

Big wave world champion Sebastian Steudtner becomes Porsche partner

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16/11/2021 Surfing's reigning big wave world champion, Sebastian Steudtner, and Porsche are entering into a long-term partnership. To take surfing to a new level, Steudtner will be working with Porsche's technology subsidiary, Porsche Engineering, among others.

As his official technology and mobility partner, Porsche will actively support the sportsman in breaking new records and surfing the biggest waves in the world. Together with a development team from Porsche Engineering, and in collaboration with scientific institutes, the partners want to create the technological foundations to take surfing to a new level. As part of this plan, the knowledge gained from many years of experience in automotive engineering will be used to help develop more capable surfboards. Using the latest simulation methods and wind tunnel testing, for example, the behaviour of the surfboard in the water and the aerodynamics of both it and the surfer will be further optimised.

"We are bringing together our experience in flow and structural optimisation from vehicle development with the practical expertise of world-renowned surfer Sebastian Steudtner – with the goal of an optimised board for surfing particularly high waves," says Michael Fuerstner, project manager at Porsche Engineering. "And this is just one of several projects we are tackling together as part of the partnership."

Redefining standards in big wave surfing

"I am proud and delighted to have gained Porsche as a long-term partner," says Sebastian Steudtner. "In addition to the technological expertise and the spirit of innovation established in the company, one thing in particular fascinates me: more than almost any other company, Porsche embodies the idea that dreams are achievable if you work at them consistently and meticulously. Ferry Porsche shaped this attitude as a pioneer and permanently changed the automotive world with the construction of the sports car of his dreams. My goal is to completely redefine the standards in big wave surfing in the years to come. Together with Porsche, I will achieve it."

"Sebastian's Steudtner's passion has been inspiring and contagious for us from the very beginning," says Deniz Keskin, Head of Brand Management and Partnerships at Porsche. "We look forward to accompanying and supporting Sebastian on his journey. In the process, we're diving into the exciting world of surfing – new terrain for us, and it's a perfect fit because of its high performance standards."

Expertise in developing sports equipment

Porsche Engineering can look back on many years' experience in the development of high-performance sports equipment. For example, the company has developed a competition sled for the racing luger Georg Hackl, which enables him to change the damping during a ride and achieve higher cornering speeds as a result. The reward for this was a silver medal for Hackl Schorsch at the Winter Olympics in Salt Lake City (US) in 2002. In 2007, Porsche Engineering developed the battery manager, the motor control unit and the control panel for the Seabob water sports vehicle from the manufacturer Cayago. The Seabob was distinguished by its pioneering impeller drive with battery technology. In addition to these unusual projects, the more than 1,500 engineers and software developers at Porsche Engineering are especially focused on developing the intelligent and connected vehicles of the future.

Expansion of sports sponsorship

Porsche has recently further expanded its commitment to challenging and spectacular sports. In October 2021, the sports car manufacturer announced its support for the further development of kitesurfing – as a complement to its commitments to tennis and golf. As part of this, Porsche will be sponsoring the Red Bull King of the Air competition from November and is cooperating with the kitesurfing brand Duotone. Porsche has also gained two professional athletes – Liam Whaley and Rita

Arnaus – as kitesurfing representatives.

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