

AUTOMOTIVE

## Porsche captures spirit of adventure through surfing

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*The Porsche Taycan Turbo S Cross Turismo. Image credit: Porsche*

By NORA HOWE

German automaker **Porsche** and watersports brand **Takuma** have partnered to celebrate the nature of sport and adventure through a cinematic campaign featuring professional surfer Matahi Drollet.

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In a new short film, "Power of Silence," the brands intensely juxtapose the power of a Porsche engine with the strength of the sea, ultimately capturing their shared desire for life's thrills. Featuring the Taycan Cross Turismo, Porsche is leaning into its role as a leading luxury sport automaker, while highlighting an EV.

Power of silence

Co-produced by French production companies **Ores Group** and **Capsus**, the film opens on a dark static shot of a green Porsche Taycan Cross Turismo, part of the automaker's electric vehicle range.

"The air is thickening and the sky becomes electric," the narrator says over a shot of a lightning-filled sky. "After the breeze comes the hurricane, the Earth awakens its titans."

Mr. Drollet is shown underwater on a Takuma efoil board, and then sitting peacefully atop the board while he waits for his next wave.

*Surfing and driving merge in Porsche's latest creative effort*

According to Takuma's website, foil surfing replaces a surfboard's fin with a hydrofoil that emulates a sensation of flying above water.

With the introduction of the efoil, or electric foil, Takuma believes the sport will become more accessible to the masses.

From a bird's-eye view, the audience watches as the Tahitian surfer drives the Taycan Cross Turismo through winding roads.

"Can you feel the earth rumbling?" the narrator asks as Mr. Drollet picks up speed. "But who will tame the beast?"

The music begins to increase in volume, and the narrator starts speaking with more conviction. The cuts between shots of the vehicle and the surfer riding waves quicken, raising the intensity of the film.

"Spirit melts into the clear waters, water and sky to conquer the horizon," the narrator boldly states. "Listen carefully, therein lies all the strength."

As the music begins to reach its climax and the surfer reaches full speed in the vehicle and on the board, the audio goes silent and the video goes black.

"Feel the power in the most beautiful silence," the narrator says.

The audience is then transported to Paris, where Mr. Drollet rides his efoil board on the Seine River with the Eiffel Tower in the background.

[View this post on Instagram](#)

A post shared by Matahi Drollet (@matahidrollet)

*The surfer garnered excitement for the campaign with this Instagram post in July*

The Porsche Taycan Cross Turismo collection ranges from \$114,507 to \$222,279, at the current exchange rate. The vehicle featured in the film campaign is the Taycan Turbo S Cross Turismo.

This is the first collaboration between the automaker and the surfboard brand, and contributes to Porsche's strategy of reaching the fellow adventure-seekers of the world.

Porsche and sports

As a sports car manufacturer, the German automaker has frequently drawn parallels between the production and craftsmanship of a Porsche vehicle and the precision of professional athletes.

In March, Porsche released a short film following the stories of its chief designer Michael Mauer and Norwegian Olympic gold medalist skier Aksel Lund Svindal.

In "The Perfect Line," Porsche shares the similarities between the two men's background and their careers using alternating scenes ([see story](#)).

In 2020, Porsche launched a campaign featuring professional golfer and brand ambassador Paul Casey celebrating the perseverance required to achieve big dreams. Porsche announced the world-class English golfer as its brand ambassador in 2019.

"Make It Happen" celebrated the path Mr. Casey has taken from childhood, when he dreamed of Porsche sports cars and first swung a golf club, to when he became one of the best golfers in the world. It is a path of perseverance and the will to create something memorable ([see story](#)).

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