

Ski opening with the new high-performance models from Porsche and HEAD

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10/11/2022 The 'SnowTime' event on the Kitzsteinhorn glacier in Austria gave winter sports fans the opportunity to test this season's products, with access to the brand-new Porsche 7 Series and Porsche 8 Series for selected participants.

These handmade high-performance skis are the first result of the co-operation between the Stuttgart sports car company and Austrian sporting goods manufacturer HEAD. The giant slalom inspired racers and the all-mountain skis which are based on completely independent constructions are now available at shop.porsche.com as well as sports goods retailers.

"I was looking forward to this test weekend like the start of a new World Cup season in the old days,"

says Porsche brand ambassador Aksel Lund Svindal. The former ski racer played a significant role in the development of the skis. “Journalists and customers were on our skis and flying in no time at all, which was really great to see,” says Svindal. “And this immediate feedback is very valuable and goes straight back into the further development of the products.”

As part of ‘SnowTime’, Svindal was also a guest at the expert talk on Saturday evening in Kaprun Castle. Talking to Austrian sports presenter Stefan Steinacher, the double Olympic champion and five-time World Champion reflected on the ups and downs of his career. He also spoke about the co-operation between Porsche and HEAD as well as his role as a Porsche brand ambassador.

For downhill and off-piste: the innovative ski models from Porsche and Head

The numbers in the model designations Porsche 7 Series and Porsche 8 Series indicate how wide the skis are in the middle: 70 and 88 millimetres respectively. This figure is important for the skiing characteristics, and the designers have incorporated the measurement as a typographic element.

In red or yellow contrasting colours, the numbers give a sporty puristic look to the mainly white or black skis that was inspired by motorsport designs. The structure of the two high-performance skis goes by the name of ‘Graphene World Cup Sandwich Cap Construction’. Carbon and titanal layers reinforce the wood core. A further layer is made of graphene. This material is not just very thin and light – it’s 300 times stronger than steel.

The skis incorporate the EMC (Energy Management Circuit), an innovative ski damping system. Ceramic piezo elements are incorporated at the front and rear of the ski, which convert the kinetic energy into electrical energy. This is used to absorb negative vibrations to make the ski much smoother and more stable. In addition, the ski adapts better and faster to the terrain. This allows skiing at the highest level even on long days. Both ski models use Protector PR 13 GW for the binding to the ‘Superflex PR Base high’ carbon plate. FHR (Full Heel Release) technology reduces the stress on the knee during revolving forwards and backwards falls as the heel can be released both horizontally and vertically. Both models come with a Porsche ski bag.

As giant slalom racers, the Porsche 7 Series is stable, swift, and dynamic. It is designed to be used on prepared slopes – like a sportscar on a racetrack. Here are the key specifications:

- Ski length: 156, 163, 170 and 177 centimetres
- Radius[1]: 13.1 metres
- Shaping (ski tip/middle/end): 124/70/109 millimetres
- Weight[2]: 4,420 grams

- Colour: white/red/black
- Recommended retail price: EUR1,500[3]

The Porsche 8 Series is an all-mountain ski for comfortable off-piste cruising. It easily masters all snow conditions. Key data:

- Ski length: 163, 170 and 177 centimetres
- Radius[1]: 13.5 metres
- Shaping (ski tip/middle/end): 130/88/124 millimetres
- Weight[2]: 4,530 grams
- Colour: black/yellow/anthracite
- Recommended retail price: EUR1,500[3]

Unmistakable look from head to toe

In addition to the two ski models, Porsche and HEAD offer a collection of accessories and clothing. Along with their look, low weight and aerodynamic grips are among the strengths of the carbon ski poles (in eight lengths from 105 to 140 centimetres; EUR 140[1]). The Porsche Radar 5K Photo Mips visor helmet is full of high-tech (EUR 450[3]) that promises crystal clear vision. For better contrast and more brilliant colours, its visor incorporates the 5K lens technology that was co-developed and extensively tested by HEAD's World Cup and Freeski Team. It is designed to improve safety and performance on and off the slopes.

The men's ski jacket (available in six sizes from S to XXL; EUR 800[3]) and ski pants (same sizes; EUR 500[3]) with sustainably produced down and 'PrimaLoft Black Eco' padding are sure to keep you warm. They are also wind- and water-resistant thanks to the IAM membrane. The intelligent climate management transports perspiration to the surface to enable cooling. The lightly padded mid-layer jacket in a cool biker style (same sizes; EUR 250[3]) provides an additional layer of warmth. The collection's design in red, white and black reflects the colours of the skis. The clothing is produced in Europe.

Info

[1] For a ski length of 170 centimetres

[2] Without binding, for a ski length of 170 centimetres

[3] Recommended retail prices for Germany including 19 per cent VAT

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