

# PORSCHE DESIGN

## PRESS RELEASE

### Porsche Design Presents Chronograph 911 Turbo 50 Years

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August 2024

#### **An Icon of Speed and Design**

**Stuttgart.** Today, the word “turbo” is as much a part of Porsche as the number “911.” For a long time, it was thought that only professional racing drivers could handle turbo engines – until Porsche introduced the first 911 Turbo at the Paris Motor Show in 1974. Five decades later, Porsche is presenting the 911 Turbo 50 Years special model, a tribute to the legendary 911 Turbo. It combines outstanding technology, typical Turbo performance, and a high degree of exclusivity with historic design details. To accompany this exclusive anniversary model, Porsche Design is launching the Chronograph 911 Turbo 50 Years. The timepiece, limited to a run of 1,974 units, draws on the legendary sports car in terms of design and performance. The handcrafted chronograph from Porsche's own watch manufactory in Solothurn, Switzerland, is exclusively reserved for the owners of the Porsche 911 Turbo 50 Years special model.

#### **Minimal Weight and Maximal Appeal**

The case of the chronograph is made of titanium, consistently building on the lightweight design concept of the 911 Turbo 50 Years. It is not only extremely lightweight but also scratch-resistant, along with typical Porsche features. The vehicle's limited-edition number, engraved on the back of the case, underlines the close connection to the special model. Powered by the Porsche Design WERK 01.200 caliber, the COSC-certified chronograph not only works with high precision but also records successive time intervals with ease. Thanks to the flyback function, starting, stopping, and resetting to zero is possible in just one operation.

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#### **The Sports Car for the Wrist**

The similarities between the Chronograph 911 Turbo 50 Years and the high-performance sports car special model are also evident on the back of the timepiece: The winding rotor is based on the design of the wheel on the 911 Turbo 50 Years. The wheel and center cap featuring the Porsche crest are in the color Turbonite, while the titanium anthracite spokes provide sporty, elegant contrasts. The classic black leather strap made of authentic Porsche vehicle leather is embellished with original Porsche yarn in Turbonite. The titanium folding clasp with push-button release keeps the timepiece secured to the wrist, while the quick-change mechanism allows the strap to be easily replaced.

#### **Fascinating Both on the Wrist and on the Dashboard**

In the 1970s, car fans were fascinated to see the magic number 300 on the speedometer of the 911 Turbo. There is even more to discover on the new 911 Turbo 50 Years, like the Porsche Design Sport Chrono Package, which has been developed exclusively for the unique design of the special model. The analog timepiece on the dashboard shows the direct link to the Chronograph 911 Turbo 50 Years. The white indices and lettering provide a perfect contrast to the black sunburst dial and the Turbonite-colored rings – an exclusive color scheme reserved solely for the Porsche Turbo models. The 9 o'clock position features not only the “turbo 50” motif but also the seconds dial, whose design is based on the shape of a turbocharger wheel.

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#### **Pure Nostalgia: The Heritage Design Edition**

The Heritage Design Package for the 911 Turbo 50 Years revives the aesthetics and spirit of past decades. The same goes for the Chronograph 911 Turbo 50 Years Heritage Design Edition. On its dial and rehaut, there are phosphorous green and gold elements that pick up on the color scheme of the rev counter and striking accents like the “turbo 50” motif on the rear of the car. The chronograph’s rotor features a brilliant silver and white bi-color finish. It also has a center lock nut featuring the historic Porsche crest on the center cap.

The Porsche Design Chronograph 911 Turbo 50 Years and Chronograph 911 Turbo 50 Years Heritage Design Edition can be ordered from August 16 for 11,950 euros (RRP) at Porsche centers. They are exclusively available to buyers of the new 911 Turbo 50 Years. All information can be found at [porsche-design.com](https://porsche-design.com). Customers receive the limited-edition chronograph together with a high-quality box, a plaque including the number of the limited production run, and a 911 Turbo 50 Years graphic.

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#### Technical specifications of the Porsche Design Chronograph 911 Turbo 50 Years and Chronograph 911 Turbo 50 Years Heritage Design Edition

<b>Movement</b>	Caliber: Porsche Design WERK 01.200 Complications: Chronograph with flyback function Diameter: 30 mm Height: 7.9 mm Semi-oscillations: 28,800 per hour [4 Hz] Power reserve: 48 hours Rotor: featuring the wheel design on the 911 Turbo 50 Years (Heritage Design Package: brilliant silver and white bi-color finish) Jewels: 25
<b>Case</b>	Material: titanium Finish: glass bead blasted Diameter: 42 mm Height: 14.9 mm Crown: titanium, screwed Case back: sapphire-crystal glass
<b>Glass</b>	Material: sapphire-crystal glass 7-layer anti-reflecting hard coating on both sides
<b>Dial</b>	Color: black sunburst Colored rings: Turbonite or phosphorous green (Heritage Design Package)
<b>Strap</b>	Material: calfskin (Porsche vehicle leather) Color: black with Turbonite decorative stitching Clasp: titanium folding clasp with side-mounted push-button release
<b>Other Features</b>	COSC certification Dynamically water-resistant to 10 bar Energy: automatic, winding rotor, energy optimized

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Consumption figures and emissions

*911 Turbo 50 Years (WLTP)*

*Combined fuel consumption: 12.3–12.0 l/100 km; combined CO<sub>2</sub> emissions: 278–271 g/km;*

*CO<sub>2</sub> class: G*

Where values are stated as ranges, they do not refer to a single, specific vehicle, nor do they constitute part of the offer. They are intended solely as a means of comparing different types of vehicle. Additional features and accessories (mounted parts, tire format, etc.) can change relevant vehicle parameters such as the weight, rolling resistance, and aerodynamics. These factors, in addition to the weather, traffic conditions, and driving behavior, can influence the fuel/power consumption, CO<sub>2</sub> emissions, range and performance values of a vehicle.

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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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