

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Custom-Built Chronograph 911 Turbo S

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September 2025

Tailored Performance: The 911 Turbo S for the Wrist

Stuttgart. The Porsche Design custom-built Timepieces program offers Porsche drivers, fans, and watch enthusiasts the opportunity to design their personal “sports car for the wrist.” Introduced in 2020, the unique watch configurator – based on the Porsche Car Configurator – is now being expanded with additional options, perfectly matched to the new 911 Turbo S. The Chronograph 911 Turbo S, powered by a COSC-certified Porsche Design caliber with flyback function, is handcrafted in Porsche’s watch manufactory in Grenchen, Switzerland – individually tailored to the customer’s car.

A chronograph with Turbo specifications, dial in “Turbonite”

Porsche 911 Turbo S – a name synonymous with pure fascination. In the technological flagship of the 911 series, uncompromising performance meets iconic design and driving dynamics that ignite pure emotion. As one of the most exclusive sports cars from Zuffenhausen, it offers a perfect symbiosis of power and elegance and exerts a magnetic pull on Porsche enthusiasts worldwide. With the new custom-built Chronograph 911 Turbo S, Porsche Design brings this legend to the wrist. The new black dial, accented with design elements in Turbonite, is an unmistakable reflection of the car. Taking inspiration from the glare-free cockpit of the Porsche 911 Turbo S, its design ensures optimal legibility from any angle and in all lighting conditions. Turbonite, a color innovation that authentically expresses the design identity of Porsche Turbo models with meticulous attention to detail, appears on the dial and on the individually

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configurable color ring surrounding it. This gives the design a subtle yet distinctive visual signature. Turbonite was developed in close collaboration with color system expert Pantone and marks a premiere in automotive color development: for the first time, an exclusive shade was tailor-made for a car manufacturer. Since late 2023, the refined metallic gray tone has characterized the look of the Turbo derivatives from Zuffenhausen, giving them their unmistakable, confident character. In addition to Turbonite, the color ring can be chosen in any exterior paint color available for the Turbo S, including the legendary shades from the "Paint to Sample" program. This creates a striking contrast to the ultra-light titanium case with black titanium carbide coating and tachymeter bezel, which underlines the timepiece's sporty elegance.

A movement with high-performance DNA

Beating inside this unique, self-configured timepiece is the Porsche Design caliber WERK 01.200. Developed by Porsche Design, the COSC-certified chronograph movement with flyback function unites cutting-edge engineering with the finest precision watchmaking. The design of the winding rotor echoes the wheel styles of the 911 Turbo S and is stylishly adorned with the Porsche crest in Turbonite. The technical and aesthetic sophistication of this mechanical masterpiece comes to life through the sapphire crystal case back. Another indicator of genuine individuality also appears on the reverse side: the case back allows for personalization with an inscription such as a name, license plate number, or vehicle identification number of the corresponding 911 Turbo S.

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Porsche identity in every detail

The strap is also fully aligned with Porsche's design DNA. Made from original Porsche vehicle leather and finished with stitching from the same yarn used in the car's interior, it offers the full spectrum of colors and options available for the Porsche Car Configurator. An exclusive option for this chronograph is hot stamping with the "turbo S" signature – a discreet detail that brings the model's performance credentials to the wrist.

The custom-built Chronograph 911 Turbo S will be available from September 8 in all markets where the custom-built Timepieces program is currently offered: Germany, Austria and Switzerland, France, Spain and Portugal, Poland, the United Kingdom, the USA and Canada, as well as Japan. Customers can configure their watch via the online Porsche Design Timepieces Configurator at shop.porsche.com or order their customized Chronograph 911 Turbo S directly through participating Porsche Centers. Prices start at €10,750, depending on the configuration.

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Technical Specifications of the Porsche Design Chronograph 911 Turbo S

Movement	Caliber: Porsche Design WERK 01.200 Complications: Chronograph with flyback function, date display Diameter: 30.00 mm Height: 7.90 mm Half-oscillations: 28,800 per hour [4 Hz] Power Reserve: 48 hours Rotor: Designs of the 911 Turbo S wheels, Porsche crest in Turbonite Jewels: 25 COSC certification
Case	Material: titanium Finish (= surface treatment): black titanium carbide coating Diameter: 42.00 mm Height: 15.33 mm Crown: titanium in case finish, screw down Pushers: titanium in case finish Caseback: sapphire-crystal glass, sevenfold anti-reflective coating and hard-coated on both sides Water resistance: up to 5 bar
Bezel	Material: titanium Finish: black titanium carbide coating Scale: tachymetric
Sapphire crystal	Material: sapphire glass sevenfold anti-reflective coating and hard-coated on both sides
Dial	Matte black, design elements in Turbonite

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	Colored ring: Turbonite, customizable in the paint finishes of the Turbo S exterior colors and the "Paint to Sample" program
Strap	Material: calfskin leather (original Porsche vehicle leather) Color selection: all interior colors from the Porsche Car Configurator for the 911 series Optional: Hot stamping "turbo S" lettering at the 6 o'clock position Clasp: titanium double folding clasp with side pushers (in case finish) Alternative: titanium bracelet with titanium folding clasp with fine adjustment in case finish Quick-change system

Fuel consumption and emissions

911 Turbo S (WLTP, preliminary values)

Fuel consumption combined: 11.8 – 11.6 l/100 km; CO₂ emissions combined: 266 – 262 g/km;

CO₂ class: G; Status 09/2025

Where values are indicated as ranges, they do not refer to a single, specific vehicle and are not part of the offered product range. They are only for the purposes of comparison between different vehicle types. Additional equipment and accessories (add-on parts, tire formats etc.) can change relevant vehicle parameters such as weight, rolling resistance and aerodynamics. These factors, in addition to weather, traffic conditions and driving behaviour, can influence the fuel/electricity consumption, CO₂ 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).

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