

New ski collection by Porsche and HEAD for the 2025/2026 winter sports season

### **Exclusive skis featuring the iconic design of the Porsche 911 Targa and technology from Head**

- **60th anniversary of the Porsche 911 Targa:** 2025 sees the Porsche 911 Targa with its iconic roll bar celebrate its 60th anniversary, which inspired the experts at Head and Porsche to develop exclusive Porsche 7 Series and Porsche 8 Series skis that epitomise performance and the very highest level of quality.
- **Design elements and inspiration:** The new ski models are a nod to the silhouette of the Porsche 911 Targa and its iconic roll bar, reflecting the open design and the spirit of freedom in the mountains and on the road.
- **Technological highlights:** The skis are equipped with innovative technologies, including EMC technology to reduce vibrations, Graphene for strength and lightness, and special bindings for maximum safety and comfort.

**2025 sees the legendary Porsche 911 Targa with its iconic roll bar celebrate its 60th birthday; an anniversary that inspired the designers at Head and Porsche to create exclusive models of ski featuring a unique design for the 2025/2026 collection. The new Porsche Series 7 and Series 8 models rekindle the desire for performance, teamed with the highest quality and engineering prowess. True to the tagline: collaborate to accelerate - together we are even faster!**

**Stuttgart.** The 1965 Porsche 911 Targa 1965 was neither a convertible nor a coupé; it was a completely new concept as the first open-top vehicle with a fixed safety roll bar and an unprecedented driving experience. The open design of the Porsche 911 Targa was only made possible thanks to the now iconic *Targa bar*. This has been incorporated into the design of the new HEAD Porsche Series 7 and Series 8. These skis are a

tribute to the Porsche 911 Targa because its silhouette is depicted on the skis, and the metallic colour of the roll bar is prominent behind the binding.

### **Developed to live in unique style**

The entire Porsche | HEAD collection represents the spirit of freedom - on the mountain and on the road. The design of the skis is reminiscent of the open roof of the Porsche 911 Targa, inviting you to step into the bindings, ski away, and discover a new adventure.

### **The Porsche 911 Targa - a legendary sports car**

The name Targa is derived from the legendary Targa Florio road race in northern Sicily. Since 1956, Porsche has celebrated numerous victories in this endurance race on public mountain roads, which was part of the World Sports Car Championship from 1906 to 1973. Porsche took victory a total of ten times in this prestigious race. The Porsche 911 Targa celebrated its premiere at the 1965 IAA as the world's first *safety cabriolet*, a reaction to an impending ban on convertibles in the USA.

### **The Porsche | HEAD Collection 2025/2026**

#### **Porsche 7 Series – performance ski**

The Porsche 7 series is stable, fast and dynamic. This high-performance ski, inspired by Giant Slalom racing, carves corners like a Porsche and builds up a dynamic feeling in the blink of an eye. With a centre width of 70 millimetres, the ski conveys a highly sporty feel. The Porsche 7 Series is primarily designed for groomed slopes which is where it feels most at home, like a sports car on a race track.

#### **Porsche 8 Series – all mountain skis**

Athletic skiers can enjoy dynamic yet smooth carving with this handcrafted high-performance ski featuring a wide tip & tail construction paired with a centre width of 88 mm. The Porsche 8 series is a highly athletic all-mountain ski that handles all snow conditions with ease, unleashing performance and exuding a luxurious feeling both on and off-piste.

### **Technological highlights of the new ski models**

EMC (Energy Management Circuit) technology is integrated into the front and back of the ski to convert kinetic energy into electrical energy. The energy created by the movement of the ski is channelled through a resistor in the ski and a Graphene carbon layer. The module uses the electrical energy generated to filter out negative vibrations from the ski. Less oscillation means more stability and better edge grip on the snow. The result is a ski that runs especially smoothly.

Graphene is the lightest, thinnest and strongest material in the world: stronger than a diamond and more than 300 times stronger than steel, even though it has the thickness of just one atom.

### **PROTECTOR PR 13 GW**

The PROTECTOR PR 13 GW binding with Full Heel Release technology (FHR) offers maximum safety thanks to its consistent release values in forward and especially backwards rotational falls. With its intelligent 180-degree heel release, both horizontally and vertically, the binding ensures less strain on the knees and cruciate ligaments.

### **Porsche Carbon Ski Poles**

An ergonomically designed ski pole with light swing weight and aerodynamic grips. On the Porsche Carbon pole, attention has also been paid to every little detail.

### **Porsche Ski Bag**

The Porsche ski bag is made of highly durable premium material and provides perfect protection for a pair of skis.

### **Porsche RADAR 5K PHOTO MIPS**

The Porsche RADAR 5K PHOTO MIPS combines award-winning design with innovative technology that enhances safety. The photochromic visor automatically adapts to the lighting conditions, while HEAD 5K technology improves contrast and depth of field perception. The Sphere Fit System also ensures a perfect fit.

High-quality materials and the elegant Porsche design make the visor helmet the ideal companion for winter sports enthusiasts who like to ski in style.

**Porsche FAERO EXP MIPS**

The Porsche FAERO EXP MIPS helmet combines maximum protection and comfort with a modern, high-quality design. The Mips® Integra TX system complements the classic inner padding with an integrated, low-friction shell. This reduces rotational movements of the head in the event of a fall, while the FAERO's hybrid shell construction is feather-light yet extremely robust. The patented Sphere Fit System ensures a custom fit that can be optimised using innovative height adjustment and guarantees seamless eyewear integration.

**Porsche NEVES SUNSCREEN**

The Porsche NEVES SUNSCREEN ski goggles boast an automatic solar-controlled lens tinting. Switching from bright, sunny summits to slopes in the shadows, this innovative lens darkens or lightens in a fraction of a second to provide perfect visibility at all times - no switches or batteries required for perfect sight in all conditions.