

New ski collection by Porsche and HEAD as a tribute to the 911 Turbo

HEAD & Porsche: Two Titans Of Speed Celebrate 50 Years of the 911 Turbo

Stuttgart. COLLABORATE TO ACCELERATE - together we are even faster: HEAD and Porsche have been committed to this tagline for a number of years. Once again, HEAD and Porsche pool their industry-leading technical know-how to construct three exclusive skis with the highest performance. And in addition, there is a collection of high-end sportswear and accessories influenced by the multifaceted history of the legendary 911 Turbo sports car.

Technical excellence, uncompromising performance, and a passion for speed - HEAD and Porsche share the same DNA. That is why the two high-performance brands continue to expand their successful cooperation and bring a real icon to life in 2024/25: the 911 Turbo sports car gets a unique, handmade, limited-edition ski collection for its 50th birthday.

Three High-Octane Ski Models in Tartan

Since its debut, the 911 Turbo has stood out with its unique design and exceptional performance. Features that HEAD and Porsche made the foundation of their ski collection in recognition of five decades of 911 Turbo and eight generations of Porsche 911. They have created three high-octane ski models, where the design was inspired by the tartan pattern of the first Turbo generation. The timeless design of the silver PORSCHE | HEAD 8 Series is based on the very first Turbo from 1974. This Porsche was built exclusively for Ferdinand Porsche's daughter Louise Piëch as a one-off for her 70th birthday on the 29th of August. Its counterpart, the black PORSCHE | HEAD

7 Series with design elements in light green, is inspired by the first Turbo produced in series, and its world début in Paris on October 3, 1974. The ski collection is complemented by the PORSCHE | HEAD W Series for women, featuring the iconic tartan pattern in black, blue and red.

An Overview of the PORSCHE | HEAD Collection 2024/25:

Three ski models are being launched: the racing inspired 7 Series, the versatile all-mountain 8 Series, and the athletic women's W series. Each ski is fitted with the innovative Protector binding, which reduces the load on the front cruciate ligament by fifty percent. For each of the three ski models, there is a corresponding collection of a ski bag, stylish ski apparel and high-quality accessories.

PORSCHE | HEAD 7 Series

The PORSCHE | HEAD 7 Series ski handles curves like a sports car: fast and dynamic, as if it was running on tracks. The sporty sidecut and the high-end construction make the 7 Series a performance-driven, fast, and track-holding ski for experienced carvers.

PORSCHE | HEAD 8 Series

The new PORSCHE | HEAD 8 Series works well in varying snow conditions thanks to its power and dynamics. It is designed for skiers looking for an all-mountain ski that gives them stability and confidence in any terrain. Both the 7 Series and the 8 Series are based on a design inspired by racing, which ensures perfect control even at high speeds.

PORSCHE | HEAD W Series

The PORSCHE | HEAD W Series is a ski especially designed for women. Discerning skiers will love the PORSCHE | HEAD W series. With a centre width of 70 mm and

new geometry, these skis perform with finesse no matter the speed, and excel on all types of turns - whether long or short.

Protector PR 13 GW

The Protector PR 13 binding with Full Heel Release technology (FHR) offers maximum safety thanks to its reduced release values in forward and especially backward falls, ensuring less strain on the knees and safer skiing.

PORSCHE | HEAD Carbon

An ergonomically designed ski pole with light swing weight and aerodynamic grip. On the PORSCHE | HEAD Carbon, attention has been paid to every single detail.

PORSCHE | HEAD Ski Bag

This bag for one pair of skis is made of particularly durable premium material and is included with all skis in this series to provide them with perfect protection.

PORSCHE | HEAD RADAR 5K PHOTO MIPS

A modern, award-winning helmet with integrated 5K technology visor. Safety and comfort are guaranteed with this helmet, and not only for spectacle wearers. The helmet offers a virtually unlimited field of vision and provides highly effective protection against wind and weather. The double-glass visor is equipped with HEAD's contrast-enhancing 5K technology, and adapts automatically to the lighting conditions thanks to its photochromic properties. The patented Sphere Fit system for a perfectly comfortable fit and MIPS for maximum safety round off this innovative ski sport helmet with its exclusive Porsche design.

PORSCHE I HEAD REV MIPS

This exclusive helmet designed together with Porsche guarantees the ultimate combination of style, performance, and safety. Equipped with the patented Sphere Fit system and MIPS technology, this modern, high-performance helmet offers a comfortable fit and reduces the risk of concussion in the event of a fall. The adjustable ventilation system ensures perfect airflow inside the helmet in all weather conditions.

PORSCHE I HEAD NEVES PRO 5K PHOTO

These brand new ski goggles offer unrestricted visibility, a comfortable fit, and seamless helmet integration, mounted in a modern and innovative design of frame. The photochrome visor features HEAD's 5K technology for increased color brilliance and contrast perception. The goggles are available in two sizes.

PORSCHE I HEAD Ski Jacket / Ski Pants / Ski Midlayer / Ski Sweater

A matching collection of ski apparel has been designed for the new PORSCHE I HEAD ski edition. Just like the skis, the lifestyle collection is made of the highest quality materials and feature a unique, elegant design. While the men's line is defined by an athletic technical look, the women's line features a tailored ski jacket, quilted midlayer, and checked sweater for a chic yet sporty look. The iconic tartan pattern from the very first 911 Turbo is a stylish design accent that can be seen across the women's collection.

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.

Further information, film and photo material in the Porsche Lifestyle Group Newsroom: press.porsche-design.com.