

Performance both on and off the slopes

27/02/2023 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 last fall. 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.

White, Blue, Gold, Red – the Colors of a Racing Legend

The blue-and-white colorway with red-and-gold stripes evokes memories of one of the greatest successes in the long and glorious history of the Stuttgart-based sports car manufacturer: in 1984, the team from Zuffenhausen won the legendary Paris–Dakar desert rally with a modified, all-wheel-drive 911 in precisely these colors (internal designation 953). Last November, Porsche presented the new 911 Dakar, reviving the myth of the most famous rally in racing history. The PORSCHE | HEAD Ski Collection also picks up on this heritage in its design and, with the two "Rally" and "Racing" models of skis, promises equally outstanding performance – both on and off the slopes.

The expertise of two-time Olympic skiing champion and Porsche brand ambassador Aksel Lund Svindal again contributed to the new generation of the joint collection. With his years of experience in the Ski World Cup, the Norwegian significantly contributed to the development of the models. The development goal was to design highly sporty skis for discerning passionate skiers. "If you compare the skis with Porsche's range of models, they are most like the 911 GT3 – designed for maximum performance and with extensive technology from professional sports, but not quite as uncompromising as the pure 911 GT3 R racing car," says Svindal.

The performance and quality of the skis convinced the two-time overall World Cup winner during a final test run in Zell am See in Austria at the end of January: "During testing, we are out on the slopes in a wide variety of piste and snow conditions to ensure that the skis work perfectly in all conditions. For me, it's always important that the skis give the skier accurate feedback – that's what ensures confidence and increases the fun."

Joining the five-time world champion on the slopes were Lutz Meschke, Deputy Chairman and Member of the Executive Board for Finance and IT at Porsche AG, and René Harrer, Director Global Sales & Marketing Ski Division of HEAD Sport GmbH. Meschke and Harrer were equally enthusiastic about the performance and design of the PORSCHE | HEAD 2023/24 Collection. "Porsche and HEAD both stand for speed, tradition, and success. The Porsche Lifestyle Group and HEAD strive for absolute perfection and an uncompromising combination of functionality and design. That's why this is an ideal partnership for a joint ski collection. With our brand ambassador Aksel Lund Svindal, we also have a renowned expert on board," says Lutz Meschke.

"When premium brands like HEAD and Porsche join forces, the result is high-end products made from the most innovative technology and the highest quality materials from head to toe. We are perfecting our successful and popular collaboration with an exclusive package of highly sporty skis, apparel, and accessories in the historic Porsche racing and rally design," states René Harrer.

"We are particularly proud to have developed an outfit made of extremely high-performance materials. It therefore fits perfectly with Porsche and the other products in the collection. The result is an exclusive overall package that makes a statement on the slope," adds Roman Stepek, Vice President Sportswear Global.

For Piste and Terrain – the Innovative Models of Skis in Detail

The handcrafted PORSCHE 7 Series and PORSCHE 8 Series models of skis are completely independent constructions that combine the technical expertise of the two world-famous brands in terms of design and performance. They are at home in the premium segment and, in the construction of their materials, virtually correspond to real racing skis. However, due to their waist and overall softer tuning, they are not only aimed at speed fans but also at hobby skiers.

Inspired by HEAD's racing expertise, the construction of the skis features a fully wooden core. Carbon and Titanal layers guarantee a fast-paced yet harmonious, smooth-running feel. The innovative Energy Management Circuit (EMC) reduces vibrations and stabilizes the skis, while the Protector binding redefines safety. This is made possible by the Full Heel Release (FHR) technology, which ensures lower release forces in forward-turning falls and especially in backward-turning falls. This reduces the strain on the cruciate ligament by more than 50 percent and can help to significantly reduce serious knee injuries.

The PORSCHE 7 Series is stable and dynamic. Inspired by giant slalom racing, the high-performance "Racing" skis take curves like a sports car and immediately build up speed. With a center width of 70 millimeters, they convey a highly sporty and exclusive racing feel. The PORSCHE 7 Series is designed for groomed slopes, where it feels most at home – like a sports car on the racetrack. With the PORSCHE 8 Series, sporty skiers can accelerate on the slopes, but also cruise comfortably off the piste. The handcrafted highly sporty all-mountain "Rally" skis, with their 88 mm center width, easily master all snow conditions and enhance the skiing experience with power both on and off the slopes.

Stylish from Head to Toe

To complement the two models of skis, Porsche and HEAD also offer a head-to-toe collection of accessories and apparel. Ski pole, helmet, and bag – these accessories are a must-have in the PORSCHE | HEAD collection. The carbon ski pole features an impressively light swing weight and aerodynamic grips. The Porsche Radar 5K Photo Mips is a modern visor helmet with 5K lens technology. The new photochromic lens technology ensures crystal-clear vision. 5K improves contrast and color brilliance and increases awareness, enhancing safety and performance both on and off the slopes. The technology filters the incident visible light and thus optimizes the perception of color and contrast. The new lens technology was codeveloped and extensively tested by HEAD's World Cup and Freeskiing Team. The Porsche ski bag is made of particularly durable premium-quality material and offers space for a pair of skis. It comes free of charge with the PORSCHE Series skis.

For the PORSCHE | HEAD collection, technically sophisticated men's apparel was designed in a timeless design. The skiing jacket and pants are warm and snug, thanks to PrimaLoft ThermoPlume and PrimaLoft Black padding. The IAM membrane, specially developed by HEAD Sportswear, protects against wind and moisture. Exclusively environmentally friendly, PFC-free fabrics are used. The MXM

technology offers intelligent climate management, in which sweat is transported to the surface of the material and evaporates there. With blue and white and accents in red and gold, the design of the collection picks up the colors of the skis, creating a distinctive head-to-toe look.

About Aksel Lund Svindal

In a total of 16 World Cup seasons, Aksel Lund Svindal has been successful in alpine ski racing. As a professional skier, the likeable Norwegian athlete has won five World Championship titles and the overall World Cup twice, in addition to his two Olympic victories in Vancouver (Canada) in 2010 and Pyeongchang (South Korea) in 2018. With diligence, perseverance, and discipline, Svindal has repeatedly fought his way back to the top of the world league, even despite serious injuries. These are qualities that make the all-round skier a perfect fit for the Porsche brand and its values. Since ending his career at the beginning of 2019, the 40-year-old has not only been an entrepreneur and environmentalist but has also pursued another passion of his as a Porsche brand ambassador.

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