



2025 PRODUCT CATALOG





WELCOME TO THE FUTURE OF FOILING

We believe foiling is about one thing: freedom. It's the freedom to explore the vast beauty of nature and to experience the water in new ways.

As foilers and engineers, we obsess over the details in the name of all watermen. Each piece of our collection, from eFoils to surf foils, embodies our dedication to excellence in design, performance, and, quite simply, the ride.

Every product we make is designed by riders, for riders. We ideate. We prototype. We break things. We improve and rebuild. We're up at dawn chasing swells, on strike missions, and pushing boundaries—it's the only way to know if we've found magic.

At Lift, our commitment is to continually elevate the stoke and share it with our foiling community. We take great pride in helping shape the future of surfing for everyone.

See you on the water.

Nick Leason
CO-FOUNDER & CEO



CRAFTING THE ULTIMATE RIDE: A LEGACY OF PERFORMANCE

For over 15 years, our passion for the water has infused every board we create with life and energy.

As a family-founded business, we take pride in personally designing, engineering, and testing each product. Our relentless pursuit of the ultimate ride is at the heart of everything we craft, ensuring you experience the best in foiling.

Lift products are chosen by the world's best surfers because of our unique approach to the sport, our communities, and our unwavering obsession with performance. This drive propels us toward new horizons, continually pushing the boundaries of what's possible.

Our mission is to share the limitless feeling of flying over water with adventurers worldwide.

INNOVATION AND TECHNOLOGY

Our products are designed by riders, for riders.

From the expansive variety within surf foiling to the more approachable eFoil, every product we create is built with performance in mind and fine-tuned based on feedback from riders. This approach allows any rider, regardless of experience level, to push their limits and fully experience the water and the sport of foiling.

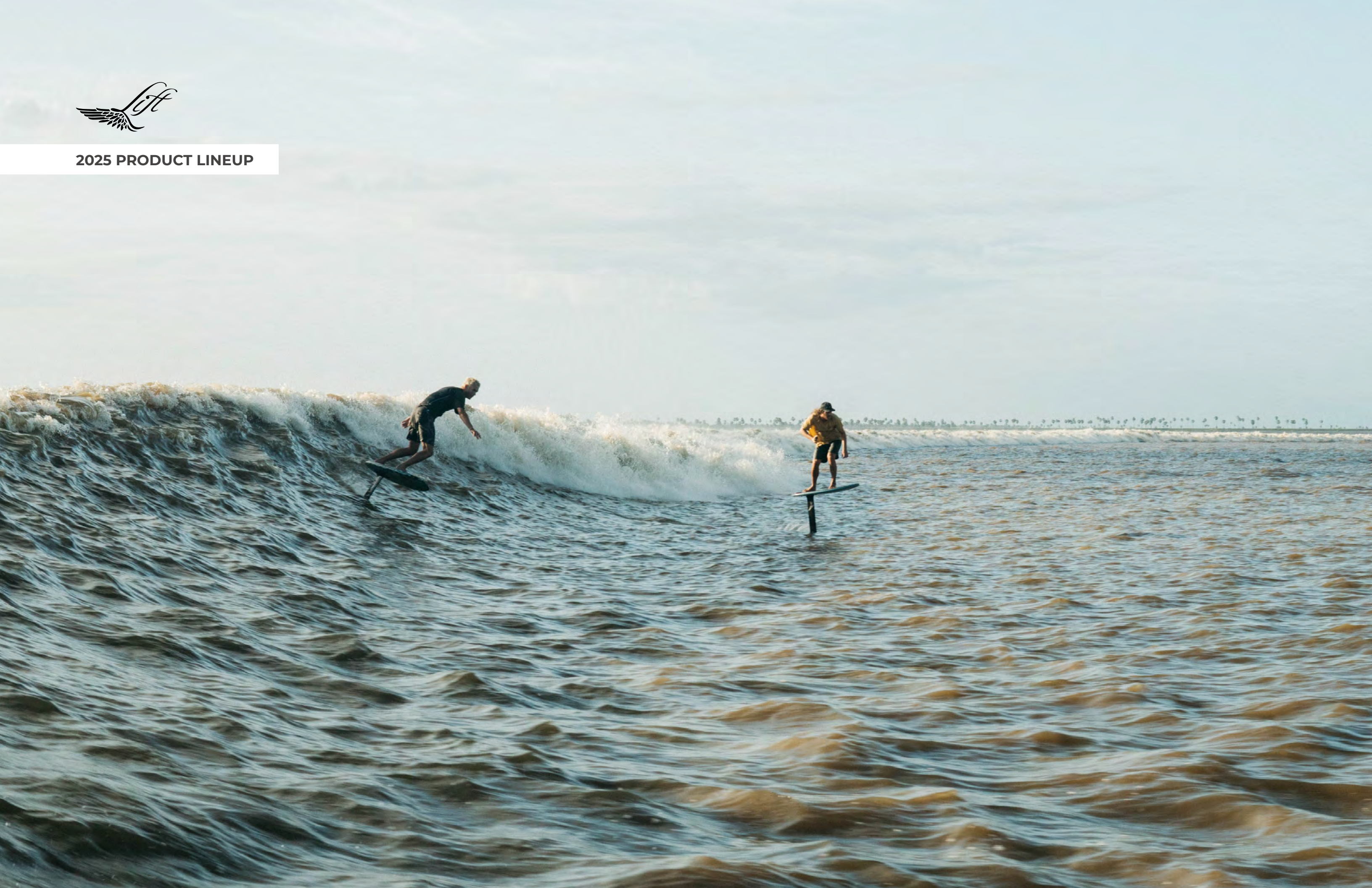
Our Brand Advantages

- ▶ Rider input and design
- ▶ Engineered by watermen
- ▶ Quietest, smoothest, and fastest eFoil
- ▶ Surfer owned
- ▶ Surfer trusted and chosen

We are competitors, but it's not just about inventing the first eFoil; it's about finding the best way to experience the water and enjoy the sport. And we are just crossing the chasm. Our team of engineers and riders prides itself on staying at the forefront of innovation, designing and building the best products on the market.



2025 PRODUCT LINEUP



eFOILS

**“WE DIDN’T CREATE OUR OWN VERSION OF IT.
WE INVENTED THIS PRODUCT.”**

— Nick Leason

With over a decade of experience, we’ve perfected the art of flying over water.

Our eFoils blend cutting-edge technology with a passion for surfing. Featuring Quiet Ride Technology, advanced batteries, and user-friendly designs, Lift eFoils are built with the highest quality materials, ensuring optimal performance.

Whether you’re new to water sports or a seasoned surfer, Lift eFoils offer an unmatched experience. Discover the limitless feeling of flying over water and join the Lift family of riders.



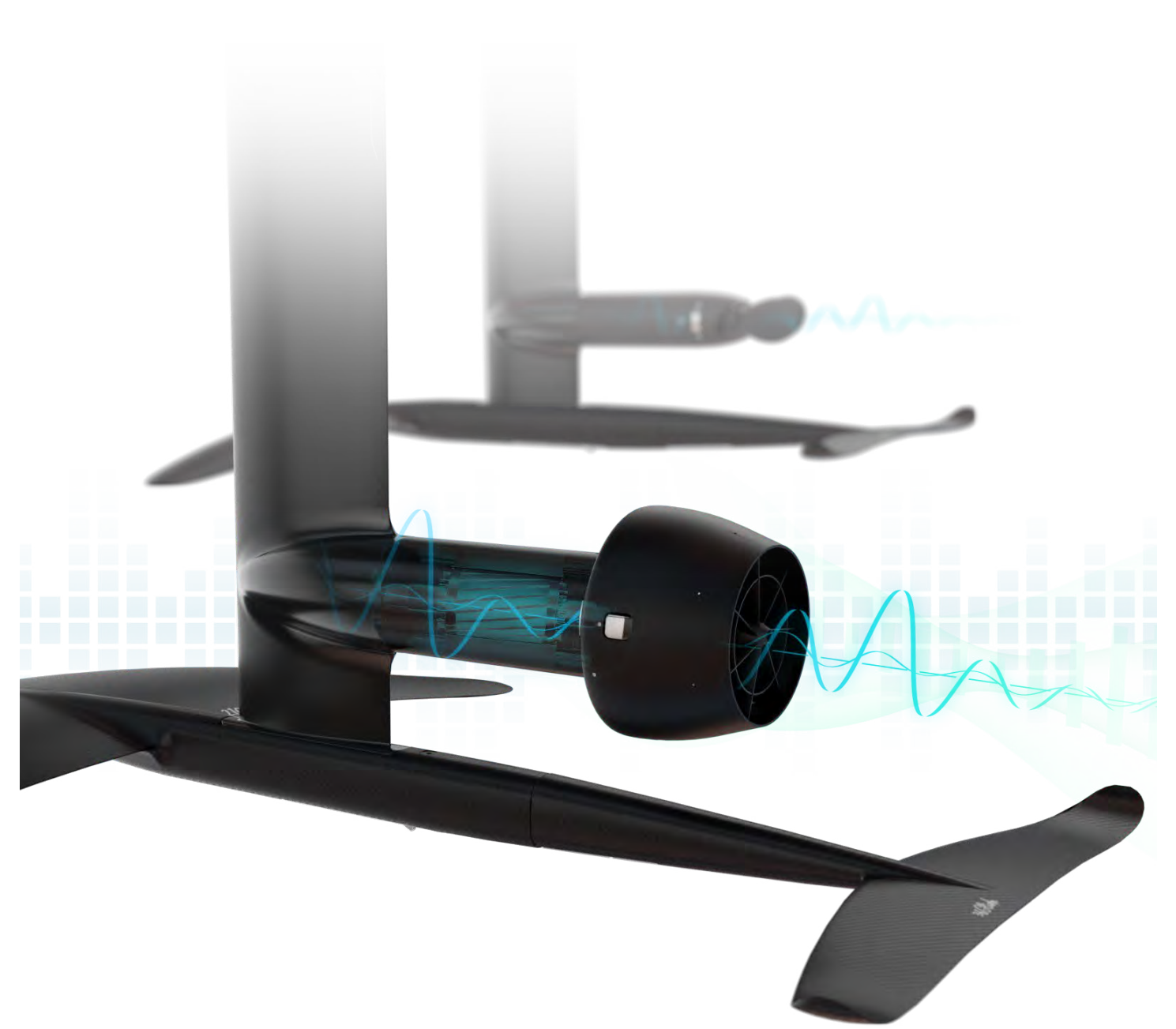
THE ALL-NEW LIFT eFOIL PLATFORM: EFFORTLESS SETUP

Going into 2025, the new Lift eFoil platform introduces groundbreaking evolution with our Lift Connect System's (LCS) toolless design and setup.

The new Lift platform features a straightforward and intuitive locking mechanism for our mast and battery packs, delivering unparalleled convenience and quality.

With the new platform's design, setting up your gear has never been easier. Just insert the mast into the board, lock the cantilever in place, insert the battery, secure the handle to initiate power, and press the power button. It's that simple.

And, exclusively on the LIFT5 and LIFTX, we are featuring the all-new LCS wings. Change out your setup in seconds to match the conditions.



THE QUIETEST EFOIL, PERIOD

Part of the thrill of an eFoil is being in your own space and experiencing a state of flow. Whether that's connecting to the water, enjoying the company of friends or your own thoughts—it's an experience unlike any other. And nothing ruins it faster than a loud engine. That's why we've put so much effort into creating the quietest eFoil on the market.

WHAT MAKES LIFT DIFFERENT?

Direct Drive Motor

Unlike major competitors who use a noisy planetary gearbox, Lift's direct drive motor is attached directly to the propulsion unit, creating a quieter ride with more torque and power.

Proprietary Quiet Ride Technology

We've developed in-house technology that dampens noise resulting in a 10-20 dB noise reduction.



THE SAFEST, MOST POWERFUL, AND MOST CONVENIENT BATTERIES ON THE WATER

Gen5 and LIFTX Battery Technology represents the pinnacle of our dedication and ingenuity. It is the driving force behind the LIFT5 and LIFTX platforms, setting us apart in the market with exceptional rider experience and cutting-edge technology.

Safety

- ▶ Watertight IP68 rated battery pack coupled with a double-walled enclosure for additional redundancy against moisture and water ingress.
- ▶ Fault reporting system detects impact, shock, and water ingress, ensuring rider safety.
- ▶ Optimized cell spacing works together with aluminum thermal plate to maintain safe temperatures.

Power

- ▶ 21700 cell format delivers the most powerful lithium-ion battery on the market.
- ▶ Enjoy extended ride times and experience unmatched power and acceleration.

Convenience

- ▶ Simple one-handed battery installation with nesting handle that locks into place.
- ▶ Ride data and battery health are streamed via Bluetooth and wireless networks for a seamless experience.

LIFT5

ULTIMATE PERFORMANCE



The all-new LIFT5 redefines the eFoil industry with unparalleled performance, convenience, and ease of use. Built on our legacy of innovation and rider-first design, LIFT5 represents a complete reimagining of eFoil technology.

- ▶ **Ride-Ready in Seconds:** Groundbreaking design reduces assembly from minutes to seconds.
- ▶ **Lift Connect System (LCS):** Integrated throughout for effortless component changes.
- ▶ **Streamlined Design:** Simplified user interface with one-button operation and data transfer.
- ▶ **Advanced Propulsion:** New eBox with improved water cooling for optimal performance.
- ▶ **Enhanced Battery:** Increased safety features and smart connectivity.
- ▶ **Surf-Inspired Shapes:** Improved maneuverability and ride quality across all conditions.
- ▶ **Complete Package:** Every LIFT5 includes all necessary riding gear, a fast 1200W battery charger, and premium storage/transport bags.

	4'4 LIFT5 PRO (55L)	4'9 LIFT5 SPORT (67L)	5'4 LIFT5 CRUISER (83L)
LCS MAST	32" Carbon Fiber	32" Carbon Fiber	28" Carbon Fiber
LCS WINGS	210 Camber Pro/36 Glide	210 Camber Pro/36 Glide	270 Camber Pro/46 Glide
LCS PROPELLER	LCS Jet	LCS Jet	LCS Jet
LCS BATTERY	Gen5 Full Range Battery	Gen5 Full Range Battery	Gen5 Full Range Battery

LIFT5 COLORS

	CARBON BLACK	OFF-WHITE	STEEL BLUE	SUN KISSED
4'4	830008	830009	830010	830011
4'9	830012	830013	830014	830015
5'4	830016	830017	830018	830019

LIFT5 F

PERFORMANCE FOR ALL

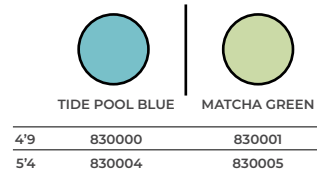


The LIFT5 F brings the cutting-edge technology of the LIFT5 platform to a wider audience. With strategic material choices, we've created a more accessible entry point without compromising on the core LIFT experience.

- ▶ **Entry level pricing:** Durable fiberglass board and aluminum mast maintain performance while reducing price.
- ▶ **Ride-Ready in Seconds:** Utilizes same quick setup design on mast, battery and propulsion.
- ▶ **Bolt-On Wings:** Familiar assembly process for easy maintenance and customization.
- ▶ **Gen5 Light Battery:** Equipped with our latest battery technology for optimal ride times.
- ▶ **Complete Package:** Includes all riding essentials, fast 1200W charger, and premium storage bags.
- ▶ **LIFT5 Compatibility:** Many components work seamlessly with the flagship LIFT5 model. The LIFT5 F is designed to grow with your customers. As riders advance, they can easily upgrade individual components to LIFT5 specs, protecting their initial investment.

	4'9 LIFT5 F SPORT (67L)	5'4 LIFT5 F CRUISER (83L)
LCS MAST	28" Aluminum	28" Aluminum
WINGS	200 Surf V2/38 Surf V2	270 Camber Pro/46 Glide
PROPELLER	Lift Jet	Lift Jet
LCS BATTERY	Gen5 Light Battery	Gen5 Light Battery

LIFT5 F COLORS



LIFTX

REDEFINING THE FOILING EXPERIENCE

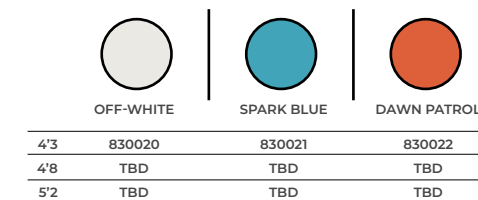


LIFTX redefines foiling by combining the versatility of a surf foil with the convenience of electric assist. This groundbreaking design unlocks the full spectrum of foiling disciplines in one innovative package, appealing to a diverse range of riders and conditions.

- ▶ **True Hybrid Performance:** Harnesses the full functionality of a surf foil with the added advantage of e-assist.
- ▶ **Multi-Discipline Capability:** Seamlessly transitions between various foiling styles - from prone to powered, adapting to rider preferences and conditions.
- ▶ **Ultralight Construction:** Significantly lighter than traditional eFoils, enhancing maneuverability and ease of transport.
- ▶ **Compact Powerhouse:** Features our most compact battery, delivering performance without compromising the surf foil experience.
- ▶ **Expanded Riding Possibilities:** Empowers riders to explore new locations and conditions, from lake wake riding to ocean downwinding.
- ▶ **Complete Package:** Each LIFTX includes all necessary riding gear, a fast 1200W battery charger, and premium storage/transport bags.

	4'3 LIFTX (42.5L)	4'8 LIFTX (51.4L)	5'2 LIFTX (63.5L)
LCS MAST	32" Carbon, Low Motor	32" Carbon, Low Motor	32" Carbon, Low Motor
LCS WINGS	148 Havoc/29 Glide	148 Havoc/29 Glide	148 Havoc/36 Glide
LCS PROPELLER	LCS Folding Propeller	LCS Folding Propeller	LCS Folding Propeller
LCS BATTERY	LIFTX Battery	LIFTX Battery	LIFTX Battery

LIFTX COLORS





SURF FOILS



OZZIE KROOP
LIFT TEAM RIDER

The world of surf, downwind, wake, wing, and kite foiling is evolving at lightning speed, making it the fastest-progressing sport on the water. For over 15 years, we've been dedicated to this evolution, crafting gear that helps our riders achieve their dreams in every aspect of the sport.

Foiling isn't just part of our business—it's all we've ever done. We're obsessed with making foils better every day. We live and breathe it, dreaming of new possibilities at night and testing them at dawn.

When you purchase a Lift product, you're investing in gear engineered with relentless passion, crafted from the finest materials, and rigorously tested by the world's top foilers and surfers. We guarantee it.

PRODUCT LINE MANAGER | SURF FOILS



SURF BOARDS

KIANA FORRES
LIFT TEAM RIDER

Our boards are far from average production foil boards. We take a no-expense-spared approach to crafting the best boards money can buy because we know from experience that riders of all levels can feel the difference when they're on a truly exceptional board.

Each of our boards is CNC-cut from lightweight EPS foam and laminated with premium Japanese carbon using state-of-the-art vacuum bagging techniques. The result? Boards that are light, stiff, durable, and visually stunning—worthy of hanging on your wall, but designed to fly over water.

Every board comes complete with traction pads, a day bag, and all the necessary hardware to mount your foil, ensuring you're ready for your next adventure from the moment you unbox.

4'0 X 18L WAKE/TOW



Developed as a pro model for Lift athlete Brian Grubb, the 4'0 18L is designed for high-performance wake and tow foiling. Whether you're towing behind a boat or in the ocean behind a jet ski, this board is built to feel like it disappears when you're on foil, allowing you to feel more of the foil and less of the board. With 18L of volume, this board easily sinks under your feet to ensure an easy and consistent start. If you've got a motor towing you onto foil and want to ride like a pro, this is the board you need.

4'4 X 21L WAKE/TOW

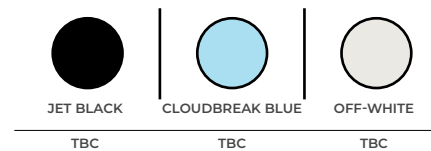


The 4'4 21L Brian Grubb Pro Model is the big brother to the 4'0 18L. It features the same shape as the 4'0 18L but with added length, width, and volume, making it easier for heavier riders or beginners/intermediates to take flight with confidence and ease. Don't let the slightly larger size fool you—this board is still a high-performance ripper when on foil.

BOARD DIMENSIONS
STRAP INSERTS

4'0 X 18L WAKE/TOW	
BOARD DIMENSIONS	4'0 x 19" x 1.8"
STRAP INSERTS	Yes. Surf Layout.

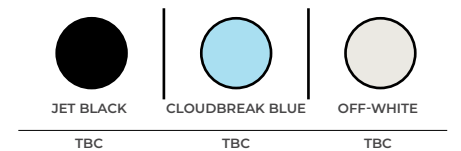
4'0 X 18L WAKE/TOW COLORS



BOARD DIMENSIONS
STRAP INSERTS

4'4 X 21L WAKE/TOW	
BOARD DIMENSIONS	4'4 x 20.8" x 1.8"
STRAP INSERTS	Yes. Surf Layout.

4'4 X 21L WAKE/TOW COLORS



4'4 X 30L SURF



The 4'4 30L is the go-to high-performance prone board for our team riders. The stretched narrow outline provides excellent paddle power for its size while remaining nimble enough for the most radical maneuvers. The numerous strap inserts allow the versatility of taking to the air.

4'8 X 40L SURF/WING

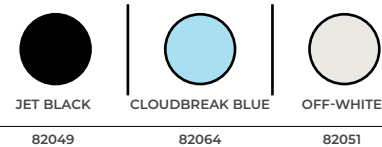


The 4'8 40L is the quiver killer. A nice, easy volume for prone foiling and doubles as an excellent sinker wing board. If you're going to have one board for all foiling aspects, this is the board.

BOARD DIMENSIONS
STRAP INSERTS

4'4 X 30L SURF	
BOARD DIMENSIONS	4'4 x 19" x 2.9"
STRAP INSERTS	Yes. Surf Layout.

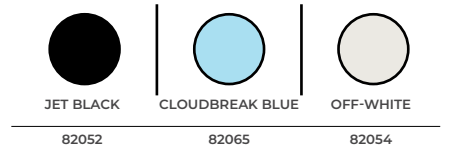
4'4 X 30L SURF COLORS



BOARD DIMENSIONS
STRAP INSERTS

4'8 X 40L SURF/WING	
BOARD DIMENSIONS	4'8 x 20" x 3.4"
STRAP INSERTS	Yes. Surf Layout.

4'8 X 40L SURF/WING COLORS



5'2 X 50L WING/SURF



The 5'2 50L excels as an advanced wing/para wing board while also functioning as an easy-to-ride, high-volume surf foil board. The stretched outline allows for easy takeoff with a wing and effortless paddle power while surfing.

5'4 X 70L WING

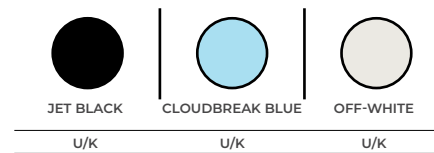


The 5'4 70L is the ultimate wingboard daily driver. Sure, you can get away with lower volume wingboards in perfect conditions, but this board will work in any and all conditions. Big enough to get you up and riding in light wind, yet small enough to disappear under your feet as you lean into carves and ride waves.

BOARD DIMENSIONS
STRAP INSERTS

5'2 X 50L WING/SURF	
BOARD DIMENSIONS	5'2 x 21" x 3.6"
STRAP INSERTS	Yes. Surf Layout.

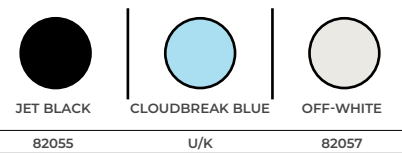
5'2 X 50L WING/SURF COLORS



BOARD DIMENSIONS
STRAP INSERTS

5'4 X 70L WING	
BOARD DIMENSIONS	5'4 x 25" x 4"
STRAP INSERTS	Yes. Surf Layout.

5'4 X 70L WING COLORS



5'9 X 105L WING



The 5'9 105L wing board is designed for those looking to enter the world of wing foiling. With a focus on stability and smooth take-off, its extra length helps you glide effortlessly through the water, making it easier to achieve flight. Lightweight and durable, this board will keep up with you as you progress.

7'2 X 105L FLYING CAT DOWNWIND SUP



The 7'2 is for those seeking maximum surfability on a downwind SUP, offering plenty of paddle power for experienced riders to get on foil and excelling in carving once on foil. The 7'2 is multi-faceted and excellent for light wind winging or as a high-volume, easy-to-paddle prone board.

	5'9 X 105L WING
BOARD DIMENSIONS	5'9 x 27" x 4.8"
STRAP INSERTS	Yes. Surf Layout.

5'9 X 105L WING COLORS

JET BLACK	CLOUDBREAK BLUE	OFF-WHITE
TBD	TBD	TBD

	7'2 X 105L FLYING CAT
BOARD DIMENSIONS	7'2 x 19" x 6"
STRAP INSERTS	No

7'2 X 105L FLYING CAT COLORS

JET BLACK	CLOUDBREAK BLUE	OFF-WHITE
82066	82068	82067

Images shown are for illustrative purposes only and may not reflect the final product

8'2 X 115L FLYING CAT DOWNWIND SUP



The 8'2 is the most versatile option in our line of Flying Cats, providing excellent stability and glide. This is the go-to board for daily use in various conditions. If you're looking to enter the sport of downwind foiling, this is an excellent starting point.

8'6 X 110L FLYING CAT DOWNWIND SUP

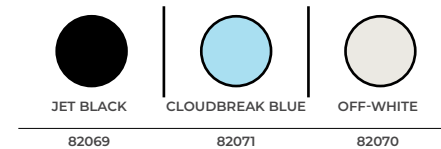


The 8'6 is our race and channel crossing machine. The narrow 17" width and extended length make it easy to paddle small surface area foils into flight. Competition-tested with over a half dozen podium finishes, this board features a lighter race lamination, ensuring the extra length doesn't add unnecessary weight. It's built for those who chase the thrill of competition and long-distance challenges.

BOARD DIMENSIONS
STRAP INSERTS

8'2 X 115L FLYING CAT	
BOARD DIMENSIONS	8'2 x 19" x 5.8"
STRAP INSERTS	No

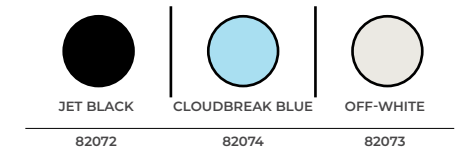
8'2 X 115L FLYING CAT COLORS



BOARD DIMENSIONS
STRAP INSERTS

8'6 X 110L FLYING CAT	
BOARD DIMENSIONS	8'6 x 17" x 6"
STRAP INSERTS	No

8'6 X 110L FLYING CAT COLORS





SURF MASTS

EVAN NETSCH
LIFT TEAM RIDER

The mast on a foil is a crucial element of an exceptional foil setup. The right mast profile ensures maximum efficiency, while precise geometry and materials create the stiffness needed for unmatched control during pumping and turns. Our goal is to create a mast that seamlessly combines both efficiency and stiffness—and that's where our 15 years of experience in building foils sets us apart.

CLASSIC SERIES MAST

Your gateway into our surf foil collection, the Classic Series mast is anything but basic. This top-tier, full carbon mast is available in a 28" size, offering a premium entry into a high-performance carbon setup. It's the perfect balance of performance and accessibility for those beginning their foiling journey.



28" MAST CLASSIC 80117

M2 SERIES MASTS

The M2 Series Masts represent the pinnacle of foil performance. Sharing the efficient profile of the Classic Series but crafted from higher modulus carbon, these masts offer superior stiffness and responsiveness. For those seeking the ultimate in foil control and pushing the boundaries of what's possible on the water, the M2 Series is unmatched.



28" MAST M2	80137
32" MAST M2	80138
36" MAST M2	80139



WINGS



BRIAN GRUBB
LIFT TEAM RIDER

At Lift, our wings are our pride and joy.

With over 15 years dedicated to perfecting the art of carbon fiber wings, we continually explore new aspect ratios, cambers, profiles, and construction methods through relentless innovation and testing. The result is a line of wings that offer a unique foiling experience unmatched in the market.

The versatility of our wings extends across both eFoil and surf foil setups, allowing riders to explore a wide range of wings and discover new sensations of speed, carve, and lift.

Balancing equal parts performance and artistry, our wings not only perform exceptionally but also boast a striking aesthetic that matches their ride quality.

FRONT WINGS OVERVIEW

The front wings create the lift to bring the board up and out of the water, and the differing designs alter the sensations of glide, carve, and lift. Our front wing collection can easily be divided in three categories of Aspect Ratios.

LOW ASPECT

These wings are highly maneuverable and roll into turns on a dime. Recommend entry point for all foilers.



MID ASPECT

These wings are a blend of our surf and high-aspect wings. Providing a blend of glide and maneuverability.



HIGH ASPECT

These wings are highly efficient providing an excellent glide ratio for pumping or expanding your eFoil's range.



LOW ASPECT WING SERIES



SURF V2

Excellent turning performance and low-end lift, delivering smooth, responsive control.

60 SURF V2	80038
100 SURF V2	80039
150 SURF V2	80040
200 SURF V2	80041



CAMBER PRO

eFoil-specific wings that turn on a dime and feel very comfortable at increasing speeds.

160 CAMBER PRO	80125
210 CAMBER PRO	80126 / TBD
270 CAMBER PRO	80127 / TBD

MID ASPECT WING SERIES



HAVOC

Hard carving with enough glide to link together multiple waves.

92 HAVOC	80157
105 HAVOC	80158
121 HAVOC	80159
148 HAVOC	80160 / TBD

HIGH ASPECT WING SERIES



HIGH ASPECT

Our original High Aspect line. Blends a surfy feel with the glide of a high aspect ratio.

70 HIGH ASPECT	80128
90 HIGH ASPECT	80120
120 HIGH ASPECT	80140



HIGH ASPECT X

Optimized for uncompromising glide.

150 HIGH ASPECT X	80141
180 HIGH ASPECT X	80144
220 HIGH ASPECT X	80143



THE FLORENCE COLLECTION

Designed specifically for John and Nathan Florence. High performance glide and speed.

FLORENCE X 110	80152
FLORENCE X 130	80162

● Indicates Bolt On version available
● Indicates LCS version available

BACK WINGS OVERVIEW

The back wings stabilize the lift generated by the front wing. Different collections and sizes of tail wings allow for adjustments in foil stability, carving radius, and efficiency.

BACK WING SERIES



CARVE

Ultra maneuverable and loose. Recommended for advanced riders looking to crank tight radius carves.

20 CARVE	80142
26 CARVE	80122

Recommended use: Surf/Wing/Wake/Downwind



GLIDE

Ultimate stability and efficiency for efoil.

36 GLIDE	80131
46 GLIDE	80130

Recommended use: LIFT5



FLOW

Low drag, high stability. These long fuselage back wings provide excellent stability for their size.

21 FLOW	80150
26 FLOW	80154
31 FLOW	80149

Recommended use: Surf/Wing/Wake/Downwind/LIFTX



THE FLORENCE COLLECTION

Downwind performance and glide.

FLORENCE 21 X	80155
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Recommended use: Downwind foiling



SURF V2

Excellent stability while maintaining short fuselage maneuverability.

38 SURF V2	80045
48 SURF V2	80044

Recommended use: LIFT5 F

SURF FOIL SETUP CHART

The chart below is based on average conditions and intermediate rider skill levels.

RIDING STYLE	WEIGHT (LBS.)	BOARD	MAST	FRONT WING	BACK WING
Prone Surf	-180	4'4 x 30L	28" M2	148 Havoc	26 Carve
Prone Surf	+180	4'4 x 40L	28" M2	148 Havoc	26 Flow
Wake	-180	4'0 x 18L	28" M2	148 Havoc	26 Carve
Wake	+180	4'4 x 21L	28" M2	148 Havoc	26 Flow
Wing	-180	5'2 x 50L	32" M2	148 Havoc	26 Flow
Wing	+180	5'4 x 70L	32" M2	150 HA-X	26 Flow
Downwind SUP	-180	8'2 x 115L	28" M2	180 HA-X	Florence 21 X
Downwind SUP	+180	8'2 x 115L	28" M2	220 HA-X	21 Flow



TEAM RIDERS

NATHAN FLORENCE
LIFT TEAM RIDER

JOHN FLORENCE
LIFT TEAM RIDER

The Lift team is the pulse of our brand, inspiring us daily and challenging us to push the boundaries of what's possible. As our most demanding customers, they drive us to innovate relentlessly. We embrace their challenges head-on, creating foils capable of conquering 110-foot waves and crossing 100-mile channels. Their feedback infuses every product with the magic that defines the Lift experience.

The stoke and performance our customers feel begins with our team — and it's absolutely contagious.



eFOIL ACCESSORIES



ELITE HAND CONTROLLER

PREMIUM CONTROL



The Elite Hand Controller spares no expense while putting the power of foiling in the palm of your hand. The product's construction features an adventure-proof carbon fiber shell and titanium hardware, and the trigger features a sophisticated actuation that can be tailored to how you like to ride. The user interface is GPS driven, and the high-resolution, full-color display enables you to easily track live speed readouts and elapsed distances while you ride. The Elite Hand Controller delivers a next generation experience that empowers you to take the sport wherever you want it to go.

BLOWFISH

UNSTOPPABLE UTILITY



Blowfish is the do-it-all, fly over water, ultimate eFoil adventure accessory. Whether learning to ride or adding unstoppable utility to your favorite watercraft, Blowfish promises epic rides and unforgettable memories.

Blowfish merges inflatable SUP buoyancy with dinghy utility, creating new ways to adventure on your eFoil. Perfect for new and experienced riders alike.

LCS PROPELLERS

DYNAMIC PROPULSION

LCS JET KIT



80018

LCS FIXED PROPELLER KIT



87003

LCS FOLDING PROPELLER 2.0 KIT



87001

The Lift Connect System (LCS) Propeller Kits feature an innovative click-and-lock mechanism, for easy interchanging of propeller components, without the need for tools. The LCS components allow you to customize your ride effortlessly, swapping propeller setups in seconds, to accommodate the rider or water conditions. LCS products are compatible with all Lift eFoils.

GEN5 FULL RANGE BATTERY

RIDER CENTRIC POWER



GEN5 FULL RANGE BATTERY 420000

The Gen5 Full Range Battery is the heart of the LIFT5 platform, it embodies the simplicity, power, safety, and design that defines the LIFT5 system. With wireless connectivity, a streamlined design, and a robust build, this battery delivers an average of 90 minutes of ride time while creating a new standard in safety. This battery system truly puts the power of the ride back in the rider's control, providing the confidence and convenience to get on the water and focus entirely on the experience.

Convenience:

- ▶ **Wireless Freedom:** Wireless design with no external cables.
- ▶ **Quick Setup:** Lift Connect System quick "set and click" installation process.
- ▶ **Intuitive Control:** Single-button operation for all functions.

Power:

- ▶ **Extended Ride Time:** 2.2 kWh capacity for rides averaging 90 minutes.
- ▶ **Maximum Acceleration:** Dynamic performance for maximum power output.

Safety:

- ▶ **Watertight Protection:** IP68-rated double-walled enclosure for enhanced safety.
- ▶ **Smart Safety Measures:** Proactive fault detection and short protection.
- ▶ **Secure Operation:** Handle must be engaged for power and riding.
- ▶ **Auto Shutdown:** Drop detection system and automatic shutdown if water ingress is detected.

GEN5 LIGHT BATTERY

RIDER CENTRIC POWER



GEN5 LIGHT BATTERY 420001

Designed for those who value agility on the water, the Gen5 Light Battery offers the same LIFT5 design principles in a lighter form. With an average of 60 minutes of ride time, it provides the perfect balance of simplicity, power, and safety. Featuring wireless connectivity and single-button operation, this compact battery delivers uncompromised performance, giving riders the freedom to explore with precise control and unparalleled convenience—all with less weight.

Convenience:

- ▶ **Wireless Connectivity:** Seamless operation with no external cables.
- ▶ **Quick Setup:** Simple installation with the secure “set and click” Lift Connect System.
- ▶ **Intuitive Control:** Single-button operation for all eFoil functions.

Power:

- ▶ **Agile Performance:** 1.2 kWh capacity for averages of 60 minutes of dynamic riding.
- ▶ **Responsive Acceleration:** Optimized for quick bursts of speed and maneuverability.

Safety:

- ▶ **Watertight Protection:** IP68-rated double-walled enclosure for enhanced safety.
- ▶ **Smart Safety Features:** Proactive fault detection and short protection.
- ▶ **Secure Operation:** Handle must be engaged for power and riding.
- ▶ **Auto Shutdown:** Drop detection system with automatic shutdown if water ingress is detected.

LIFTX BATTERY

COMPACT POWER REIMAGINED



LIFTX BATTERY 420002

The LIFTX Battery is the heart of our revolutionary platform, bridging the gap between eFoils and surf foils. Designed to power riders beyond the break and back home, this compact, agile battery offers an average of 45 minutes of ride time. Rooted in our heritage and driven by innovation, the LIFTX Battery embodies our commitment to a rider-first approach and high-performance standards, ensuring you have the power and confidence to push beyond your limits.

Convenience:

- ▶ **Effortless Connectivity:** Wireless design with no external cables.
- ▶ **Streamlined Operation:** Single-button control for easy use.
- ▶ **Quick Setup:** Simple installation for a hassle-free experience with the Lift Connect System.

Power:

- ▶ **Dynamic Performance:** 0.9 kWh capacity delivering averages of 45 minutes of ride time, perfect for reaching beyond the break.
- ▶ **Ideal for Surf:** Compact design optimized for quick acceleration and maneuverability.
- ▶ **Versatile Power:** Reliable energy delivery designed for cruising and light enough to maintain surfability.

Safety:

- ▶ **Watertight Protection:** IP68-rated double-walled enclosure for enhanced durability.
- ▶ **Proactive Safety Measures:** Fault detection and short protection for secure operation.
- ▶ **Auto Shutdown:** Drop detection system with automatic shutdown if water ingress is detected.

BEACH WHEEL DECK

READY FOR EVERY ADVENTURE



5'4" LIFTS F BOARD BAG BEACH WHEELS (FITS 5'4" LIFTS F BOARD BAG ONLY)	840000
4'9" LIFTS F BOARD BAG BEACH WHEELS (FITS 4'9" LIFTS F BOARD BAG ONLY)	840001
LIFTS BOARD BAG BEACH WHEELS (FITS 4'4", 4'9" AND 5'4" LIFTS BOARD BAGS)	840002

Looking to tackle more challenging terrain or simply make transporting your eFoil easier? The Beach Wheels Deck offers a durable solution. When sand or rough ground stands in the way of your next foiling adventure, the Beach Wheels Deck will be your favorite accessory.

Its large, low-pressure wheels provide a smooth and quiet ride, and the Beach Wheels Deck arrives fully assembled, allowing you to quickly attach your existing bag to the deck. Whether you're heading through town or off-road, the Beach Wheels Deck is ready for the journey.



CHANNEL SUPPORT



FOCUS

Increase brand awareness, growing the sport of foiling, and product education.

STRATEGY

Diversified, relevant, and targeted content delivery across primary and adjacent placements.

OMNI-CHANNEL FULL FUNNEL ACTIVATION

AWARENESS

01

Performance Tactics · Long Form Story Telling · Global Events · Publication · Pro Rider Network · High Profile Collaborations · In-Store Display · Social Marketing

CONSIDERATION

02

Performance Tactics · Short Form Story Telling · Events · Publication · Pro Rider Network · High Profile Collaborations · In-Store Display · Social Marketing · UGC · eComm Assets · How-tos · Product Education · Testimonial

CONVERSION

03

Performance Tactics · In-Store Display · Social Marketing · eComm Assets · How-tos · UI/UaX Investment · Consumer Journey Mapping · Informed Portfolio Selection

WHAT THIS MEANS FOR YOU

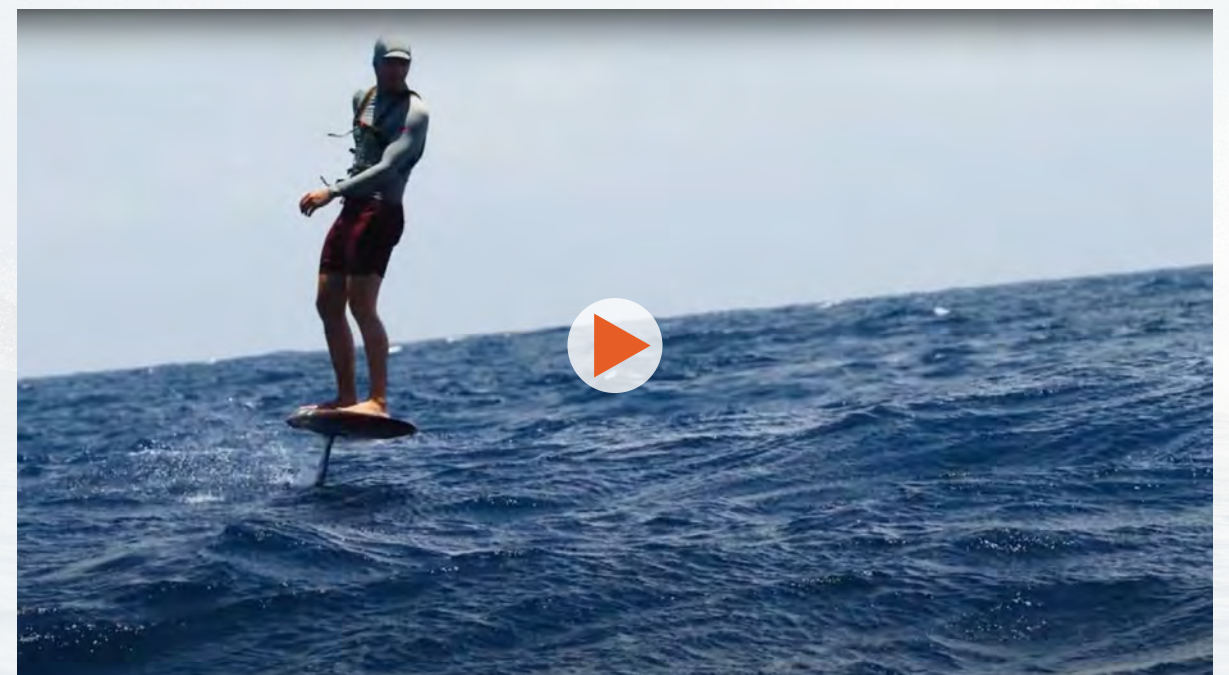
BRAND RELEVANCY AND FULL TRANSPARENCY TO: Communications calendar, consumer insights, consumer journey, curated top performing product portfolios, boosted advertising, rider access and a partnership with a steady flow of category-relevant assets for campaigns, promos, and events.

DEDICATED TO THE STORY

In a crowded market, our unique storytelling sets us apart. They highlight what makes Lift different—our pioneering spirit, our dedication to excellence, our athletes, and our unwavering focus on the rider experience. Through storytelling, we carve out a distinct identity that resonates with our audience and reinforces our position as leaders in the foiling industry.



BOAT FOIL MADNESS | BRENDON LUTNICK



DOWNWIND DIALOGUE | NATHAN AND JOHN FLORENCE



WWW.LIFTFOILS.COM