

# PORSCHE DESIGN

## PRESS RELEASE

Porsche Design Presents the Chronograph 1 – 75 Years of Porsche Edition

Page 1 of 3

June 2023

### A Dream Come True

**Stuttgart, Germany.** When Ferry Porsche couldn't find the sports car of his dreams, he built it himself. It has been 75 years since he presented the Porsche 356 "No. 1" Roadster to the world. What began as one man's dream laid the foundation for a quintessential success story. It was the birth of a culture, a purpose, and a mindset: Driven by Dreams. Now Porsche is celebrating 75 years of not settling for the status quo but challenging it. 75 years of design, engineering excellence and perseverance. To mark this anniversary, Porsche Design presents the Chronograph 1 – 75 Years of Porsche Edition.

### The Porsche Legend for the Wrist

Porsche Design is honoring the anniversary and the vibrant legacy of Porsche sports cars with the launch of a special edition Chronograph 1, strictly limited to 475 pieces. The original Chronograph I from 1972 was Porsche Design's first product and the world's first all-black timepiece – a revolution in the watch world. Like the Porsche 911, it was conceived by Professor Ferdinand Alexander Porsche and, similarly to the legendary sports car, embodies the perfect balance between design and engineering. The antireflective matte-black dial was inspired by the dashboard in the cockpit of the Porsche 911. The double-sided, seven-fold antireflective and scratch-resistant sapphire-crystal glass with hardened coating ensures optimal readability no matter the time of day. The tachymeter and day/date display use the renowned Porsche font. On the rear, behind the sapphire-crystal case back, the winding rotor of

# PORSCHE DESIGN

## PRESS RELEASE

Porsche Design Presents the Chronograph 1 – 75 Years of Porsche Edition

Page 2 of 3

June 2023

the mechanical movement quotes the shape of the iconic 911 Fuchs alloy wheels with colored Porsche Crest.

### **The Perfect Combination of Tradition and Innovation**

The design, technology, and manufacturing of the sports cars from Zuffenhausen are constantly evolving – and Porsche's own watch manufactory in Solothurn, Switzerland, shares the same inspiration. The Chronograph 1 – 75 Years of Porsche Edition has been improved in numerous details compared to the original from 1972. For instance, the case now consists of lightweight, durable, and hypoallergenic titanium instead of stainless steel. The specially developed textile leather strap features light-blue decorative stitching and a central red stripe – the colors of the 75 Years of Porsche anniversary logo. In addition, the chronograph is available with a black leather strap and matching black stitching. The chronograph's quick-change system allows for exchanging both straps in no time. Maximum accuracy is ensured by the COSC-certified mechanical Porsche Design WERK 01.140 caliber. Like all Porsche Design timepieces, the Chronograph 1 – 75 Years of Porsche Edition is handcrafted with precision. The engraved limitation number and the 75Y logo on the case back underscore the exclusivity of this timepiece.

The Chronograph 1 – 75 Years of Porsche Edition will be available from June 8 for 9,975 euros (RRP) at [porsche-design.com](https://porsche-design.com), in Porsche Design Stores and from selected watch retailers.

# PORSCHE DESIGN

## PRESS RELEASE

### Porsche Design Presents the Chronograph 1 – 75 Years of Porsche Edition

Page 3 of 3

June 2023

#### **About Porsche Design:**

In 1963, Professor Ferdinand Alexander Porsche created the 911, one of the most iconic design objects in contemporary history. With his vision of taking the principles and myth of Porsche beyond the boundaries of the automobile, he founded the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language live on in all Porsche Design products to this day. Every Porsche Design product stands for exceptional precision and perfection at a high level of technological innovation and for a unique symbiosis of intelligent functions and purist design. Designed by Studio F. A. Porsche in Zell am See, Austria. Available worldwide in Porsche Design stores, exclusive department stores, specialist retailers, and online at [www.porsche-design.com](http://www.porsche-design.com).

#### **Follow Us Here:**

Facebook: [www.facebook.com/porsche.lifestyle/](http://www.facebook.com/porsche.lifestyle/)

Instagram: [www.instagram.com/porsche.lifestyle](http://www.instagram.com/porsche.lifestyle)

LinkedIn: [www.linkedin.com/company/porschelifestylegroup](http://www.linkedin.com/company/porschelifestylegroup)

YouTube: [www.youtube.com/@porsche.lifestyle](http://www.youtube.com/@porsche.lifestyle)

Press Contact:

#### **Porsche Lifestyle Group**

Angélique Kreichgauer

Head of Public Relations

Cell +49-152-3911-6242

Email [angelique.kreichgauer@porsche-design.de](mailto:angelique.kreichgauer@porsche-design.de)