

Action scenes: kitesurfers on an adventure tour in Alaska

Cet article reflète les informations disponibles au moment de sa publication. Certaines informations peuvent ne plus être à jour.

14/12/2022 To kitesurf where no one has kitesurfed before – the rousing mission of Porsche athlete Liam Whaley as he tackled the waves of Alaska amid excellent conditions in a one-of-kind setting.

A huge, shimmering blue glacier in the background, turquoise water under the board and enough wind for spectacular stunts – an irresistible late-summer spectacle for Porsche kitesurfing athlete Liam Whaley and his fellow pros Matchu Lopes Almeida and Reno Romeu, who came at the invitation of leading kite equipment brand Duotone and Porsche. The aim was to record action scenes on an adventure tour in Alaska.

At the first stops along the way, Anchorage and Valdez, incessant rain, biting cold and fog well into the lowlands made for disappointing weather conditions. But things took a splendid turn in Petersburg, with picturesque sunsets to boot. The film material is impressive: Liam leaps off a large ice floe into the

water, lifts off and catapults seemingly weightlessly into the air, suspended on the lines of his kite. He does tricks in the air and does a handstand on a chunk of ice sticking out of the water. “This tour is definitely one of the most amazing experiences in my life so far,” enthuses the 26-year-old pro kiter. “And spooky at the same time, kiting so close to a massive glacier wall.”

“This adventure demonstrates once again what a good match kitesurfing and Porsche are,” says Deniz Keskin, Head of Brand Management and Partnerships at Porsche. “Athleticism, courage to innovate and the desire to push boundaries – all this connects Porsche with this sensational water sport.”

First limited-edition Porsche kite edition

Porsche and Duotone have been working together since 2021. This year, the kitesurfing brand launched the first limited-edition Porsche kite edition. The specially designed kite was featured in the video shoot in Alaska, as were the two Porsche models Macan S and Cayenne Coupé, with which the adventurers travelled Alaska Route 1, among other roads.

They even undertook short stretches of gravel. Other means of transport included a seaplane, a fishing boat and a sailboat – with a steel hull to fend off the drift ice.

The new roof tent from Porsche Tequipment was mounted on the Macan S and Cayenne Coupé – a glamping experience of a special kind, with brown bears in the vicinity. And they were far from the only animal extras: young seals and seabirds were captured by the film and photo crews as well.

About Porsche and kitesurfing

Porsche has been involved in kitesurfing since 2021, collaborating with Duotone, among others. The partners’ first effort together was adding fitness exercises tailored to the sport to the Duotone Academy app, with guidance from Porsche motorsport racers and their coaches. In 2022, Duotone launched the first Porsche Edition kite. The creative director of Duotone, Florian Panther, was inspired by Porsche Motorsport and the history of the brand. Porsche is also a sponsor of the international top competition “Red Bull King of the Air” and supports the kitesurfers Liam Whaley and Rita Arnaus.

About the Porsche roof tent

The new roof tent from Porsche Tequipment is a two-person model that can be used all year round. It is transported in an exclusive hardcase that was developed at the Weissach Development Centre and co-designed by Studio F.A. Porsche in Zell am See. Its strengths include its quick assembly, comfortable mattress, and many practical details.

MEDIA ENQUIRIES



Sandro Kälin

Head of Communications Porsche Schweiz AG
+41 41 487 91 16
sandro.kaelin@porsche.ch

Video

https://newstv.porsche.com/porschevideos/231103_en_3000000.mp4

Image Sublines

Path: media/Images/img_1.jpg
Title: Liam Whaley, Alaska, 2022, Porsche AG
Subline: Porsche athlete Liam Whaley in Alaska

Link Collection

Link to this article
https://newsroom.porsche.com/fr_CH/2022/sports-society/porsche-athlete-liam-whaley-kitesurfer-adventure-tour-alaska-usa-30667.html

Media Package
https://pmdb.porsche.de/newsroomzips/88e7b20c-0c4a-48b3-9ebe-14fc636f5d2b.zip