

AUTOMOTIVE

Latest Porsche campaign taps winter sports figures for fireside chat

February 28, 2023



Porsche taps into the aerodynamic appeal of skiing with new drop. Image credit: Porsche

By EMILY IRIS DEGN

German luxury automaker Porsche is leaning into the height of ski season this year, partnering with Austrian sportswear manufacturer Head to create a pair of luxury skis.

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The drop capitalizes on the industry knowledge of Head and the engineering design know-how of Porsche, resulting in a ski collection that are ideal for both athletes and holiday-goers alike. The exclusive Porsche 7 Series and Porsche 8 Series pairs of skis in the drop are available online at [Porsche Design](#), both priced at \$2,100.

The rest of the collection, consisting of a ski pole, helmet, bag, jacket and pair of pants are also available online, and will be made available for the 2023/2024 ski season at select Porsche Centers and retailers.

Streets to slopes

The two brands are reuniting after an initial collaboration for autumn 2022.

The automaker hosted a fireside chat in honor of the continued partnership, tapping sports representatives to share their expertise including Norwegian Olympic champion and brand ambassador Aksel Lund Svindal. Mr. Svindal helped to develop the design of the skis, drawing on his extensive slope experience to create a pair that would suit ski enthusiasts of all experience levels.



The famed skier tested out the new creation in Austria's alps. Image credit: Porsche

"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," said Mr. Svindal, in a statement.

The skis' appearance is in fact inspired by the 911 Dakar sports car from Porsche, borrowing the signature red, white, gold and blue stripes.

Made of wood, carbon and titanium sandwiched together, the skis are also ideal for speed. Thanks to the minds behind Porsche vehicles, control is easily able to be maintained even at the highest speeds, allowing consumers to be able to fully enjoy the performance potential.

The Full Heel Release technology from Head also helped to stabilize the skis at extreme speeds, reducing vibrations felt by the skier. This allows for a smooth experience, as well as a safe one.

The technology is so effective, that it lowers the cruciate ligament strain on the skier by 50 percent, severely reducing the risk of knee injuries that are so devastating to lovers of the sport.

Both ski pairs enjoy this feature, however, the Porsche 7 Series is designed specifically for groomed slopes, whereas the 8 Series is more ideal for those wanting to go skiing in the wild.

Mr. Svindal tested out the effectiveness of this technology in Austria's Alps this past 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," he said, in a statement.

"For me, it's always important that the skis give the skier accurate feedback that's what ensures confidence and increases the fun."



Hosting an alpine fireside, Porsche gave ski and auto experts a platform to share insights concerning the drop. Image credit: Porsche

Porsche and Head also turned to other leaders, asking them to join the five-time world champion at a slope-side fireside talk. Lutz Meschke, deputy chairman and financial and IT executive board member at Porsche AG, and global sales and marketing director of Head Sport ski division Ren Harrer added in their industry insights to the discussion.

The Porsche executive spoke to the power of implementing an athlete's knowledge in the creation of athletic equipment, pointing out that Mr. Svindal's contribution to the ski collection makes the collaboration stand out.

"Porsche and HEAD both stand for speed, tradition, and success," said Mr. Meschke, in a statement.

"The Porsche Lifestyle Group and HEAD strive for absolute perfection and an uncompromising combination of functionality and design," he said. "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."

Ski skewing

This is not the first time that Porsche has drawn parallels between sports cars and skis.

Back in 2021, the automaker debuted "The Perfect Line" campaign in this effort, once again partnering with Aksel Lund Svindal ([see story](#)).

Other auto brands are also exploring the sport, highlighting the high level of aerodynamic capabilities that both skiing and brand vehicles offer.

German automaker Audi recently joined the lineup of sports cars getting into it, kicking off the renewal of its partnership with the International Ski and Snowboard Federation in January. The brand is to be the sole automotive partner of the organization for the next few ski seasons ([see story](#)).



The skis are an incredibly advantageous creation, bringing in another consumer base of luxury. Image credit: Porsche

As skiing is a largely affluent activity due to the high prices of equipment and resort fees, the sport is an ideal consumer base to draw on for luxury brands. As sports cars share the added similarity of being high-adrenaline in nature, as opposed to luxury fashion brands or otherwise, brands in the sector have an especially high chance of succeeding in this effort.