

# PORSCHE DESIGN

## PRESS RELEASE

### Porsche Design Presents Chronograph 1 – 50 Years 911 Turbo Edition

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August 2024

#### **50 Years of the 911 Turbo - a Sports Car Icon that also Excites on the Wrist**

**Stuttgart, Germany.** When Porsche unveiled the fastest street sports car of its era at the 1974 Paris Motor Show, crowds flocked to the stand to witness the birth of an automotive icon – the Porsche 911 Turbo (G model). Its 3.0-litre 6-cylinder boxer engine delivered an incredible 260 hp for its time. Porsche Design is celebrating the 50th anniversary of the 911 Turbo with the launch of the Chronograph 1 – 50 Years 911 Turbo Edition. The special edition, limited to 500 pieces, is based on the legendary Chronograph I and adapts selected characteristic design elements of the first Porsche 911 Turbo – a must-have for Turbo enthusiasts and watch fans.

#### **The Birth of the "Sports Car for the Wrist"**

In 1972, Professor Ferdinand Alexander Porsche designed the Chronograph I, the world's first completely black timepiece. This timeless, sporty precision instrument with a minimalist design followed the design principles of the Porsche 911, also designed by F. A. Porsche. By combining the black case with a low-reflection black dial, which ensured perfect readability, the Chronograph I was a revolution in the art of watchmaking and at the same time shaped the idea of the "sports car for the wrist".

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#### **Typical Turbo: Standing still is not an Option**

Over the decades, the performance of the 911 Turbo has been optimized with new, lighter materials. The case of the Chronograph 1 – 50 Years 911 Turbo Edition is therefore made of ultra-light and durable titanium and finished with a scratch-resistant, black titanium carbide coating. Another highlight is the open case back with sevenfold anti-reflective sapphire crystal. In addition to the limited-edition number (XXX/500), the iconic Turbo lettering can also be found on the case back, framed by the years 1974 and 2024. The lettering and limited-edition number are also engraved on the plaque that comes with the exclusive limited edition box. The dial of the Chronograph 1 – 50 Years 911 Turbo Edition forms a direct bridge to the instrument panel of the first 911 Turbo with three totalizers. As in the cockpit of the legendary sports car, the white hands and indices as well as the striking red stop-second hand in combination with the matt black dial and the sevenfold anti-reflective sapphire crystal ensure optimum readability. The "Flyback" inscription above the 6 o'clock position is in the font of the historic 911 dashboard. The dial is adorned with the historic Porsche Design logo from the 1970s.

#### **Precision in Sync**

Since its debut, the 911 Turbo has been a technological pioneer for Porsche's innovative strength and engineering excellence. The chronographs are manufactured by hand in Porsche's own watch manufactory in Solothurn, Switzerland, guaranteeing the highest levels of precision and performance. The Porsche Design caliber WERK 01.240 with flyback function combines starting, stopping, and zeroing in a single process and is COSC-certified. Only the most precise of mechanical watches are honored with this distinction. The movement is driven by a winding rotor in the design of the legendary Fuchsfelge®. The rim, which was new at the time and made

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from a single piece of aluminum, ensured more spontaneous reactions from the chassis and holds a cult status nowadays. The characteristic cloverleaf-shaped design goes back to F. A. Porsche. The embossed Porsche crest adorns the matt black chrome-plated Fuchs rotor. It emphasizes the direct link to the 911 Turbo (G model).

#### **Suitable for every Look, including Race Suit**

The beige-colored textile leather strap features a quick-change mechanism with a black velcro fastener and black loops. The soft, black material is reminiscent of the carpet of the Turbo interior and ensures outstanding wearing comfort. The choice of color for the strap pays homage to the metallic beige paintwork and the full leather interior of the first 911 Turbo. A distinctive badge on the strap at the 6 o'clock position displays the iconic Turbo branding, which can also be found on the back of the backrest of the vehicle seats. It makes it clear that this timepiece was developed specifically for Turbo enthusiasts. The additional titanium strap with black titanium carbide coating rounds off the scope of delivery.

The Porsche Design Chronograph 1 – 50 Years 911 Turbo Edition will be available to order from 16 August 2024 for €10,950 (RRP) at [porsche-design.com](https://porsche-design.com) and [shop.porsche.com](https://shop.porsche.com) in Porsche Design Stores worldwide.

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#### Technical Specifications of the Porsche Design Chronograph 1 - 50 Years 911 Turbo Edition

<b>Movement</b>	Caliber: Porsche Design WERK 01.240 Complications: Chronograph with flyback function, day and date display (bilingual DE/EN) COSC certification Diameter: 30 mm Height: 7.9 mm Half-oscillations: 28,800 per hour [4 Hz] Power reserve: 48 hours Rotor: Fuchsfelge® design, matt black; chrome-plated Bearing jewels: 25
<b>Case</b>	Material: titanium Finish (=surface treatment): black titanium carbide coating, glass-bead blasted Diameter: 40.8 mm Height: 15.5 mm Crown: titanium screw-down Bottom: sapphire crystal Water resistance: up to 10 bar (dynamically)
<b>Glass</b>	Material: sapphire-crystal glass Sevenfold antireflective and hard-coated on both sides
<b>Dial</b>	Colour: matt black
<b>Strap</b>	Textile leather strap, beige Additional: titanium strap (black titanium carbide coating, glass bead blasted) Titanium folding clasp with fine adjustment, black titanium carbide coating, glass bead blasted
<b>Other Features</b>	Energy: automatic, winding rotor, energy-optimized Quick-change mechanism for strap and/or bracelet

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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](https://porsche-design.com)).

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