



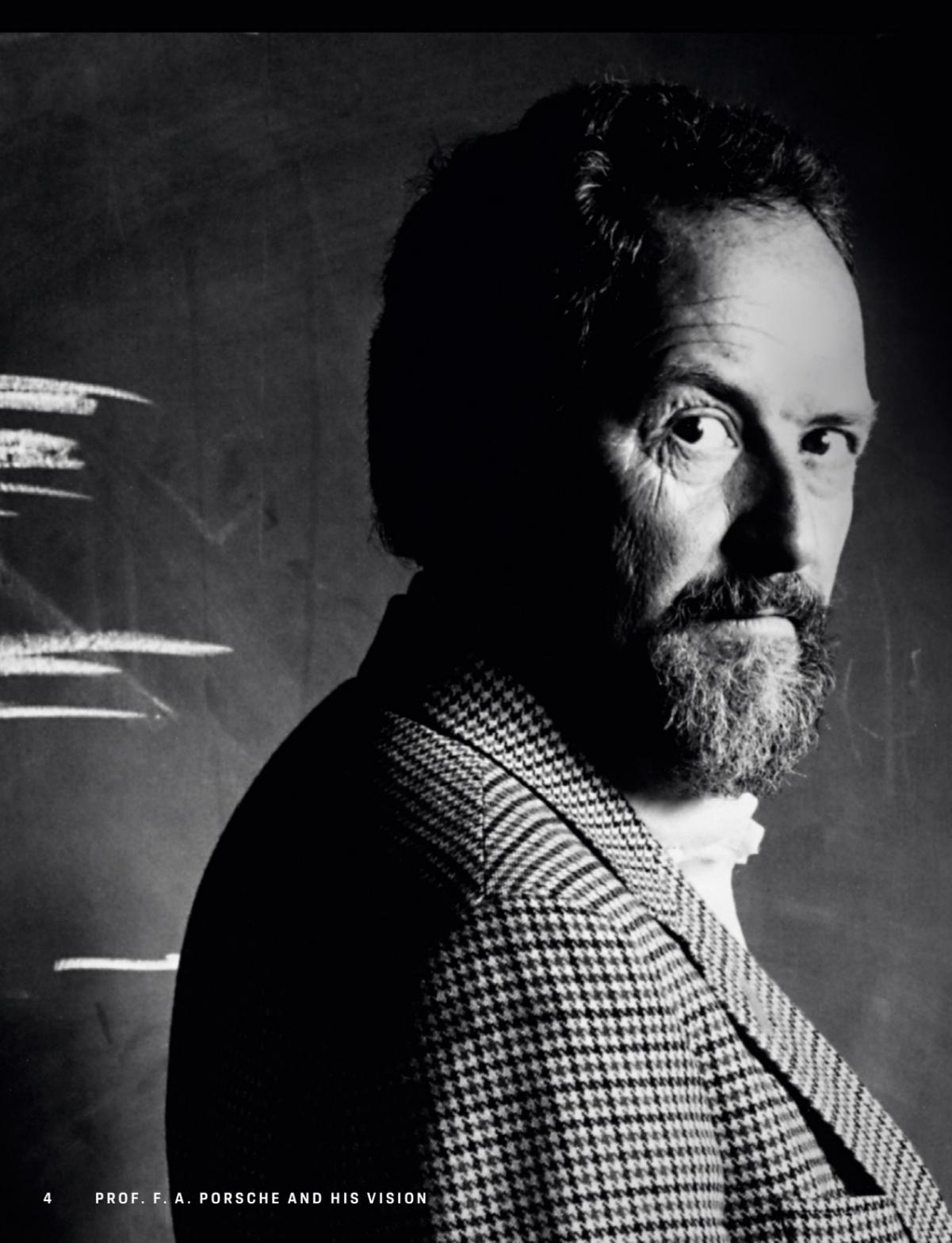
50
PORSCHE DESIGN

The image features a large, stylized '50' logo in a light gray color. Below the '50' is the text 'PORSCHE DESIGN' in a similar font. The background is black, and there is a faint, curved scale or dial graphic on the right side of the image.

CHRONOGRAPH 1 - 911 EDITION 50 YEARS PORSCHE DESIGN

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“IF YOU ANALYSE THE FUNCTION OF AN OBJECT, ITS FORM OFTEN BECOMES OBVIOUS.”

– PROFESSOR FERDINAND ALEXANDER PORSCHE,
CREATOR AND DESIGNER OF THE LEGENDARY PORSCHE 911
AND FOUNDER OF PORSCHE DESIGN

For Professor Ferdinand Alexander Porsche, the honesty of design was the highest maxim. The perfect design was consistently derived from the product's function – from its original construction, realised using only those materials that were absolutely essential.

It was this approach that led him to create timeless design icons, starting

with the legendary, unmistakable flyline of the 911 – a silhouette that still defines the design of Porsche sports cars today. He allowed the DNA of this masterpiece to flow directly into the timepiece that he created a short time later to become the first product after founding Porsche Design. The Chronograph I translated the heart of the car into a watch – becoming the ‘sports car for the wrist’.

His vision continues to drive Porsche Design to this day – just like his ambition to revolutionise the respective segment, to create something completely new and, in doing so, to write history. Today, after 50 years, we are opening a new chapter in this history – revisiting the roots of the brand and the legendary Chronograph I with its now iconic design.

AN ICON OF THE TIMES: THE CHRONOGRAPH I.



The year was 1972. The watchmaking world was about to see one of its biggest changes: the quartz movement was conquering the market, and inexpensive models with digital displays were just starting to become fashionable. Most watches were finished in sparkling gold or shimmering silver colours – meaning that they were more pieces of jewellery than precise instruments.

Porsche Design presented the world's first completely matt-black chronograph, derived from the low-reflection cockpit of

a race car, to a correspondingly critical reception. It was mocked by critics as a „fad of fashion“ and described as piece that could „only be worn at a funeral“. Its creator was even advised „that Porsche should stick to designing cars“.

50 years later, these voices have long been silenced. The Chronograph I continues to inspire with its functional design to this day – and not only Porsche enthusiasts. The white hands contrast sharply with the completely black dial – which makes them stand out particularly

well. Fluorescent hour indices and highly anti-glare glass also ensure optimal readability.

Today, the Chronograph I in its entirety symbolises the perfect symbiosis of design competence and engineering excellence – derived from the demands of the race track. A unique precision instrument that radiates timeless performance and can trace all of its DNA back to Porsche and Porsche Design. Both then and now.

A close-up photograph of a person's hand resting on a black leather steering wheel. The hand is wearing a dark-colored chronograph watch with a metal link bracelet. The watch face features three sub-dials and a date window. The background shows the interior of a car with a red leather dashboard and a black leather seat. The lighting is dramatic, highlighting the textures of the leather and the metallic elements of the watch.

**BORN IN 1972.
REDEFINED IN 2022.**

With the Chronograph 1 – 911 Edition 50 Years Porsche Design, we are reviving a piece of contemporary history: the modern tribute to the first Porsche Design chronograph is modelled on the original from 1972 and equipped with the latest technology. The mission: to meet the highest standards and combine the best of both eras. The historic design of the Chronograph I has been reinterpreted for

the present day and combined with the high-performance and sporty character of the Porsche 911 Targa 4 GTS.

After all, this very special anniversary isn't just being celebrated on the wrist – but also where the Porsche Design story began: on the road. In keeping with the occasion, the special model is limited to 750 units, the Porsche 911 Edition

50 Years Porsche Design. For the first time, elements of the watch are not derived from the sports car – instead, selected design details of the car are based on the chronograph. And this accompanying timepiece is reserved exclusively for future owners of the special model and can be ordered exclusively at Porsche Centres worldwide.

For fuel consumption and CO₂ emissions, please refer to the technical data on page 20.

TIMELESS ICON.



The Chronograph 1 – 911 Edition 50 Years Porsche Design remains true to the overall appearance of the 1972 original. First and foremost: the now iconic matt-black case and bracelet have a quick-change mechanism on the new edition. Both reflect the lightweight construction of Porsche sports cars and is made of light, hard-wearing titanium. This material is indeed much harder to work with than stainless steel – but it offers extreme durability, resistance to corrosion and is hypoallergenic, all of which guarantee superior quality and wearer comfort. The elaborate seal also contributes to this: the

screw-fastened crown and dynamically waterproof push-pieces ensure enduring product performance. Exactly as you would expect from a Porsche on the wrist.

Today, its close connection to the sports car is obvious from the first glance: the Porsche 911 Edition 50 Years Porsche Design special model is painted in black. The SportDesign package with 'PORSCHE DESIGN' decorative foiling further underlines the inspiration behind the limited small series. The roll-over bar – a style-defining element of the Targa series –, the tailpipe trims of the exhaust

system and the rims are finished in satin platinum. And the elegant chronograph-inspired colour scheme continues not only on the exterior – but also in the interior. Beneath a matt-black roof lining, black seats made of high-quality leather – the same material used for the black interchangeable strap with decorative stitching in Slate Grey that is included in the scope of delivery – invite you to go for a long spin. But it's not just the look that takes its cue from the timepiece – the inspiration is palpable everywhere: first and foremost on the controls, whose knurling is derived from the Chronograph.

Chronograph I
1972

Chronograph 1 – 911 Edition 50 Years Porsche Design
2022

OPTIMUM READABILITY. BOTH THEN AND NOW.

To this day, Porsche Design timepieces are characterised by one thing above all else: optimum readability, at any time, from any angle. This is ensured not only by the sevenfold anti-glare sapphire crystal, but also by the puristic, matt-black dial with three totalisers together with white hands and indices. Colour contrast is provided by the bright red stop-seconds hand, which is reminiscent of the historic Chronograph I and the cockpit of the sports car instruments at the time.

It is successful not only in the transfer from the race track to the wrist, but also from the past to the future. Because the Chronograph 1 brings the heart and soul of the historic Chronograph I into the modern era – once again strengthening the connection to the sports car: the current Porsche Design logo that makes its origin clear upon first glance. The inner ring with tachymeter scale allows you to measure speed, while the shape and length of the minute hand are designed to be clearly readable.

This commitment to performance is naturally also reflected in the 911 Edition 50 Years Porsche Design – with the Sport Chrono Package Plus right in the middle of the dashboard that features a dial derived from the chronograph. Its bright red hand also shows the roots of the Porsche Design brand.



HIGH-TECH MEETS TRADITION.



Porsche Design timepieces have been powered by mechanical movements since 1972 – something that sets them apart to this day. The Chronograph 1 – 911 Edition 50 Years Porsche Design uses the COSC-certified WERK 01.240 with flyback function. It allows you to start, stop and reset successive time intervals in one convenient operation. This technical detail is especially remarkable in combination with the day and date display in bilingual versions (German and English).

It is another expression of the symbiosis of performance and comfort.

Typical Porsche Design performance is also found in the winding rotor. Just as the wheel of a sports car transfers power from the engine to the road, the winding rotor of the watch has the central function of generating power. Every hand movement generates new energy that drives the timepiece. The rotor of the Chronograph 1 – 911 Edition 50 Years Porsche Design is

modelled on the 911 Turbo S rim in satin platinum and is completed with the distinctive central locking mechanism with the Porsche Crest. The movement and rotor can be admired through sevenfold anti-glare sapphire crystal on the back of the watch. Another special detail that makes the marriage of car and timepiece visible at first glance is the laser-engraved limitation number on the case back.

**“IF WE WANTED SOMETHING,
WE HAD TO MAKE IT OURSELVES.”**

– PROF. F. A. PORSCHE, CREATOR AND DESIGNER
OF THE LEGENDARY PORSCHE 911 AND FOUNDER OF
PORSCHE DESIGN

This very special timepiece is not just created any old how, any old where – it is created in a very unique place. And with the greatest attention to detail. To be more precise, at Porsche Design Timepieces AG in Solothurn, Switzerland, which was founded in 2014.

Here, sports car and watch experts work side by side to achieve an intelligent transfer of technology from the race track to the wrist. To get the maximum performance out of every model. To make each design a little more unique.

To deliver the renowned Porsche quality not only to cars, but also to timepieces. And in doing so, to give a whole new value to every second.

CASE

- Titanium
- Finishing: black titanium carbide coating/
glass bead blasted
- Diameter 40.80mm, height 15.15mm
- Waterproof up to 10 bar (dynamic)

- Sapphire crystal with hard coating, scratch resistant and sevenfold anti-glare properties on both sides

DIAL

- In black/white, minute, hour
- Day and date window at 3 o'clock, display in English and German
- Red flyback logo at 6 o'clock

CROWN

- Screw fastened

CLASP

- Titanium bracelet: titanium folding clasp with fine adjustment (black, titanium carbide coated)
- Leather strap: titanium folding clasp with push-pieces (black, titanium carbide coated)

PUSH-PIECES

- Dynamic
- Waterproof

HANDS

- Chronograph second
- 30-minute counter at 12 o'clock
- 12-hour counter at 6 o'clock
- Small seconds at 9 o'clock

BRACELET AND STRAP

- Titanium bracelet with black titanium carbide coating
- Additional leather strap made of genuine car leather in black with stitching in genuine Porsche car thread in Slate Grey (strap sizes M and L included)

CASE BACK

- Case back screwed fastened with sapphire crystal

ROTOR

- 360° winding rotor in rim design, painted in satin platinum
- Central locking mechanism with Porsche Crest

CALIBRE

- Porsche Design Calibre WERK 01.240, chronograph with flyback function, day and date display, COSC certified
- Diameter 30.00mm, height 7.90mm
- Power reserve: 48 hours
- Frequency: 28,800 per hour [4Hz]
- Jewels: 25



Porsche 911 Edition 50 Years Porsche Design:

NEDC: fuel consumption (in l/100km) urban 15.5–13.7 · extra urban 7.8–7.7 · combined 10.7–9.9; CO₂ emissions (in g/km) combined 243–227.

WLTP: fuel consumption (in l/100km) combined 11.3–10.8; CO₂ emissions (in g/km) combined 257–245; version 12/2021

Further information on the official fuel consumption and the official specific CO₂ emissions of new passenger cars can be found in the 'Guide to fuel consumption, CO₂ emissions and electric power consumption of new passenger cars', available free of charge from DAT (Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern, www.dat.de) and any point of sale. Version 12/2021



IT'S ABOUT TIME.

Further information and the address of your nearest Porsche Design store or official Porsche Centre can be found at

www.porsche-design.com/911Edition50YPD
www.porsche-design.com/timepieces
www.porsche-design.com/store-locator
www.porsche.com

For questions, please contact us free of charge in Germany on 0800 9000 911,
internationally on +49 (0) 711 911 75550, or send an e-mail to contact@porsche-design.com
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@ 2022 | Porsche Lifestyle GmbH & Co. KG
Grönerstraße 5 | 71636 Ludwigsburg | Germany
www.porsche-design.com
Tel. +49 (0) 711 911 129 11, Fax +49 (0) 711 911 128 80
Register court: District Court of Stuttgart, HRA 301 131, VAT ID no.: DE 813 88 10 02
Personally liable partner: Porsche Management Company with Limited Liability Registered office: Ludwigsburg
Register court: District Court Stuttgart, HRB 302214
Managing Directors: Dr Jan Becker (Chairperson of the Management Board), Iryna Kauk, Roland Heiler
Shareholders' Committee: Lutz Meschke (Chair), Peter Daniell Porsche, Dr Oliver Porsche, Detlev von Platen

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