





DEEPER FURTHER HIGHER





Photo: ijValenzuela

Obsessed, addicted and immersed in the mountains since 1983, I have written my life story around snowboarding. I have been all in from the beginning – hiking resorts before they allowed snowboards at age 9, all night drives to Jackson Hole in high school to score first tram of the year, hiking all night to earn a first descent at dawn. Becoming a pro snowboarder was not an optional career, there was no back-up plan.

Now 26 years after stepping on my first snowboard I feel blessed to have been given the opportunities I have. From riding some of the world's wildest lines to naming mountain peaks to the countless signature products I have helped create, it's been an honor to be a part of snowboarding's evolution. During this journey I have often focused on the performance of my equipment. How can we make this board better...rail an edge harder...weigh less without sacrificing durability? After ten years of working with the R+D teams on new designs and technologies I've made significant progress towards my dream board but the time has come to take that quest to the next level...

For 2010 I am proud to announce the latest offspring of my life-long commitment to snowboarding – Jones Snowboards. I have started Jones Snowboards to develop the highest performance all-mountain weapons on the market – freeride boards that reflect everything I've learned both on the snow and in the factory. Every snowboard we produce will be born of my passion and our designs will mirror the performance demands of my riding matched with the environmental demands of my conscience.

Jones Snowboards is a natural evolution for me. Snowboarding is not my job, it's my life. Come experience the progression. Ride with me.





## THE FLAGSHIP

The Premier Big Mountain Weapon

Ideal for speed, stability, stomping airs, charging down the mountain.

**Sizes: 158, 161, 164, 163W, 168W**

The apex of 25 years of freeriding experience, rigorous testing, and the latest construction technologies, the Flagship is a battle proven weapon for all-mountain attacks. The Flagship combines Magne-Traction, directional rocker and camber underfoot for the highest overall performance in even the most demanding terrain and conditions.

Features:



Directional  
Rocker



Blunt  
Nose



Mellow  
Magne-traction



FSC Wood  
Core



Full Wood  
Core



Wood  
Topsheet



Hickory  
Sidewall



Recycled  
Base



Sintered  
Base

### Jeremy's Words

Stepping into the mountains you never know what you're going to encounter. The first two turns may be waist deep followed by ice through the crux and chop in the outrun. The Flagship is my go-to board for fast and confident freeriding in any conditions. I have designed this board with directional rocker and a blunted nose to keep the tip up in the deepest of snow, camber underfoot and Magne-Traction for edging on ice, a longer radius sidecut for speed and railing turns, a shortened running length for maneuverability in tight spaces, and a freestyle tail to land switch in powder.

This board has no speed limit and no boundaries. This is the Flagship of our line and my life's work - the ultimate freeride board. Don't be surprised if you find yourself thanking this board at the bottom of a line.



## THE MOUNTAIN TWIN

The all-mountain, all-terrain fun board.

Ideal for all conditions. The all-mountain freestyle board...slashing banks, boosting wind lips, rallying ditches, and bouncing down pillow lines.

**Sizes: 155, 159, 160W, 164W**

When you feel like rallying the mountain like it's your own personal skate park, strap into the twin profile, directional flex, Mountain Twin. CAMROCK frees up the tip and tail offering extra float in soft snow while camber under foot combined with Mellow Magne-Traction give the Mountain Twin the snap and hold of a traditional board. A progressive free-style shape with a freeride heart, the Mountain Twin is designed for the fall line creativity of Jones team riders like Jonaven Moore.

### Features:



Cam  
Rock



Mellow  
Magne-traction



FSC Wood  
Core



Full Wood  
Core



Film  
Topsheet



Flip Flop  
Base



Sintered  
Base

### Jeremy's Words

When I want to trade off between doing laps on the jump line, searching for smooth steeps, and sniffing out left over pow stashes I grab my Mountain Twin. The rockered tip and tail stay evenly afloat riding regular or switch and the camber and Mellow Magne-Traction combination keeps me confident on edge. The go anywhere maneuverability of the Mountain Twin make it my easy all-day choice from first chair to the afternoon backcountry powder lap.

# THE HOVERCRAFT 156

The Dream Powder Board

Ideal for powder, chop, crud.

The Hovercraft is all about float, packing the volume of a 178cm powder board into a nimble 156cm. A blunt nose and directional rocker will keep you cruising whether you're in blower or crud. The short running length guarantees you'll be light on your feet in serious situations.

Features:



Directional  
Rocker



Mellow  
Magne-traction



Blunt  
Nose



FSC Wood  
Core



Full Wood  
Core



Film  
Topsheet



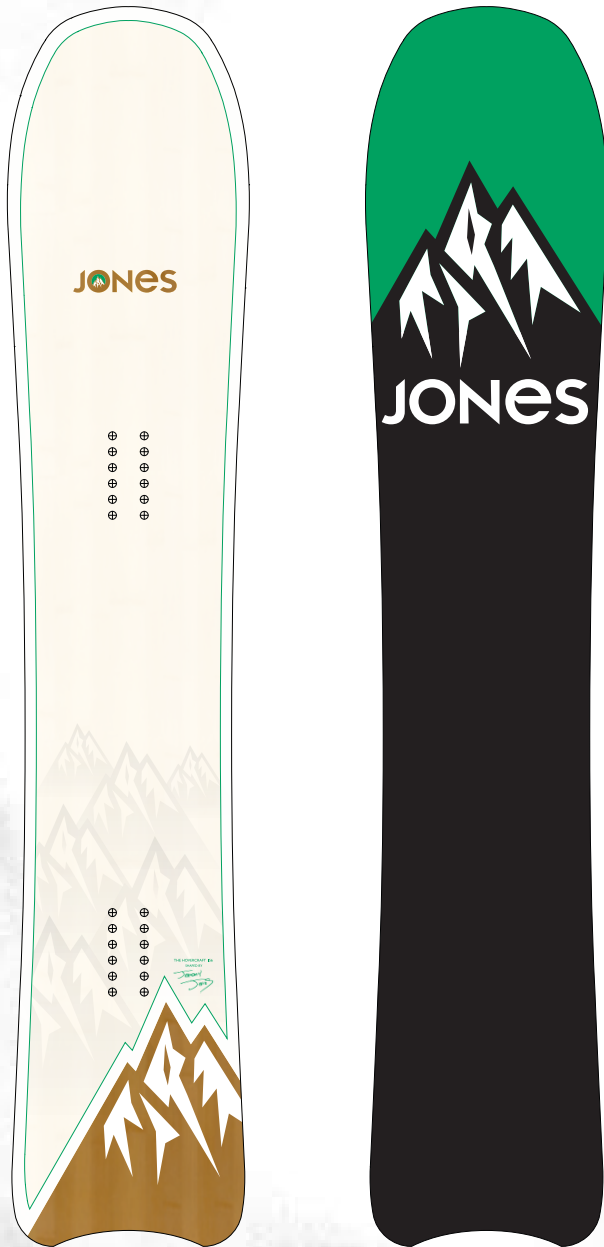
Recycled  
Base



Sintered  
Base

Jeremy's Words

I have been dreaming of this board for years; a turbo charged pow board that floats so well it turns low angle stashes into full-speed features. My home mountain looks totally different riding the Hovercraft because I constantly find new hips and slashes in places I'd never seen before. An oversized nose planes above the snow and smoothes out the afternoon chop like none other.





## THE SOLUTION

The first ever Magne-traction Split board

Ideal for all-terrain backcountry freeriding, wilderness expeditions, trans-range touring.

Sizes: 164 & 168

No lift. No problem. Blaze a trail to freeride freedom on the Solution – the world’s first Magne-Traction splitboard. Directional Rocker matched with camber underfoot make the Solution your answer for any line within the sight of your eyes and the reach of your legs.

Features:



Directional  
Rocker



Mellow  
Magne-traction



Blunt  
Nose



FSC Wood  
Core



Full Wood  
Core



Film  
Topsheet



Recycled  
Base



Sintered  
Base

### Jeremy's Words

A few years ago I had run out of new things to ride in my home mountains. I had booted everything with in a reasonable distance and had sledged to all the sick spots. My hit list was pretty much empty. Picking up my splitboard the whole game changed. My hit list is now overflowing with a lifetime of new places to explore. The Solution is the solution. It rides like a normal board, but I'm no longer wallowing on approach to distant lines nor physically destroyed from bootpacking all day. I find myself passing up the chaos of the resorts and heading to the solitude of the backcountry on my splitboard more and more each winter.

## BOARD FEATURES



### DIRECTIONAL ROCKER

A hybrid rocker/camber flex pattern defined by more tip rocker than tail rocker and slight camber between the bindings. The rockered tip gives the nose added float and improves maneuverability while the camber underfoot gives you added edge hold and response. A slightly rockered tail maintains the power and stability of a traditional board but helps keep the tail catch-free initiating turns and landing switch.

#### Jeremy's Words

My experience is that most falls in freeriding start from the nose of the board – you either go over the bars in powder, the nose gets caught under a weird crust and tosses you, or you hit a hard tranny at the contact point of the tip and get bucked. Directional Rocker eliminates most of these falls by moving your front contact point closer to your front foot and allowing you to swivel the board side to side without the tip catching on the snow surface. Thanks Shane! (Shane McConkey was the inventor of rocker.)



### CAMROCK

The Mountain Twin features CAMROCK – a unique rocker/camber flex pattern defined by evenly balanced tip and tail rocker and slight camber between the bindings. CAMROCK improves freestyle finesse by keeping your tips playful while maintaining the power and pop of camber underfoot.



### MELLOW MAGNE-TRACTION

Like a serrated knife slicing into the snow, Magne-Traction improves your edge grip by adding multiple contact points along the running length of your board. The Flagship, Mountain Twin, and the Solution all feature a refined Magne-Traction design where the bumps are biggest between your bindings for maximum edge control and smaller outside your feet allowing you to feather your turns without catching an edge.

#### Jeremy's Words

Why trust your life to an edge with only two contact points when Magne-Traction gives you the grip of seven points of contact! I



have gotten to the bottom of countless steep, icy faces and thanked my Magne-Traction for giving me the edge control to hold on. Magne-Traction is also a key ingredient for rockered board designs. Adding rocker to your board makes it glide more smoothly, but it makes it harder to really lock into your turns and hold a solid edge. Though Magne-Traction on full-camber boards tends to feel too locked in, once I started testing different rocker designs it was clear that Magne-Traction was crucial to offset the drift typical of rocker flex patterns.

### BLUNT NOSE

The Flagship, Hovercraft, and the Solution all feature a BLUNT NOSE that extends the profile and width of the board further toward the tip than a traditional board. Increasing the volume of the nose and tapering the tip profile at a much flatter angle than normal improves float by reducing the drag of the nose against the snow.

#### Jeremy's Words

How a board glides in powder, crust, corn, or any snow condition more than an inch deep is dictated by its front contact point and just past it. Next time you are in soft snow watch how much snow comes over the corner of the nose near the contact point. The billowing snow means you are plowing through it which is obviously slowing you down. By adding a blunt nose you get the float benefits of a much longer board tip without the added length or swing weight.



### HICKORY SIDEWALL

Reclaimed Hickory wood is used for the sidewalls because of its strength and durability. It is also a more environmentally friendly option than traditional sidewalls.



### FSC WOOD CORE

FSC was established to promote the responsible management of the world's forests. The FSC wood cores come from forests that are managed to meet the social, economic and ecological needs of present and future generations.



### FULL WOOD CORE

Poplar core and beech. That gives the board more comfort and is more robust. The real all terrain core.



### WOOD TOPSHEET

Wood replaces a traditional plastic topsheet and lacquer to cut down on waste and weight.



### FILM TOPSHEET

A thin piece of film replaces the traditional plastic topsheet. This eliminates plastic and reduces the weight of the board.



### SINTERED BASE

Fastest natural base material available. Durable, absorbs wax faster and retains wax longer. Our sintered base added with carbon nano particles as well as additives, creates a better glide. This base is specially developed by Nidecker, and is very resistant to impact.



### FLIP FLOP BASE

By flip flopping the base graphic colors, P-tex waste is drastically reduced by increasing the material yield.



### RECYCLED BASE

P-tex scraps are recycled into new bases.



### NIDECKER

All boards manufactured by Nidecker.



### 1% FOR THE PLANET

1% of sales are contributed to environmental groups around the world.



### PROTECT OUR WINTERS

POW was formed in 2007 by Professional Snowboarder, Jeremy Jones to unite the winter sports community and focus their collective efforts towards initiatives that will directly impact climate change.





**JONES**  
SNOWBOARDS

# BOARD SPECS

	FLAGSHIP				
MODEL	JONES FLAGSHIP	JONES FLAGSHIP	JONES FLAGSHIP	JONES FLAGSHIP WIDE	JONES FLAGSHIP WIDE
SIZE (CM)	158	161	164	162	168
NOSE LENGTH (MM)	250	250	250	255	265
RUNNING LENGTH (MM)	1140	1170	1210	1170	1210
TAIL LENGTH (MM)	190	190	190	195	205
NOSE WIDTH (MM)	290	292	296	301	304
WAIST WIDTH (CM)	24.9	25.2	25.4	26.2	26.2
WAIST WIDTH INCH	9.8	9.9	10.0	10.3	10.3
TAIL WIDTH (MM)	288	290	294	300	302
SIDECUT TAIL					
SIDECUT RADIUS	8.5	9.1	9.3	9.3	9.3
SIDECUT NOSE					
MIN-MAX STANCE	52/64	52/64	54/66	54/66	54/66
MIN-MAX STANCE INCHES	20.5/25.2	20.5/25.2	21.3/26	21.3/26	21.3/26
SETBACK (CM)	20	20	20	20	25
EFFECTIVE EDGE (MM)					
MID STANCE	580	580	600	600	600
MID STANCE INCHES	22.8	22.8	23.6	23.6	23.6
INSERTS (#)	6x2	6x2	6x2	6x2	6x2
WEIGHT (GMS)					
RIDER'S WEIGHT (KGS -)	50-80	60-90	65-100	65-100	>70
RIDER'S WEIGHT - (LBS)					
STANCE MIN CM	52	52	54	54	54
STANCE MIN INCH	20.5	20.5	21.3	21.3	21.3
STANCE MAX CM	64	64	66	66	66
STANCE MAX INCH	25.2	25.2	26	26	26
STANCE MIN/MAX CM					
STANCE MIN/MAX INCH					
TECH	MAGNETRACION 3x	MAGNETRACION 3x	MAGNETRACION 3x	MAGNETRACION 3x	MAGNETRACION 3x
MAT	CARBONE-KEVLAR	CARBONE-KEVLAR	CARBONE-KEVLAR	CARBONE-KEVLAR	CARBONE-KEVLAR
ROCKER	SPECIAL ROCKER	SPECIAL ROCKER	SPECIAL ROCKER	SPECIAL ROCKER	SPECIAL ROCKER
FLEX	Dx FR	Dx FR	Dx FR	Dx FR	Dx FR

MOUNTAIN TWIN			
JONES MOUNTAIN TWIN	JONES MOUNTAIN TWIN	JONES MOUNTAIN TWIN WIDE	JONES MOUNTAIN TWIN WIDE
155	158	160	164
215	215	215	220
1120	1160	1160	1200
215	215	215	220
297	301	305	309
25.2	25.5	26.0	26.3
9.9	10.0	10.2	10.4
297	301	305	309
7.3	7.7	7.9	8.3
52/64	52/64	54/66	54/66
20.5/25.2	20.5/25.2	21.3/26	21.3/26
0	0	0	0
580	580	600	600
22.8	22.8	23.6	23.6
6x2	6x2	6x2	6x2
50-80	60-90	70-100	75-100
52	52	54	54
20.5	20.5	21.3	21.3
64	64	66	66
25.2	25.2	26	26
MAGNETRACION 3x	MAGNETRACION 3x	MAGNETRACION 3x	MAGNETRACION 3x
NO	NO	NO	NO
Dx FS	Dx FS	Dx FS	Dx FS

HOVERCRAFT/POWDER
JONES HOVERCRAFT
156
280
1180
100
304
26.0
10.2
293
9.3
54/66
21.3/26
20
600
23.6
6x2
65
54
21.3
66
26
SPECIAL ROCKER
Dx FR

SPLIT	
JONES SPLIT	JONES SPLIT
158	161
250	250
1140	1170
190	190
290	292
24.9	25.2
9.8	9.9
288	290
8.5	9.1
52/64	52/64
20.5/25.2	20.5/25.2
20	20
580	580
22.8	22.8
6x2	6x2
50-80	60-90
52	52
20.5	20.5
64	64
25.2	25.2
MAGNETRACION 3x	MAGNETRACION 3x
SPECIAL ROCKER	SPECIAL ROCKER
Dx FR	Dx FR





NEIL

Black Diamond

JEREMY  
JONE



DEEPER FURTHER HIGHER

**JONES**  
SNOWBOARDS

For ordering information contact: [info@jonessnowboards.com](mailto:info@jonessnowboards.com)  
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[jonessnowboards.com](http://jonessnowboards.com)