

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Honored with Three German Design Awards

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December 2024

"Excellent Product Design": Porsche Design Wins German Design Award for Chronograph 1 and Eyewear

Stuttgart, Germany. Porsche Design is delighted to have been honored with three German Design Awards in the main category "Excellent Product Design," further emphasizing its leading role in innovative product design. The award, initiated by the German Design Council, is one of the most prestigious international design competitions and recognizes projects that set benchmarks in functionality, aesthetics, and sustainability. In the "Luxury Goods" category, the Chronograph 1 Utility – Limited Edition received an award. As a modern interpretation of the legendary "Military Chronograph" from the 1970s, the honored timepiece combines iconic design with state-of-the-art technology, perfectly embodying the DNA of Porsche Design. In the Eyewear segment, the exclusive lifestyle brand impressed the distinguished jury twice: the Iconic Curved model, inspired by the dynamic lines of the Porsche 911 Turbo S, won one of the coveted awards, as did the Absorber Series. The latter consists of two striking sunglasses models – the double-bridge squared aviator style P'8974 and the rectangular P'8973.

"We are extremely proud and happy to have received one of the most prestigious design awards in our two most important product categories – Timepieces and Eyewear. Winning three German Design Awards underscores that our ambition to transfer Porsche's unique design principles to lifestyle products 'beyond automotive' not only excites our customers and the global Porsche community but also garners recognition from renowned design experts. A huge thank you goes not only to our designers but also to our developers and watchmakers at our Swiss watch manufactory, our partners, and the entire Porsche Design team, whose dedication

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and creativity continue to extend Porsche Design's over 50-year success story every single day," said Stefan Buescher, CEO of the Porsche Lifestyle Group.

Carsten Monnerjan, Managing Director of Studio F. A. Porsche, the in-house design studio of the Porsche Lifestyle Group, adds: "F. A. Porsche, the creator of the iconic Porsche 911, once said, "If you analyze the function of an object, the form often becomes obvious." This connection between form and functionality has always been our driving force at Porsche Design. The Chronograph 1 and our eyewear collections reflect our commitment to creating innovative, high-quality, and technically sophisticated products whose design stands the test of time and brings their owners joy for a lifetime. Receiving three German Design Awards is an additional motivation to honor the name Porsche and the unique legacy of our company founder and visionary, F. A. Porsche."

Award-Winning Revival of an Icon

The design of the Chronograph 1 Utility – Limited Edition remains true to its heritage: a matte black dial with optimal readability, historical typefaces, and the signature red "TiC" logo, which replaces the earlier 3H symbol to highlight the use of titanium carbide. Modern Super-LumiNova® luminescent material in a vivid light blue ensures visibility even in darkness, while enhanced minute and second markers further improve readability. As a playful homage, the watch features the "Mankei" icon – a screaming marmot symbolizing the collaboration with F.A.T. Mankei on the Grossglockner High Alpine Road, located near Studio F. A. Porsche in Zell am See.

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The Chronograph stands out technically with its ultra-precise WERK 01.240 caliber, which boasts COSC certification and a flyback function, enabling starting, stopping, and resetting in a single motion. The watch comes with a slate-gray calf leather strap, crafted from Porsche vehicle interiors, and a white textile strap, perfectly suited for winter sports and racing activities. The use of titanium carbide for the case sets new standards in durability and aesthetics. This revolutionary material, developed and patented by Porsche Design, makes the case significantly more robust, exceptionally scratch-resistant, and, compared to its steel predecessor, extremely lightweight and hypoallergenic. The Chronograph 1 Utility – Limited Edition thus combines exceptional design, top-tier functionality, and advanced technology, making it a stylish companion for any adventure.

Bold Design Meets Turbocharged Materials

The Porsche Design Iconic Curved sunglasses embody sporty elegance and serve as a prime example of the brand's identity and design philosophy, "Engineered Passion." The aerodynamic contours and sleek curves of the frame are inspired by the shapes and surfaces of the Porsche 911 Turbo S. The concavities evoke the air intakes of the sports car, giving the glasses an innovative look that perfectly blends automotive aesthetics with functional design.

This effect is enhanced by the harmonious combination of aluminum and the high-performance polyamide RXP®—two materials with different surfaces and colors. Despite their bold form, the sunglasses surprise with their lightness, achieved using high-quality materials and their

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processing. Another detail is the elegant integration of the temples into the frame, creating another unique curve.

Outstanding Visionary Design

The Absorber Series combines technical sophistication with functional elements, transforming them into unique designs. The main goal is to enhance comfort, style, and performance by leveraging the shock absorber technology found in Porsche vehicles. This one-of-a-kind technical solution integrates a unique buffer system made of rubber that reduces contact pressure and maximizes wearing comfort through its shock-absorbing effect. It also acts as a subtle, contrasting design detail, giving the series a technical, automotive-inspired appearance. The series consists of two sunglasses models – the P'8974 double-bridge squared aviator style and the P'8973 rectangular model. The models P'8974 and P'8973 are available in four different colors each.

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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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