PORSCHE

Press Release

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Taycan Turbo Cross Turismo (WLTP):
Electrical consumption combined: 21.4 – 18.9 kWh/100 km; CO_2 emissions combined: 0 g/km;
CO_2 class: A

New Ski Collection from Porsche and HEAD for the 2026/2027 Winter Sports Season

PORSCHE | HEAD: An electrifying collection for freedom in the mountains

- The new collection from Porsche and HEAD translates the distinctive, sporty design and off-road performance of the all-electric Taycan Turbo Cross Turismo “Adventure” into a new ski collection.
- The collection features two premium ski models: the motorsport-inspired PORSCHE 7 Series and the versatile PORSCHE 8 Series for use both on and off groomed slopes. The range is complemented by exclusive winter sports equipment and ski accessories.
- The innovative EMC Technology ensures exceptional stability and precise edge grip, while the new PROTECTOR EVO PR 13 GW binding can significantly reduce strain on the anterior cruciate ligament (ACL).

When decades of experience, technological innovation and pioneering design come together, something extraordinary is created. The new, all-electric Porsche Taycan Turbo Cross Turismo “Adventure” impresses with both its performance and its fresh aesthetic, making it the ultimate winter sports vehicle. Its design also serves as the inspiration for the new HEAD skis in the PORSCHE 7 and PORSCHE 8 series for the 2026/27 season. With this new collection, Porsche and HEAD once again share their passion for the freedom of the mountains.

Stuttgart/Kennelbach. The Porsche Taycan Turbo Cross Turismo “Adventure” combines all-wheel drive with increased ground clearance to deliver outstanding performance on challenging terrain. Fully electric, it is equipped with a roof rack that

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provides additional storage space for winter sports equipment. Its striking appearance combines a radiant Chalk White finish with distinctive black accents. This look has been translated into a signature graphic design for the latest PORSCHE | HEAD ski range. The vehicle's "Taycan" lettering has also been incorporated into the skis. Clean and elegant – perfect for adventure and performance in the mountains!

The PORSCHE | HEAD Collection 2026/27

Two ski models are available in the collection: the motorsport-inspired PORSCHE 7 Series and the versatile all-mountain ski PORSCHE 8 Series. Every ski is equipped with the new, innovative PROTECTOR binding, which can reduce strain on the anterior cruciate ligament (ACL) by 50 percent[1]. Each ski also comes with an exclusive ski bag and a range of premium accessories.

PORSCHE 7 Series – Performance Ski

The PORSCHE 7 Series is stable and dynamic. Inspired by giant slalom racing, this high-performance ski carves through turns like a Porsche and builds momentum in the blink of an eye. With a 70 mm waist width, it delivers a highly athletic skiing experience. Designed primarily for groomed slopes, the PORSCHE 7 Series feels most at home on prepared slopes – just like a sports car on the racetrack.

PORSCHE 8 Series – All-Mountain Ski

Sporty skiers can carve dynamically and comfortably on this handcrafted, high-performance ski. Its all-mountain construction at the tip and tail, combined with an 88 mm waist width, delivers versatility and control. The PORSCHE 8 Series is a highly athletic all-mountain ski that effortlessly handles a wide range of snow conditions, delivering premium performance and a luxurious feel both on and off piste.

Technological Highlights of the New Ski Models

[1] Finite element model simulation by the University of Innsbruck: "Lateral Heel Release Reduces ACL Strain in Simulated Backward Twisting Falls."

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EMC Technology (Energy Management Circuit) is integrated into the front and rear sections of the ski, where it converts kinetic energy into electrical energy. The kinetic energy is channelled through a resistor in the ski and a Graphene Carbon Layer. The module uses this electrical energy to filter out unwanted ski vibrations. Fewer vibrations mean greater stability and improved edge grip on the slopes. The result is an exceptionally smooth and stable ride. Graphene is the lightest, thinnest and strongest material in the world. It is stronger than diamond and over 300 times stronger than steel, despite being just one atom thick.

PROTECTOR EVO PR 13 GW

The new PROTECTOR EVO PR 13 GW binding, featuring Full Heel Release (FHR) technology, offers maximum safety thanks to consistent release values in both forward and, in particular, backward twisting falls. Its intelligent 180-degree heel release mechanism, which operates both horizontally and vertically, helps reduce stress on the knees and ACLs. The BTR kinematics ensure consistent release performance in backward twisting falls. Frictional effects are compensated for by two different release characteristics, depending on the vertical load. Thanks to the redesigned heel design, stepping in and out of the binding is easier than ever. The PROTECTOR EVO PR 13 GW binding is compatible with both Alpine and GripWalk ski boots.

PORSCHE Carbon Ski Poles

Ergonomically designed ski poles with a low swing weight and aerodynamic grips are essential for an outstanding skiing experience. Every last detail has been carefully considered in the design of the PORSCHE Carbon ski poles.

PORSCHE Ski Bag

Made from exceptionally durable premium materials, the PORSCHE Ski Bag provides the perfect protection for one pair of skis.

PORSCHE RADAR 5K PHOTO MIPS

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The PORSCHE RADAR 5K PHOTO MIPS combines award-winning design with innovative technology that enhances safety. The photochromic visor automatically adapts to changing light conditions, while HEAD's 5K technology improves contrast and depth perception. The Sphere Fit System also ensures a perfect fit. Premium materials and a sporty, elegant design make this visor helmet the ideal companion for style-conscious winter sports enthusiasts.

PORSCHE FAERO EXP MIPS

The PORSCHE FAERO EXP MIPS helmet combines maximum protection and comfort with modern, premium design. The Mips® Integra TX system complements the conventional inner padding with an integrated low-friction layer. This helps reduce rotational motion of the head during falls, while the FAERO's hybrid shell construction combines lightweight performance with durability. The patented Sphere Fit System provides a customized fit that can be precisely adjusted using an innovative height adjustment mechanism, while also ensuring seamless goggle integration.

PORSCHE NEVES SUNSCREEN

The PORSCHE NEVES SUNSCREEN ski goggles stand out with their automatic, solar-powered lens tinting. From bright, sunny mountain peaks to shaded slopes, the innovative lens darkens or lightens in a fraction of a second to deliver optimal visibility in all conditions – without the need for switches or batteries.

Where values are indicated as ranges, they do not refer to a single, specific vehicle and are not part of the offered product range. They are only for the purposes of comparison between different vehicle types. Additional equipment and accessories (add-on parts, tyre formats etc.) can change relevant vehicle parameters such as weight, rolling resistance and aerodynamics. These factors, in addition to weather, traffic conditions and driving behaviour, can influence the fuel/electricity consumption, CO_2 emissions, range and performance values of a vehicle.

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