

Porsche partners with international sporting goods manufacturer Head

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01/07/2022 The best of both worlds: Stuttgart-based sports car manufacturer Porsche and Austrian sporting goods manufacturer Head release their first joint winter sports product line in time for the upcoming 2022 ski season.

The heart of the partnership is formed by two models of skis, inspired by racing skis and each of a unique design, which offer the wearer an unparalleled feeling on the snow. Both pairs feature a solid-wood core and have been manufactured with carbon fibre and Titanal layers. The high-performance Porsche 7 Series is inspired by the giant slalom and designed for use on groomed slopes. With the Porsche 8 Series, the two partners are launching a handmade high-performance ski that is equally at home both on- and off-piste.

The partnership will also see a line of apparel, ski poles, a visor helmet and a bag become available to complement the skis. The collection will be the result of close collaboration between the product experts at the Porsche Lifestyle Group and Head, along with the Porsche Brand Ambassador and two-time Olympic gold medallist Aksel Lund Svindal.

“The Porsche Lifestyle Group and Head are the ideal partners to ensure the perfect development of our ski collection in both technical and design terms,” says Lutz Meschke, Deputy Chairman and Member of the Executive Board for Finance and IT. “And with our Brand Ambassador Aksel Lund Svindal, we also have an acclaimed expert on board whose years of racing experience played a key role in the development of the products.”

Craftsmanship and quality

“As a former racer and Head athlete, I know all about the craftsmanship and quality that goes into the brand’s skis,” continues Lund Svindal. “It’s the same dedication and exquisite craftsmanship that Porsche puts into the development and production of its iconic sports cars. “With my close connection to both companies, I wanted to help kick things off with the new partnership around the Porsche Head ski and to be involved in the development process.”

Klaus Hotter, Executive Vice President and Winter Sport Division Manager at Head, adds: “I am delighted to announce that we are now working on the development of two premium, high-performance skis together with the Porsche Lifestyle Group. “They will be part of our new Head-to-Toe collection with attractively styled performance equipment and apparel for racers, all-mountain and performance skiers. “Everyone at Head is excited about the start of this remarkable partnership in Alpine winter sports.”

About Head

Head is one of the world’s leading providers of premium, high-performance equipment and apparel for athletes and players of all levels in the fields of winter sports, racquet sports, water sports, sportswear and licensing. The international sporting goods manufacturer offers products under the following brands: Head (alpine skis, ski bindings, ski boots, snowboard and protection products, tennis, racquetball, paddle, squash and pickleball rackets, tennis balls and shoes, sportswear and swimming products), Penn (tennis balls and racquetball balls), Tyrolia (ski bindings), Mares, SSI and rEvo (diving), LiveAboard (diving holidays, diving tours), Zoggs (goggles, swimwear and equipment) and Indigo (skis, ski helmets, ski goggles, ski accessories, snowboards and other ski equipment). Since being founded in 1950, Head has embodied innovative design and technical excellence. The company’s mission is to supply athletes and players of all levels with the perfect equipment. Find more information at www.head.com.

About the Porsche Lifestyle Group

In 1963, Professor Ferdinand Alexander Porsche created one of the most important design objects in contemporary history with the 911. His vision of transporting the principles and legend of Porsche beyond the boundaries of the automobile led him to set up the exclusive Porsche Design brand in 1972. His philosophy and design language are still reflected in all Porsche Design products to this day. Every one is an example of exceptional precision and perfection, created with a high level of technological innovation, and represents a unique symbiosis of intelligent functions and purist design – created by the Studio F. A. Porsche in Zell am See, Austria. Available worldwide at Porsche Design Stores, exclusive department stores and retailers as well as online at www.porsche-design.com.

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