Norba Downhill MTB, Traverse City MI
- 20th Norba Downhill MTB, Mt. Snow, VT
- 20th World Cup Downhill MTB, Oahu, HI
- 22nd World Cup Downhill MTB, Mt. Saint Anne, Quebec

SHAUN PALMER TROPHIES

1997 (age 28)

- 1st 1996-97 Swatch World Boarder-X Tour Overall
- 1st Swatch World Boarder-X Tour at Laax, Switzerland
- 1st Men's Boarder-X at ESPN Winter X, Big Bear, CA
- 1st Swatch World Boarder-X Tour at Solden, Austria
- 1st Dual Slalom MTB at ESPN Winter X, Big Bear, CA
- 1st Downhill MTB at ESPN Winter X, Big Bear, CA
- 1st Norba Downhill MTB, Big Bear, CA
- 1st Norba Downhill MTB, Park City, UT
- 2nd Swatch World Boarder-X Tour at Big Bear Mtn, CA
- 2nd Swatch World Boarder-X Tour, Sierra-at-Tahoe, CA
- 2nd Norba Downhill MTB Series Overall
- 2nd Norba Dual Slalom MTB, Park City, UT
- 2nd Norba Dual Slalom MTB Series Overall
- 2nd Norba Dual Slalom MTB, Mammoth Mtn, CA
- 3rd Swatch World Boardercross Tour at Solitude, UT
- 3rd Norba Downhill MTB, Seven Springs Resort, PA
- 4th World Cup Downhill MTB, Cape Town, South Africa
- 7th Swatch World Boardercross Tour, Val d' Isere, France
- 7th Norba Downhill MTB, Mammoth Mtn, CA
- 10th WC Downhill MTB, Nevegal, Italy
- 12th WC Downhill MTB, Sierra Nevada, Spain
- 29th WC Downhill MTB, Massanutten, Harrisonburg, VA

1998 (age 29)

- 1st Men's Boarder-X at ESPN Winter X, Crested Butte, CO
- 1st Dual Slalom MTB at Sea Otter Classic, Monterey, CA
- 2nd Dual Slalom MTB at World Champs, Mt. Sainte Anne
- 3rd World Cup Dual Slalom MTB, at Les Gets, France
- 8th Norba Downhill MTB, at Pittsburgh, PA
- 10th Norba Downhill MTB at Big Bear, CA

1999 (age 30)

- 1st Overall 1998-99 Swatch Boarder-X Tour
- 1st Men's Boarder-X at ESPN Winter X, Crested Butte, CO
- 1st Swatch World Boarder-X Tour at Val di Sole, Italy

1999 (continued)

- 1st Swatch World Boarder-X Tour at Big Bear, California
- 1st Men's MTV Boarder-X, Snow Summit, CA
- 1st World Cup Downhill MTB at Big Bear, CA
- 1st Norba Dual Slalom MTB at Mammoth Mtn, CA
- 1st 23rd Toyota Pro/Celebrity Car Race, Long Beach, CA
- 4th Norba Downhill MTB at Big Bear, CA
- 5th Swatch World Boarder-X Tour at Solden, Austria
- 5th Swatch World Boarder-X Tour at Copper Mtn, CO
- 6th Norba Downhill MTB at Mammoth Mtn, CA
- 6th Skier-X at ESPN Winter X, Crested Butte, CO
- 7th Downhill World MTB Championships, Are, Sweden
- 8th World Cup Standing in Downhill MTB
- 14th Biker-X at ESPN Winter X, Crested Butte, CO
- 15th Snocross at ESPN Winter X, Crested Butte, CO.

2000 (age 31)

- NEA Extreme Athlete of the Year in MTB
- 1st Skier-X at ESPN Winter X, Mt Snow, VT
- 1st Skier-X at Gravity Games, Mammoth Mtn., CA
- 1st Pike's Peak Hill Climb
- 3rd Boarder-X at Gravity Games, Mammoth Mtn., CA
- 3rd Wide World of Sports - Snapple Superstars, Jamaica
- 4th Men's Boarder-X at ESPN Winter X, Mt. Snow, VT
- 7th 24th Toyota Pro/Celebrity Car Race in Long Beach,

2001 (age 32)

- ESPN Action Sports Athlete of the Year (ESPY)
- 1st Ultracross at ESPN Winter X Games
- 4th Ultracross at Red Bull UC, Squaw Valley, CA
- 4th Car Relay at ESPN Race of Champions, Gran Canaria
- 4th Qualifying Chevy Trucks US Motocross Champs
- 12th Men's Boarder-X at ESPN Winter X Games
- 12th Swatch Boarder-X Tour at Aspen Mountain, CO
- 38th Grand Prix Halfpipe, Mammoth Mtn, CA

2002 (age 33)

- 6th Men's Boarder-X at ESPN Winter X Games

2003 (age 34)

- 1st Overall in Motocross, Day in the Dirt, Los Angeles
- 1st Guest Pro in Motocross, Day in the Dirt, Los Angeles
- 6th Moto Pro in Motocross, Day in the Dirt, Los Angeles

2004 (age 35)

- 19th Men's Boarder-X at ESPN Winter X Games
- 29th Skier-X at ESPN Winter X Games

2005 (age 36)

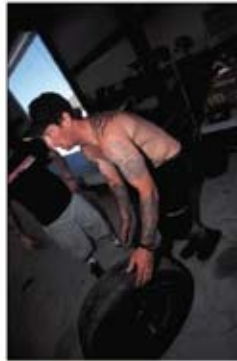
- 3rd FIS Boarder-X in Cardrona, NZ
- 5th Nat'l Championships in Boarder-X in Cardrona, NZ
- 12th US Boarder-X Championships in Mt. Hood, OR
- 17th FIS World Cup in Boarder-X in Whistler, BC
- 25th FIS World Cup in Boarder-X in Whistler, BC

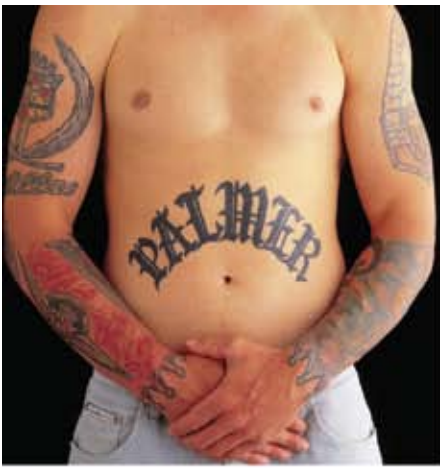
2006 (age 37)

- Qualified USA Olympic Team in Boarder-X
- 2nd FIS World Cup in Boarder-X, Bad Gastein, Austria
- 5th FIS World Cup in Boarder-X, Bad Gastein, Austria
- 7th Jeep King of Mountain Dual SNB, Snowbird, UT
- 8th Jeep King of Mountain Dual SKI, Snowbird, UT

2007 (age 38)

- 4th Men's Boarder-X at ESPN Winter X Games
- 8th Jeep King of Mountain Dual SNB, Beaver Creek, CO
- 26th Skier-X at ESPN Winter X Games







PALMER BRAND ESTABLISHED IN 1995



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SPORTS



FASHION



BODY STYLE



MUSIC



THERE ARE NO LIMITS

SHAUN'S SPIRIT

Shaun Palmer, the action sports hero, has died. Not in the physical form but in the mental. The legend begins with the retirement of USA Today's world's greatest athlete. By walking to the beat of his own drum, Shaun Palmer has become the icon for action sports cultivating the public's fascination of his ability to go beyond one sport and winning titles in each and everyone he participates. Shaun lives in a world of his own.

Champions are made not born. To be a true champion, you must first understand the responsibility it holds. Shaun knew what this was. He carried it through with every obstacle he faced, every mountain he climbed, every task he accomplished. His talent alone stretches from extraordinary feats of physical skill to an exceptional streak of independence. Shaun's activities around the action sports community mesmerized fans as he would transition from the boardercross event at the X Games to launch himself in the snow cross, and then pick up a skateboard and session with the best of them. We all suddenly realized that possibilities are endless and it was up to us to defy our limitations.

Shaun was born into a rough upbringing in San Diego, California. Raised on the wrong side of the tracks, Shaun began to emit a 'gangster'- style attitude in everything he did. While his grandmother was the primary care provider for him, he dropped out of high school at the age of 17 to snowboard professionally in Europe. Though this took him places he could never imagine, the influences of his upbringing were set in stone. A deep passion for Cadillacs remains impressed upon his skin in the form of various tattoos. Shaun has brought a rougher, more intense image to the overall existence of action sports.

Shaun's love for Frank Sinatra also remained close to his heart. When competing in a race your adrenaline is pumping so intensely that we all need something to calm the storm. Shaun is first and foremost a realist and nothing is going to change that. He's a person, a human being just like the rest of us. If you cut him, he will bleed. No one is impenetrable. We all have areas in our life that

allow us to show character no matter how hard we impress ourselves to be. Shaun is very loyal to those around him. Friendship is something honest and can truly fill your life with joy and happiness. When you live in infamy of others, you need to have people surround you that you can trust. Shaun has shown that friendship is nothing to take for granted.

The Palmer phenomenon has left people distraught in the fantasy that there is someone out there that can be so great. One of the consequences is the cultivation of individualism and self-reliance. The media has followed Shaun's tremendous success and will continue to encourage young people to believe that they can escape the conditions of life by following in the snowboarder's path. For 99.9% of the world, this is an illusion, a magic act, a dream. Though Shaun Palmer the athlete has retired, the foundation for which he built a system of core values as a person still exist.

Like Tupac Shakur once said, "All eyes on me." The world waits in anticipation of yet another person to take the flag and run with it. In the eyes of the action sports world, their icon has just died. Impossible as it now seems, there will be those who will surpass his accomplishments. The new goal for Shaun is to farm the new athlete for the future. The Palmer program combines all of Shaun's attributes with the intention of keeping the core values of Shaun alive in the next generation.

Though you may act like a gangster, walk with a lean so mean you embarrass the entire scene, be tattooed from head to toe, have too many piercings to count with your fingers and toes, wear your clothes half-on, half-off your body, or laugh at fear, whatever your attributes may be, you can be the next action sports athlete to rise above the rest. If you believe in yourself, there's no second guessing what you can do. Shaun's past is now the inspiration for your future. Whatever sport you may tackle, whatever goals come down your path, embrace the spirit of Shaun Palmer and remember: there are no limits.







palmer



SHAUN PALMER

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Check
this
Out!!!!



**THERE ARE
NO LIMITS**



PALMER CORE VALUES:

EMOTIONAL CONNECTION

Palmer embodies the cutting edge, rebellious, can-do-it all attitude that defines our times.

ACCESSIBILITY

By mixing key things that young people can control - sport, fashion, music and body style - to reflect attitude and passion in all areas of life, Palmer offers unlimited choices, combinations and new ways to express personal values.

LIVING SYSTEM

Making Palmer easy to access, simple to individualize and fast to change ... following constantly evolving trends like a living system.



