

Porsche athlete Liam Whaley ready for Red Bull King of the Air

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11/11/2021 One of the most prestigious kitesurfing events in the world – Red Bull King of the Air – starts on 18 November 2021, and Porsche is sponsoring it for the first time. Representing the sports car manufacturer will be Liam Whaley, who is one of the 18 participants in the contest.

As part of his thorough preparations for the physically demanding competition, which includes extreme jumps, he has undergone an extraordinary pre-event health check. At the University Hospital in Potsdam, Germany, he took part in a two-day examination that is normally reserved for Porsche Motorsport athletes. The 25-year-old was put through his paces under the supervision of motorsport doctor Frank Mayer.

Red Bull King of the Air 2021 will take place on whichever is the windiest day between 18 November and 3 December at Kite Beach in Cape Town, South Africa. In addition to the winners from last year, the

sports men and women taking part have been selected by an expert jury on the basis of video submissions. The athlete who demonstrates the perfect combination of height, power, technique and innovation will be crowned the winner. You can watch the live broadcast at www.redbullkingoftheair.com

Multifaceted commitment to a demanding sport

Porsche announced its commitment to the further development of kitesurfing in October 2021 – complementing its long-standing sponsorship of tennis and golf. The sports car manufacturer is sponsor of Red Bull King of the Air. Moreover, Porsche is cooperating with the kitesurfing brand Duotone and supporting riders Liam Whaley and Rita Arnaus. The similarities are obvious: sportiness, precision and a desire to push the boundaries of what is possible are just a few of the characteristics shared by Porsche and kitesurfing.

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Linda Riechers

Spokesperson Sales and Marketing
+49 (0) 1523 / 911 8402
linda.riechers1@porsche.de

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