

Dune instead of mountain: Porsche brand ambassador and skiing legend Aksel Lund Svindal changes terrain for 9:11 magazine from snow to sand.

Aksel Lund Svindal on new Terrain

02/11/2023 Dune instead of mountain: Porsche brand ambassador and skiing legend Aksel Lund Svindal changes terrain for 9:11 magazine from snow to sand.

Equipped with a 911 Dakar and the new HEAD performance skis, the two-time Olympic champion sets off into the middle of the desert in the United Arab Emirates. What awaits him there? The pure off-road power of the Dakar – and one of the highest sand dunes in the region. Once he reaches the top, the Norwegian straps on his skis. And then: downhill!

Exclusive, sporty design

Many Porsche enthusiasts are also passionate winter sports fans. They place just as high demands on their equipment as they do on their sports cars: top performance, innovative technology, highest quality in terms of workmanship, and exclusive, sporty design are expected – whether on four wheels or two skis.

This is what the Ski Collection for the 2023/24 season, developed jointly by Porsche and the international sporting goods manufacturer HEAD, combines. The two performance brands are continuing their successful collaboration following the launch of the first joint products in autumn 2022. The second generation again includes two models of skis as well as skiing clothing and equipment – and picks up on the iconic design of the new 911 Dakar. The products will be available at the start of the upcoming skiing season at specialist retailers, Porsche Centers, and at shop.porsche.com as well as at Porsche Design Stores and at porsche-design.com.

MEDIA ENQUIRIES



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Video

https://newstv.porsche.com/porschevideos/264600_en_3000000.mp4

Link Collection

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