

Porsche 911 S/T

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

Porsche Lifestyle Group Presents Collection for the 60th Anniversary of the Porsche 911

Legend, Myth, Model: 60 Years of the Porsche 911

- The Collection consists of limited-edition chronograph, Retro and Heritage sneakers, eyewear, apparel, and other accessories.
- The Chronograph 1 – 911 S/T is based on the design of the Porsche 911 S/T and limited to 1,963 pieces.
- The design of the Retro Sneaker is derived from a historic 911 while the design of the Heritage Sneaker is inspired by the new Porsche 911 S/T.
- The eyewear edition is limited to 1,963 pieces.
- The RECARO x Porsche Gaming Chair Pepita - Ltd. brings racing spirit home.

Stuttgart. The Porsche 911 has been the epitome of exciting design and engineering for 60 years now. Designed by the young Ferdinand Alexander Porsche and his team, the sports car that was initially named the 901 captured the hearts of car lovers. The icon has continued to evolve over the past six decades. From 1963 to the present day, eight generations of the legendary Porsche have emerged, making it clear that standing still is never an option for a sports car manufacturer. Permanent optimization for even more performance on the racetrack and everyday comfort is part of the 911's recipe for success. Porsche is commemorating the 60th anniversary with a limited special edition of the legendary sports car: the new 911 S/T. And to celebrate the occasion, the Porsche Lifestyle Group is presenting a unique collection, featuring a limited-edition chronograph, Retro and Heritage sneakers, eyewear, leather jackets, polo shirts, accessories and originals for the home or office – timeless, classic, yet modern with elegant details and high-quality materials in an exclusive anniversary design.

Targa and Timepiece: Inextricably -Linked

Like the first Porsche 911, the Porsche Design Chronograph I was created by Professor Ferdinand Alexander Porsche. Porsche Design is now presenting an anniversary edition of this timepiece – exclusively for owners of the new Porsche 911 S/T. The unique Chronograph 1 – 911 S/T, limited like the vehicle to 1,963 pieces, pays tribute to the 60th anniversary of the automotive legend. Handcrafted by Porsche's own watch manufactory in Solothurn, Switzerland, the chronograph incorporates numerous details of the characteristic features known from its motorized counterpart. The case, made of lightweight titanium and uncoated and sandblasted for weight reasons, echoes the lightweight design concept of the Porsche 911 S/T. The dial and flange reflect the historical display instruments of the 911 S/T. The minute scale is kept in the Heritage rev counter look and the number "60" is highlighted in red to mark the anniversary. The numerals and the day and date display are in glowing phosphorous green, while the white stop-seconds hand echoes the color of the rev counter. A printed gear-shift diagram highlights the close connection to the manual special edition. The COSC-certified Porsche Design WERK 01.240 with flyback function beats beneath the "hood" of the chronograph. It guarantees accurate timekeeping and is in harmony with the drive for the highest performance and precision that characterizes its motorized counterpart. The rotor can be viewed behind the sapphire-crystal case back, echoing the design of the forged magnesium alloy wheel of the 911 S/T. A central highlight is the rotor cap, which is true to the vehicle, either with an "S/T" graphic or with the historic Porsche Crest. In addition, the vehicle's limited-edition number can be found as a laser engraving on the back of the case. The optional leather straps are made of genuine vehicle leather and yarn and designed with a symmetrical hole pattern that dispenses with every unnecessary gram. The Chronograph 1 – 911 S/T is available to order from Porsche Centers and Porsche Design Stores and costs 11,950 Euro (RRP).

A Strong Profile for Every Appearance

The two sneaker models specially designed for the anniversary reflect the impressive history of the iconic sports car: the Retro Sneaker symbolizes the past and the Heritage Sneaker the present of the Porsche 911. The stylish Retro Sneaker

is influenced by the classic flat silhouette of the Porsche 911 S 2.5 from 1972, one of the first original 911s with components of a 911 S 2.4 (ST). The color scheme in Light Blue is derived from the exterior color of the historic vehicle. In addition to the high-quality suede overlays in combination with the smooth leather underlays and tongue, the red contrast stitching and the start number 56 on the heel round off the retro look. The model is limited to 1,972 pieces and numbered throughout, making each pair unique. The limitation number can be found on the underside of a leather flap attached to the side. On the front of the tongue, the so-called grill badge – a badge on the radiator grille – of the Porsche 911 S/T is applied as a woven label. It features the “60 Years of Porsche 911” logo in black and white.

The Heritage Sneaker is inspired by the new Porsche 911 S/T. The gray color of the shoe is based on the exterior color of the anniversary car, while the shoe lining picks up the cognac-brown tone of the interior. The start number 63 (the birth year of the 911) and Porsche lettering complete the sporty look. As a tribute to the first generation of the 911, the Heritage Sneakers are limited to 1,963 pieces. The single numbering can be found on the underside of the tongue, which features the pattern of the vehicle seats. The grill badge, colored here, is applied as a woven label on the front of the tongue.

The left shoe of both sneaker creations comes with a red lace while the right shoe features a black lace. A second pair of laces in both colors is included in the box. Both models are delivered with a leather hang tag, which is adorned with the respective grill badge. The shoe bag and the shoe box, both in the same color as the sneaker, also feature the grill badge and respective start number. The sneakers will be available from September 6, 2023, at shop.porsche.com as well as in the Porsche Museum store. The launch and exclusive pre-sale will take place on September 5, 2023, at the Porsche pop-up store at the IAA Mobility in Munich, Germany.

In Focus for 60 Years: Lightweight Construction and Innovation

As a tribute to the birth of the first 911, Porsche Design is launching an eyewear edition that is limited to 1,963 pieces and based on the popular Flowing Titanium

series. In terms of color, the 60-year anniversary edition is based on the exterior design of the new 911 S/T and is available in Black and Shore Blue. The lines are inspired by the iconic silhouette of the Porsche 911. The three-dimensional arms of the glasses not only create soft contours but also a distinctive look based on the fascinating contrast between light and shadow. The frames are made of lightweight titanium and offer maximum wearing comfort with the integrated spring hinge. The elaborate manufacturing process makes the material resistant to heat and corrosion, adding to its durability. Based on the rim design of the new 911 S/T, the temple ends are elegantly contrasted in color – in Brilliant Silver or Ceramica. The right temple features the lettering “60Y 911” on the inside. The P’8369 prescription frame is available for 510 Euro (RRP) and the P’8966 sunglasses with innovative VISION DRIVE™ lens technology for 460 Euro (RRP) at Porsche Design Stores and Porsche Centers as well as at porsche-design.com and shop.porsche.com, and at the IAA from September 5, 2023.

Racing Spirit At Home

Inspired by the timeless lines and elegance of Porsche vehicles, the new RECARO × Porsche Gaming Chair Pepita – Ltd. combines top performance and high-quality materials. The design and craftsmanship make the racing spirit tangible even away from the race track and in front of the monitor, guaranteeing full control over the game. Made of original Porsche houndstooth fabric, the seat middle is not only an exclusive and timelessly elegant design highlight, but also creates a link between tradition and modern sportiness. As with the vehicle seats, the front of the headrest – in an identical position – is embroidered with the Porsche Crest, giving the feeling of actually sitting in a Porsche 911. The RECARO × Porsche Gaming Chair Pepita Ltd. will be available from October 15, 2023, at Porsche Centers and Porsche Design Stores as well as at shop.porsche.com and porsche-design.com and retails at 1.790 Euro (RRP).

Sporty Elegance and a Modern, Timeless Look

The 60Y Porsche 911 Collection is based on the design of the new 911 S/T and reflects the style of the sixties. Like the classic car, it combines sporty elegance, simple details, and high-quality materials to create a modern, timeless look. From exclusive leather jackets with knitted inserts, stylish polo shirts, key chains, and travel mugs in Porsche

vehicle colors to exclusive collector's mugs in the anniversary design, all products feature impressive, high-quality standards. The discreet design details make every item in the collection a modern eye-catcher and popular collector's item. The new 60Y Porsche 911 Collection will be available from October 15, 2023, at Porsche Centers and Porsche Design Stores as well as at shop.porsche.com and porsche-design.com, and at the IAA from September 5, 2023.

Further information and film and photo material is available from the Porsche Lifestyle Group's Newsroom: press.porsche-design.com.

All new vehicles offered by Porsche are type-approved according to WLTP. Official NEDC values derived from the WLTP values are no longer available for new vehicles as of January 1, 2023, and can therefore no longer be stated.

Further information on the official fuel consumption and 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, Hellmuth-Hirth-Strasse 1, 73760 Ostfildern, Germany.