

AUTOMOTIVE

Porsche pursues "the perfect line" in Taycan effort

March 1, 2021



The Taycan is hitting the slopes. Image credit: Porsche

By SARAH RAMIREZ

German automaker Porsche is drawing parallels between skiing and sports cars in a new film featuring a brand ambassador and the marque's top designer.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In "The Perfect Line" campaign, Porsche follows the stories of its chief designer Michael Mauer and Norwegian Olympic gold medalist skier Aksel Lund Svindal. With alternating scenes, the vignette shares the similarities between the two men's backgrounds and their careers.

The perfect line

The film begins with the camera overlooking Mr. Mauer's desk while he is at work. In a voiceover, he explains his free-thinking approach to his sketching.

The scene then transitions to Mr. Svindal on the slopes. He explains that while he attempts to follow "the perfect line" while skiing, in reality, one has to adapt to several factors, such as snow, speed and turns.

Porsche explores the similarities between skiing and design

Mr. Mauer echoes the theme of adaptability once again, explaining that a computer model may show an ideal line, but it can feel "off" to the designer once recreated into a physical prototype.

For some nostalgia, the film incorporates home video footage of Mr. Svindal playing with toy blocks as a child, building a car.

"I've been passionate about cars my whole life," Mr. Svindal explains. "I'm obsessed with details and design."

In a twist, similar to how Mr. Svindal had a love for cars at a young age, Mr. Mauer's personal origin story involves skiing. He worked as a ski instructor before starting his career in car design.

The film follows as Mr. Mauer drives a white Porsche Taycan to a ski resort. Separately, the two men are seen in snowy landscapes, trudging up to a summit in their skis.

The men's voiceovers continue to alternate, as they share how their passions have evolved. Ultimately, they conclude that "feeling" is at the core of both skiing and car design.

A sweeping wide shot shows Mr. Svindal gracefully speeding down a mountainside. As the music crescendos, Mr. Mauer appears from a different vantage point and begins skiing by his side.

"I believe it's important to give the brain a little time out, where I don't think about cars," Mr. Mauer says about his love of for the sport. "I have a feeling that after skiing, I have more creativity."



Porsche chief designer Michael Mauer and Norwegian Olympic gold medalist Aksel Lund Svindal ski together. Image credit: Porsche

The campaign returns to juxtaposing different settings, this time showing Mr. Mauer with the design team and then the two men loading their skis into the trunk of the Taycan after a day on the mountains.

"Driving reminds me a lot about skiing: the curves, the speed, being one with the surface, the feeling you get when you find the perfect line," Mr. Svindal says as the men drive into the night.

Passion for Porsche

Porsche often leans into themes of nostalgia and passion in its advertising campaigns.

In 2018's "A Letter Returned," a young Porsche fan gets the surprise of a lifetime when he comes face-to-face with a Porsche in his small Canadian hometown. The vignette captures the emotional connections consumers can have with luxury autos ([see story](#)).

Porsche also highlighted its blossoming relationship with electric vehicles through visual love letters.

Before the launch of Taycan, the automaker built anticipation for its first all-electric vehicle with its #ElectricityTalks series. The films were set alongside famous landmarks that demonstrate the immense power of electricity, a response to skeptics who do not believe electric engines can coexist with Porsche's sports cars ([see story](#)).