

## Press information

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March 2010

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Porsche Design presents a diving watch capable of handling depths of up to 1000 metres

### **P'6780 Diver – advanced functionality in a unique package**

**Bietigheim-Bissingen/Grenchen.** The P'6780 Diver is Porsche Design's second diving watch in more than 25 years. This brand-new timepiece is powered by an automatic movement, handles depths of up to 1000 metres and features a dial that offers excellent readability in the dark. The Diver's three-part case design is both unique and particularly intricate: acting as the housing for the dial and the movement, a circular stainless steel container hinges back into a bead-blasted titanium bridge structure held on the wrist by means of a caoutchouc strap. The P'6780 Diver succeeds the well-known Ocean 2000 – Porsche Design's first diving watch, designed by company founder Prof. F. A. Porsche in 1983. The P'6780 Diver is scheduled for launch in summer 2010.

When it comes to diving, the choice of equipment is crucial. What is needed underwater is a timepiece that is both reliable and accurate so that the dive can be properly managed. The P'6780 Diver's reliability is assured by the mechanical ETA 2892-A2 calibre automatic movement. The over-sized hands and large numeric and baton indices are coated with white luminous material to ensure the large dial atop the 46.8 millimetre diameter container remains optimally readable at all times. The white markings also provide a sharp contrast with the black dial. The date aperture is located at 9 o'clock. The diving time is set by means of a flange, inscribed with separate minute graduations, that rotates anti-clockwise around the perimeter of the dial.

### **Unique case design**

The case of the P'6780 Diver is at the same time both unorthodox and highly functional. Securely anchored within a titanium bridge structure is a hinged container, which can be raised to set the time. This approach prevents the crown from being inadvertently turned and protects it against damage. The Diver's advanced sealing system is water resistant to 100 atmospheres, equivalent to a

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depth of 1000 metres. It needs neither a screw-down crown nor a helium release valve. The strap features a special diving extension so it can fit over a diving suit without the folding clasp having to be opened first.

### **Distinctive blend of materials**

The Diver features a unique blend of materials: the clearly expressed shape is complemented by clous-de-Paris detailing, which extends to the container-release buttons and the crown. The silver-coloured stainless steel container provides a striking contrast to the anthracite-grey titanium bridge structure – and this is echoed in the folding clasp. Overall, what emerges are two muted tones bearing the unmistakable signature of Porsche Design. Setting a solitary colour accent is the vivid yellow arc highlighting the first 15 minutes of the diving time scale.

The three hands of the P'6780 Diver are powered by the ETA 2892-A2 calibre automatic movement. The movement's balance oscillates at 28,800 vibrations per hour – a very high frequency; operating at four Hertz, the balance and spring assembly delivers precise timekeeping. The self-winding automatic movement offers a power reserve of 42 hours.

The design idiom of the P'6780 Diver expresses purity of form, function and timelessness. Like everything else produced by the brand, the timepiece takes its cue from Prof. F. A. Porsche's stated aim to create products capable of acting as 'companions through life'. The creator of the legendary Porsche 911 in the early 60s is quoted as saying: "When you think about the function of something, its design sometimes emerges of its own accord." The Studio's credo means that its wristwatches can only be circular: it is the shape that describes the movement of the hands. Porsche Design stunned the industry in 1972 with the first ever black watch. Revolutionary at the time, the resilient, all-black appearance was the outcome of a coating process known as Physical Vapour Deposition (PVD). Then, in 1980, Porsche Design again revolutionised the world of watchmaking with the first titanium timepiece. Three years later came the Ocean 2000, the first titanium diving watch, designed for the divers of the German Navy. The use of titanium was vital: the watch had to be fully anti-magnetic so it would not inadvertently set off

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mines while they were being disarmed. In addition, two civilian versions of the Ocean were issued between 1984 and 1998.

### **The Porsche Design brand**

Porsche Design is a luxury brand with particular focus on technically inspired products. The brand was founded in 1972 by Ferdinand Alexander Porsche, and since then its products have stood for functional, timeless and purist design. The product portfolio includes classic men's accessories, a sport and fashion collection as well as electronic products and a men's fragrance range. The products are designed in the Porsche Design Studio in Zell am See, Austria, and sold worldwide in the brand's own stores, shop-in-shops, high quality department stores and exclusive retail outlets. The venerable Swiss watchmaking house of Eterna is the licensee for the production and sale of Porsche Design watches.

P'6780 Diver (reference 6780.44.53.1218)	RRP:	CHF	9500
		€	6950