

The
Brand
manifesto

**Moving
mountains
since 2011**
so you can
reach new
heights.



**Success,
victories and
achievements
are things
we all seek
in every facet
of our life.**



We all strive
to become

better people,

succeed in our work,
cultivate a healthy body
and mind, create a great
family life and build
strong friendships.



GREAT
FAMILY
LIFE AND
STRONG
FRIEND
SHIPS



As a result, we may
sometimes feel we are
missing out on
something, and that we
won't ever be able to
accomplish it.

**At Haute Route,
we believe that,
with a little help,
we can all overcome
the obstacles that
keep us from being
the best we can be.**

**Whether it is the
pressure we put on
ourselves, the
pressure society
puts on us or our
own physical
limitations
- real or imagined –
we believe you are
tougher than you
think.**

**WE
CAN
ALL
OVERCOME
THE
OBSTACLES**

The road
can seem long,
hard and lonely,
but together
we are
stronger.



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Let us give you a hand.
If you need it.



Need training?
You'll get it.



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Need support ?
You'll have it.



**Need teammates?
You'll meet them.**



TEAMMATES



**Need challenges
that test your grit?
You'll find them!**

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Born in the mountains and raised on the road, Haute Route is driven by a passion for soaring heights and personal feats.



**We pave
the way
to the most
intense
experience
of your
life.**



So, if you're the type of person who never does things by halves, rest assured that when you ride with us there's no stopping you from going all the way.



REACH NEW HEIGHTS



