

# European ski rental firm moves into Tahoe

Skiset has opened four stores in South Lake Tahoe. The France-based company expanded to North America this year.

The company plans to open stores in Truckee, Tahoe City, Kings Beach, Incline Village and Squaw.

“Skiset has unrivaled brand recognition in Europe. Skiers and riders know that they will receive quality equipment, value for money and great customer service. We only partner with ski shops in North America which operate to the same standards,” Tony Lyle, vice president of Skiset, emailed *Lake Tahoe News*. “In the current economic climate skiers can rent the latest and greatest equipment rather than purchase at a much higher cost. Also, they can eliminate excess baggage fees imposed by most airlines for ski carriage. It’s a good time for us to expand and give customers the service, value and quality they expect and deserve.”