

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Chronograph 1 Utility – Limited Edition Wins INHORGENTA AWARD 2024

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February 2024

The Rebirth of a Legend Receives Top-Class Awards

Stuttgart, Germany. The Chronograph 1 Utility – Limited Edition by Porsche Design has won the INHORGENTA AWARD 2024 in the “Watch Design of the Year” category. With over 130 submissions in nine categories – around half of them from abroad – the prize is considered one of the most important awards in the international jewelry and watch industry and was presented at INHORGENTA Munich 2024. A top-class jury of international experts – including watch expert Gisbert L. Brunner and Zurab Zazashvili (founder and CEO of swisswatches.media) – recognized the unique design, the innovative concept in terms of materials, functionality, and technology, as well as the high recognition value of the Chronograph 1 Utility – Limited Edition.

“Military” Is Now “Utility”

With this timepiece, Porsche Design has revived a legend after more than 40 years. The design of the chronograph borrows heavily from Porsche Design's iconic “military chronographs” from the 1970s. These featured a high level of reliability, outstanding comfort, and easy readability, achieving legendary status, especially among international air and naval forces. On the wrist of Tom Cruise in the films *Top Gun* and *Top Gun: Maverick*, a military chronograph from Porsche Design conquered the big screen. Equipped with the most advanced technologies and state-of-the-art materials, the new edition combines the iconic heritage with contemporary technology and thus unites tradition and innovation. “We are very proud to have been awarded the coveted prize at our first participation in the trade fair. Our constant goal is to further optimize the

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design and functionality of Porsche Design timepieces. Following this credo of our company founder, we succeeded in presenting the innovative material of titanium carbide after years of development work. Titanium carbide is an even lighter, hypoallergenic, and highly scratch-resistant material that is unique in the manufacture of watch cases. With the Chronograph 1 Utility – Limited Edition, we are for the very first time presenting a model made of the patented case material that is freely available on the market, once again underlining Porsche Design's status as a pioneer in innovation," says Gerhard Novak, General Manager Timepieces of the Porsche Lifestyle Group.

Europe's Leading Platform for Jewelry, Watches, and Gemstones

"The INHORGENTA AWARD is the platform for innovation, creativity, and craftsmanship. In its seventh edition, we are delighted to present outstanding designs and concepts from the international jewelry, watch, and gemstone industry," says Stefanie Mändlein, Exhibition Director of INHORGENTA. The trophy weighing 3.5 kilograms was awarded for the first time at Europe's leading jewelry, watch, and gemstone trade fair in 2017. "We felt a great need to showcase the excellent products, services, and merits of a fantastic industry," Mändlein recalls. Just how coveted the award is among exhibitors and visitors was also demonstrated by the festive awards ceremony at the Showpalast in Munich. The gala, to which the who's who of the industry was invited, was the highlight of the 50th anniversary of INHORGENTA.

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About Porsche Design:

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. Every Porsche Design product stands for extraordinary precision and perfection, boasts a high level of technological innovation and seamlessly combines intelligent functionality and puristic design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store (porsche-design.com).

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Press contact:

Porsche Lifestyle Group

Angélique Kreichgauer

Head of Public Relations & Social Media

Mobile: +49 152 3 911 6242

Email: angelique.kreichgauer@porsche-design.de

Daniel Rätz

Manager PR

Mobile: +49 152 0 911 4534

Email: daniel.raetz@porsche-design.de