

# SLIDE SURFSKATES – PRODUCT/MARKET UPDATE – 2022/23

## 1. TRUCKS

Slide's third generation truck adjustments are now complete (Slide 3.5).

Development is a decades-long process of engineering and pursuit of precision quality. Simply put, Slide is looking for the very best and closest surfing-like performance. No Waves, No worries!

The main advantage of the Slide truck system is stability. Offering a surf feeling which is safe, can be enjoyed by either beginners, or advanced riders, skating pools and bowls.

The height of Slide trucks avoids wheelbite (where wheels touch the deck). If this happens, the board can suddenly stop, often causing falls.

Slide trucks include a baseplate + kinpin + spring. See:  
[https://www.youtube.com/watch?v=\\_xBWBOaioHE](https://www.youtube.com/watch?v=_xBWBOaioHE)

The video explains each part, and shows how to change the inner spring.  
A useful tool for retailers servicing customers needs

## 2. DECKS

Decks consist of 7 layers of Canadian Maple.

All decks are developed in Spain and Australia and tested by Slide's riders globally.

Wide nose volume provides comfortable front foot placement. The tail area is variable, but is usually quite wide.

A reduced range of decks is available in various designs.

## 3. WHEELS

Again quality is Slide's benchmark. Slide has always used relatively soft wheels (78A hardness). Turns are fluid, with a 'smooth' ride feel.

Slide wheels have two variations :

- i) 65mm 78A with angled profile wheels.  
These wheels are for all types of riding, for sliding, and bowl/pool performance
- ii) 70mm 78A right angled profile.  
Good for all types of riding, better for pumping and cruising.  
Bigger wheels have more stability, suiting beginner/intermediate riders.

#### **4. SPARE PARTS**

Spare parts are available – see your Slide order sheet.

It is important that Distributors and Retailers carry a small stock of components (such as bearings, springs, front trucks) to service customer needs and any warranty issue. Customer satisfaction is reliant on time critical response to all service needs.

#### **2022 COLLECTION**

In the current Slide catalogue there is a brief description of each model.

However, there are some general points that should be clarified:

- Children: Some consumers ask which model is best for children. Our 30" models are the best option for shorter riders (Quad and Joyful). However it is important to know the Slide trucks are so easy to turn that even 32" decks are OK for children.
- Beginners: Normally it is best to advise entry level riders to opt for a Gussie 31", Swallow 33" or Evo-lution 34". These decks are extra-wide at the front and are set-up with 70mm wheels, for extra stability and fluid performance turns. Smaller stature: go Gussie. Taller, Swallow or Evo-lution.
- Neme Pro 35": Although this board is the longest, it's also narrower. This deck is better for advanced riders with foot placement needing to be more precise. Longboard riders appreciate the maneuverability of Neme.

#### **CURRENT MARKET REALITY**

- After a boom year of 2021, 2022 has stabilized with steadier growth trends.
- Retailers are overstocked - with almost all products. Surf skates are no exception
- Slide sales are strong in a crowded marketplace.
- Slide stock levels are generally low due to solid sell-through.
- Some competitors are aggressive wholesalers, flooding stock into stores.
- Slide prefers to not pressure our partners or sales channels.
- As overstocked product clears, retailers will re-stock with product that offers quality, service, performance, margin and choice, with the least warranty issues. Slide!
- Surf Shops running Surf Schools continue to be a growing marketing force.

#### **MARKET COMPARISONS**

Slide vs. Lower priced product:

- Better performance
- Best truck system (front and rear truck)
- Best graphics and design
- Better quality wheel

Slide vs. Higher priced product:

- Better price and margins
- Greater versatility
- Better stability
- Equivalent or better quality and design

### **SLIDE VS. CIRCLE SPRING TRUCKS (ie. YOW)**

- Slide is more stable, more versatile and works well in all terrain – even bowls.
- Slide is easier for beginners, veterans, girls.
- Circle-spring trucks date from the early 2000s – Jack Hu (Slide’s truck designer) worked with circle-spring trucks back in 2008, which, pre-dated Jack’s Slide.1 truck.
- On the circle-spring truck Jack states:  
“They do not ride ‘smooth’ enough. Those trucks do not ‘carve’, and are too soft. They have no support force, and are not linear enough.”

### **COMPARATIVES**

- Centreline design: currently only Slide and Carver do this.
- Smoothstar/Yow : Jack again  
‘These products are not like surfing at all, wrong front truck position gives a false surfing feeling.’  
“A surfer cannot cut-back in a 50cm radius, a true Surf Skate is about long arcs!”  
“Do not confuse smaller radius gyrations with better surf skating”.  
“The Slide set-up offers an easy, truer simulation of real surfing!”

### **SLIDE’S VISION**

- To be: ‘as close to true surfing as possible’
- Stable, easy to move, with a flexible tail (rear truck), and correct wheel base.
- Adhere to the true centreline design concept of traditional skate trucks (which is not easy in a surf skate).

### **MARKETING**

- Slide’s policy is to provide the best surfing like experience to our consumers
- Slide’s retailers are guaranteed service support, margin and a long term commitment to the improvement of Slide at all levels.
- Our policy is not to overload shops with stock by offering massive discounts
- Slide is here for the long haul

### **SOCIAL**

- <https://www.youtube.com/watch?v=B699qjt0Nhg>