

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Launches Fundamentally Revised Timepieces Configurator

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Optimized Timepieces Configurator Sets New Standards in the Customization of Luxury Watches

Stuttgart, Germany. The completely re-engineered Porsche Design Timepieces Configurator now offers even more detailed and realistic visualizations of customized timepieces, elevating the experience of the “sports car on your wrist” to an entirely new level. Cutting-edge visualization technology delivers an ultra-precise representation of the configured timepiece — materials, colors, and design elements appear almost tangible. An optimized user interface ensures even more intuitive operation and user guidance, while aligning the technical and visual language more closely than ever with the Porsche car configurator. Thanks to a reworked technical foundation, high-resolution renderings now load significantly faster. At the same time, the integration with the Porsche car configurator enables direct transfer of design options — creating a seamless, end-to-end customer journey.

Driving Innovation through Strategic Collaboration with MHP

The new Porsche Design Timepieces Configurator is the result of a close collaboration between Porsche Lifestyle Group (PLX) and the management and IT consultancy MHP. Together, these two Porsche subsidiaries have fundamentally reimagined the configurator to deliver a seamless and truly unique user experience. This strategic partnership enables Porsche Design to offer its customers a highly intuitive, high-performance, and visually captivating platform. What appears on the user’s screen within seconds in real time is powered behind the scenes by a series of complex technical processes. At the core of the online configurator lies the Elastic Content

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Platform (ECP). The primary technology is — just like in the Porsche car configurator — the Unreal Engine, developed by gaming specialist Epic Games, known for powering titles such as EA Sports WRC and the global battle royale hit Fortnite. In the ECP, the game engine is used as a real-time rendering machine to visualize the product in striking detail. To ensure that this visualization runs in real time — reliably, securely, and scalable — Porsche Design leverages Amazon Web Services (AWS). This setup enables the application to be delivered as a 3D live stream to a broad global audience — from existing customers to first-time explorers.

"The excellent collaboration with our group colleagues at MHP enables us to consistently expand and further develop our leading position in the field of exclusive watch personalization. Through the integration of innovative visualization technologies and an optimized user interface, our configurator offers customers a fundamentally improved interaction when creating their dream watch. Following the same principle by which a Porsche 911 can be individualized down to the last detail, our timepieces can be precisely matched to the customer's vehicle. With the revised configurator, we are opening up a new dimension of tailor-made brand experiences in the luxury segment for Porsche fans and watch aficionados," says Stefan Buescher, CEO of the Porsche Lifestyle Group.

Federico Magno, Group CEO at MHP, adds regarding the successful partnership: "At MHP, we are committed to immersive excellence — characterized by proven technology, partnership, and uncompromising quality. Together with Porsche Design and Porsche we have developed the Timepieces Configurator using Amazon Web Services (AWS) — an immersive solution based on our Elastic Content Platform which offers customers exceptional added value and a virtual

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personalization experience. We are delighted to be able to express our dedication to innovation through this state-of-the-art performance and outstanding visual quality.”

Sports Car DNA for the Wrist

Every custom-built Timepiece from Porsche Design embodies the same uncompromising precision and passion that define the Porsche 911. The Timepiece Configurator offers Porsche enthusiasts and watch aficionados the opportunity to create a watch that brings the exclusivity and design of the legendary sports car to the wrist. Thanks to seamless integration with the Porsche car configurator, the design options of an individually configured sports car can be automatically transferred to the watch model with a single click. The color ring around the dial can be matched to the vehicle's 142 available exterior colors, while the strap is made from the same leather and yarn used in the vehicle's interior. Alternatively, or additionally, customers can opt for a titanium bracelet finished in the same way as the case — glass-bead blasted or black coated. Another highlight is the customizable winding rotor, which replicates the lightweight alloy rims of the Porsche 911 in meticulous detail. All variants available for the 911 are offered, including color options and a choice of center-lock or wheel hub cover with Porsche crest.

The portfolio of the custom-built Timepieces program includes not only the Porsche Design Chronograph featuring the WERK 01.100 caliber, but also the innovative Porsche Design Globetimer with the WERK 04.110 caliber, which allows for the display of a second time zone and impresses with the brand's characteristic superior usability. The chronometer-certified movements (COSC) guarantee the highest level of precision and reliability. Thanks to the titanium case, all Porsche Design timepieces offer an exceptional level of lightness and wearing comfort. A laser engraving on the case back adds a personal touch to each timepiece.

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The Success of Customized Timepieces

The customization of watches is an essential part of Porsche Design Timepieces' growth strategy. The refined Timepiece Configurator is the next milestone. Similar to the Porsche car configurator, the custom-built Timepieces program, which was launched in 2020, enables the design of individual luxury watches. Porsche Design has, thus, set a new benchmark in the customization of exclusive timepieces. Around 70 percent of all watches produced by hand at Porsche's watch manufactory in Solothurn, Switzerland, are customized. Since its launch, the program has been gradually rolled out internationally and is now available in numerous markets. These include Germany, Austria, and Switzerland, France, the UK, Spain and Portugal, the USA and Canada, as well as Japan and Poland, both of which have only recently been added. "The global success of this program demonstrates the high demand for bespoke luxury watches. In the coming years, we will continue to expand the custom-built Timepieces program and gradually introduce it in other markets," says Gerhard Novak, Director Business Unit Timepieces.

The new web-based Porsche Design Timepieces Configurator (www.porsche-design.com/custom-built-timepieces) is now available. In addition to configuration via the timepieces configurator, interested customers can also design and order their individual timepiece at participating Porsche Centers worldwide. Further information and updates can be found at press.porsche-design.com.

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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