Vail Resorts Retail Launches Epic Mountain Rentals with Enhanced Booking Options and Delivery

BROOMFIELD, Colo. – Nov. 19, 2020 – Vail Resorts Retail (VRR) is proud to announce the launch of Epic Mountain Rentals, an upgraded booking experience for ski and snowboard rentals with expanded delivery options.

Epic Mountain Rentals was designed to make the online rental experience for skis and snowboards more seamless than ever before. Guests are now able to book their rental equipment through an enhanced booking experience on the brand's website or book their entire trip in one cart directly on most resort sites, including rentals, lessons, lodging, and more.

This winter season, Epic Mountain Rentals will also offer enhanced and expanded delivery operations across much of the Vail Resorts portfolio including Vail, Beaver Creek, Breckenridge, Keystone, Crested Butte, Whistler Blackcomb, Park City, Northstar, Heavenly and our partner mountain Telluride. Guests can choose complimentary delivery, their delivery location and preferred delivery time when making their reservation providing a convenient and seamless ski rental experience. Upon delivery, a new fleet of rental experts will recreate the high-quality, expert boot fitting experience of an Epic Mountain Rentals location in any condo, hotel lobby or common area. Guests also have the option to conveniently swap out equipment at any Epic Mountain Rental location based on real-time, on-mountain conditions.

As always, guests can also choose to pick up their rental gear in one of our 100+ rental locations across North America conveniently located en route, in the mountain villages or slopeside of our world-class resorts. Epic Pass holders also receive an additional 20% off of rentals as part of the Epic Mountain Rewards loyalty program.

"Whether you're a first-timer on the mountain or a veteran looking to demo the latest equipment, our team of experts at Epic Mountain Rentals gets you the gear you need when and where you need it," said Greg Sullivan, Chief Operating Officer, Vail Resorts Retail. *"With over 100 convenient store locations and our expanded complimentary delivery services, we've got you covered from reservations through returns, across changing snow conditions. While you may only need the gear for a few days, we know the memories you'll make will last a lifetime."*

Epic Mountain Rentals is now live for advanced rental and delivery reservations at[epicmountainrentals.com](epicmountainrentals.com) and on individual resort sites.

Enhanced Safety Measures

The safety of guests and employees is our top priority. VRR has enhanced operations to ensure the best and safest rental experience for everyone. Face coverings are required for all team members while inside our rental locations. Guests and boot fitters are required to wear a mask and maintain proper physical distancing throughout the delivery/fitting process. All retail stores have enacted updated and increased cleaning protocols for rental equipment, retail locations and delivery vans and decreased the number of guests allowed in retail locations at one time to allow for physical distancing.

To allow for physical distancing, Vail Resorts has implemented on-mountain reservations for the Company's 34 North American resorts to ensure guests have the space they need to stay safe. Reservations will be required to ski and ride every day of the season, with pass holders receiving priority access. A booking with Epic Mountain Rentals does not guarantee on-mountain access. Lock in your Epic Pass before they go off-sale for the 2020/21 season on December 6. Additional details: https://www.epicpass.com/info/reservation-details.aspx

About Vail Resorts Retail

Vail Resorts Retail operates more than 230 specialty stores in and around owned and operated Vail Resorts: Vail, Beaver Creek, Whistler Blackcomb, Breckenridge, Keystone, Crested Butte, Park City, Heavenly, Northstar, Kirkwood, Stowe, Okemo,

Mt. Sunapee, Stevens Pass, Hunter Mountain and Mount Snow. Shops are also located in select non-Vail Resort's destinations in Aspen and Telluride. In addition to these mountain resort locations, Vail Resorts Retail also operates in Colorado's Front Range, Northern California, and Minneapolis. These stores focus primarily in winter recreation of ski and snowboard for both retail and rental but also offer gear and services for a variety of outdoor recreational activities, including hiking, camping, biking, and more.

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Contact(s)

Hope Grandon

Manager, Portfolio Communications
Email: hgrandon@vailresorts.com
Phone: 303.754.8506

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