

PRESS RELEASE

Porsche and Porsche Design celebrate 90 years of F. A. Porsche

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11. December 2025

Porsche Design Celebrates Visionary and Founder F. A. Porsche with Limited-Edition Pieces.

Stuttgart. Today would have marked the 90th birthday of Professor Ferdinand Alexander Porsche, known as F. A. Porsche. The visionary who transformed the design world through uncompromising minimalism and a flawless sense of functionality left a legacy that continues to inspire. To honor this special date, Porsche and Porsche Design are presenting a series of exclusive collectibles celebrating his enduring influence. Highlights include the 911 GT3 90 F. A. Porsche, limited to 90 units, and a special edition of the legendary Chronograph 1. Complemented by a bespoke Weekender and the reissued iconic "Porsche Junior" sports sled, these pieces form a curated collection that pays tribute to design, precision, and timeless elegance.

In 1972, F. A. Porsche, together with his brother Hans-Peter, founded the design studio Porsche Design, which quickly became synonymous with functional and timeless design. True to his credo, "If you analyze the function of an object, its form often becomes obvious.", the visionary behind the legendary Porsche 911 created enduring classics such as the Chronograph 1 and the P'8478 sunglasses with interchangeable lenses, both emblematic of F. A. Porsche's design philosophy. Today, 90 years after his birth, Porsche Design celebrates the legacy of its founder, whose vision continues to inspire the brand and beyond.

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In Honor of the Visionary: An Exclusive Edition of the Chronograph 1

At the heart of the exclusive collector pieces is the anniversary edition of the Chronograph 1 – a timepiece inspired by F. A. Porsche's personal Chronograph I, which remains in the possession of his descendants. A special Super-LumiNova® coating on the hands and indices evokes the aged look of radium or tritium, creating a subtle patina effect. The vintage character is further enhanced by the historic Porsche Design logo on the buckle and crown. Above the bilingual day-date display at 3 o'clock, the letters "F. A. P." appear; normally this position bears the Porsche Design logo, but F. A. Porsche had his initials placed there on his personal watch. The rotor of the automatic movement mirrors the shape and color of the wheels of the limited-edition sportscar. Laser engraving on the case back displays the limited-edition number (XX/90) and F. A. Porsche's signature. Unlike the original, the case is made from ultra-lightweight, durable, and hypoallergenic titanium, yet retains the black coating of the 1972 historical model. In addition to the black-coated titanium bracelet, the timepiece can also be worn on a supplied leather strap. The Truffle Brown calf leather and the Chalk Beige stitching reflect the materials used in the sports car's interior. Thanks to the quick-change system, both straps can be swapped easily without tools. As with all Porsche Design timepieces, the Chronograph features COSC certification, ensuring the highest level of precision. Each timepiece is handcrafted at Porsche's watch manufactory in Grenchen, Switzerland.

The exceptional timepiece is based on the Chronograph 1 – 1972 Limited Edition, which Porsche Design reissued in 2022 to mark its 50th anniversary. It faithfully replicates the original in every visual detail while featuring state-of-the-art technology. The design was inspired by the dashboard of the Porsche 911. F. A. translated its functional aesthetics into the Chronograph I – featuring a black-coated case and metal watchstraps, a matte Black dial,

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fluorescent white hands and indices, and a striking red stop-seconds hand – thereby creating the world's first entirely Black timepiece.

Timeless Icons: The Chronograph in Harmony with the 911 GT3 90 F. A. Porsche

The Chronograph is closely linked to the 911 GT3 90 F. A. Porsche, limited to 90 units. This bespoke collector's car, featuring customized exterior and interior details, is inspired by a 911 (G-Series) that F. A. Porsche drove in the 1980s. The special edition, based on the GT3 with Touring Package, incorporates numerous personal references to the creator of the 911. The exclusive F. A. Green Metallic color is inspired by his personal 911, while the specially developed F. A. Grid-Weave pattern appears on the seat centers, glove compartment, and trunk mat, reflecting the characteristic pattern of F. A. Porsche's favorite jackets. The black-painted Sport Classic wheels take their inspiration from the classic Fuchs wheels. The Chronograph brings this motif to life in its automatic movement rotor, mirroring the wheels' distinctive shape and color. These material references continue seamlessly in the design of the anniversary timepiece, whose leather strap matches the interior of the sports car.

From Road to Journey: The Weekender

Among the exclusive collectibles is a spacious weekender that translates the vehicle's design concept seamlessly into the world of accessories. Material, color, and pattern all echo the car's interior: Truffle Brown leather, Chalk Beige stitching, and the F. A. Grid-Weave pattern in the lining of the front pocket reflect the interior design of the 911 GT3 90 F. A. Porsche. The

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embroidered anniversary logo, inspired by the plaque on the car's rear grille, completes this distinctive travel bag, making it an elegant companion for journeys in the 911 GT3 90 F. A. Porsche. Anyone who purchases the special 911 GT3 90 F. A. Porsche – limited to just 90 units – also receives the Porsche Design Chronograph 1 along with the specially designed Weekender.

The Comeback of a Cult Object – the "Porsche Junior" Sports Sled Returns

For the anniversary, another iconic creation by F. A. Porsche makes a comeback: the "Porsche Junior." This shell-shaped sports sled was originally offered in the 1960s, particularly for young Porsche fans. It was also a favorite leisure activity for F. A. Porsche and his children, as family photos show. The new edition is made from carbon, a material proven in motorsport and automotive construction, making the sled exceptionally lightweight. A Kevlar core provides additional stability. Like the vehicle, the Porsche Junior is limited to 90 units and finished in the special F. A. Green Metallic exterior color. The sled's seat cushion is upholstered in the F. A. Grid-Weave fabric from the 911 GT3 90 F. A. Porsche.

Fuel consumption and emissions

911 GT3 Touring (WLTP)

*Fuel consumption combined: 13,8 – 13,7 l/100 km; CO₂ emissions combined: 312 – 310 g/km;
CO₂ class: G*

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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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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 1520 911 4534

Email: daniel.raetz@porsche-design.de