

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Limited-Edition Chronograph 1 – 911 S/T

Page 1 of 6

August 2023

Two Design Icons Inseparably United

Stuttgart. The Porsche 911, known around the world today, has been the epitome of iconic design and engineering for 60 years. Designed by the young Ferdinand Alexander Porsche, the icon has continued to evolve over the decades and illustrated what still holds true today: standing still is not an option for a sports car manufacturer. Up to the present 992, new generations of the legendary vehicle have been created that aim to offer even more performance on the racetrack as well as everyday comfort. Porsche Design is celebrating the 60th anniversary of the legendary Porsche 911 with an anniversary edition of the Chronograph 1. This unique Chronograph 1 – 911 S/T, limited to 1,963 watches, pays homage to the legendary 911 S/T 2.4, which was specially developed for racing with lightweight components tested in motorsport and raised the pulses of many Porsche enthusiasts in 1970. The handcrafted chronograph made by Porsche's own watch manufactory in Solothurn, Switzerland, is exclusively reserved for the owners of the new Porsche 911 S/T.

60 Years of the Porsche 911 and More Than 50 Years of Porsche Design Chronographs

Just like the first Porsche 911, one of the most important design objects in contemporary history, the iconic Chronograph I was designed by Prof. F. A. Porsche. In 1972, the founder of Porsche Design followed a premise: "For me, it was about creating a watch to match the car." To this day, the design principles in the development of Porsche Design timepieces remain unchanged. The aim is to create the perfect symbiosis between the two worlds, combining the

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Limited-Edition Chronograph 1 – 911 S/T

Page 2 of 6

July 2023

highest aesthetic standards with optimum functionality and precision craftsmanship. The Chronograph 1 – 911 S/T incorporates the characteristic features of its automotive counterpart with numerous details and brings them to the wearer's wrist.

Legendary Heritage

The chronograph's case, made of lightweight uncoated and sandblasted titanium for weight reasons, echoes the lightweight design concept of the Porsche 911 S/T. The timepiece's black dial and bezel ring reflect the historical display instruments of the 911 S/T. The minute scale, reminiscent of the heritage rev counter, features a prominent red number "60" to commemorate the anniversary. The numbers, bilingual day display (German and English), and the date are all in glowing phosphorous green, while the white stop-seconds hand echoes the color of the rev counter pointer. Thanks to the luminous material made of Super-LumiNova®, the minute and hour hands can be precisely read, even in the dark. A printed gear-shift diagram in silver for the Chronograph 1 – 911 S/T and gold for the Chronograph 1 – 911 S/T Heritage highlights the close connection to the manual special edition. The font used for the hours (H), minutes (M), and seconds (S) letters in the totalizers is also derived directly from the gear-shift pattern.

Unbelievably Thrilling – on the Racetrack and on the Wrist

The COSC-certified Porsche Design WERK 01.240 and flyback function beats beneath the "hood" of the chronograph. This extraordinary movement guarantees accurate timekeeping and

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Limited-Edition Chronograph 1 – 911 S/T

Page 3 of 6

July 2023

is in perfect harmony with the drive for the highest performance and precision characterizing its model Porsche 911 S/T with its six-speed GT sports manual transmission and high-speed naturally aspirated engine. This watch, like all Porsche Design chronographs without exception, is once again tested for compliance with COSC precision standards by the manufactory before being delivered and meets the high quality standards that are customary for Porsche.

The flyback function enables quick starting, stopping, and resetting in a single operation. The movement is visible behind the seven-layer antireflective sapphire-crystal case back, driven by a rotor that echoes the design of the magnesium alloy wheel of the 911 S/T and is available in a choice of Brilliant Silver, Dark Silver (high gloss) or Black (high gloss). The Chronograph 1 – 911 S/T Heritage comes in the choice of colors Ceramica (high gloss) and Brilliant Silver. A key highlight is the rotor cap, which is true to the vehicle, either with a printed "S/T" graphic in Brilliant Silver for the Chronograph 1 – 911 S/T or with the historic Porsche Crest for the Heritage version. To emphasize the uniqueness of the chronograph and its connection to the vehicle, the limitation number of the vehicle is laser engraved on the case back.

The leather straps – black with GT silver metallic decorative stitching or Classic Cognac with the tone-in-tone stitching – are designed with a symmetrical hole pattern that embodies the lightweight design concept of the 911 S/T and dispenses with every unnecessary gram. Traditional craftsmanship is combined with modern motorsport technology as the leather and interior yarn used create an even closer link between the sports car and the chronograph. The uncoated and sand-blasted titanium strap with a finely adjusting folding clasp continues the lightweight design concept, minimizing the weight of the watch. Thanks to the quick-change mechanism, the straps can be effortlessly changed in just a few seconds and without using any tools.

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Limited-Edition Chronograph 1 – 911 S/T

Page 4 of 6

July 2023

Each chronograph comes with a range of accessories that includes a unique watch plaque featuring the 911 S/T image and the individual limitation number. The Chronograph 1 – 911 S/T will be available to order from Porsche Centers and Porsche Design Stores from August 2, 2023, and costs EUR 11,950 (RRP).

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Limited-Edition Chronograph 1 – 911 S/T

Page 5 of 6

July 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.

Follow Us Here:

Facebook: www.facebook.com/porsche.lifestyle/

Instagram: www.instagram.com/porsche.lifestyle

LinkedIn: www.linkedin.com/company/porschelifestylegroup

YouTube: 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

CONSUMPTION AND EMISSIONS*

Porsche 911 S/T

WLTP: Combined fuel consumption: 13.8 l/100 km; combined CO2 emissions: 313 g/km

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Limited-Edition Chronograph 1 – 911 S/T

Page 6 of 6

July 2023

The stated consumption and emission values were determined in accordance with the legally prescribed measuring procedures. All new vehicles offered by Porsche are type approved according to WLTP, which is why the NEDC values stated were derived from the WLTP values.

*Further information on the official fuel/electricity consumption and the official specific CO₂ emissions of new passenger cars can be found in the "Guide to Fuel Consumption, CO₂ Emissions, and Electricity Consumption of New Passenger Cars," which is available free of charge at all sales outlets and from DAT.