

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents The New Chronograph 1 – All Titanium Numbered Edition

EMBARGO: 02 April 2026

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The Comeback of a Classic with a Unique Legacy

Stuttgart. With the introduction of the Chronograph 1 – All Titanium Numbered Edition, Porsche Design adds a new chapter to the more than 50-year success story of its legendary Chronograph I. Following the Chronograph 1 – 1975 Limited Edition launched in July 2025, this new timepiece is the second edition of the Porsche Design classic crafted from uncoated titanium and offered for general purchase rather than reserved exclusively for buyers of a specific Porsche sports car. Both models pay tribute to the 1975 Chronograph I that came in uncoated stainless steel — an evolution of Professor Ferdinand Alexander Porsche’s groundbreaking, all-black Chronograph I from 1972. The new Chronograph 1 – All Titanium Numbered Edition is released in a small, strictly limited series of maximum 1,000 watches per year. The sequential number on the case back ensures that each timepiece is one of a kind.

Design and function redefined

As the creator of the Porsche 911 and the Porsche Design Chronograph I, F. A. Porsche pushed boundaries and reshaped aesthetics in two major industries — automotive design in the 1960s and watchmaking from the 1970s onward. His vision that form and function are inseparable continues to define Porsche Design to this day. In 1972, he translated this philosophy into the world of timekeeping: inspired by the dashboard of the Porsche 911, the Chronograph I became the first entirely black wristwatch. It defied convention and established a new standard in both function and design. Three years later, the design evolved: F. A. Porsche paired the deep-black dial with a brushed, uncoated stainless-steel case whose matte finish minimized reflections. The result was a functional elegance — understated, distinctive, and robust — that became the basis for special military-issue models. These watches were sought-after by elite units of international air and naval forces,

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including the U.S. Air Force and the Bundeswehr (German Armed Forces), as well as by passionate collectors worldwide.

From steel to titanium – ushering in a new era for the Chronograph 1

Five decades later, Porsche Design continues this legacy with the Chronograph 1 – All Titanium Numbered Edition. The glass bead-blasted, matte case highlights the timeless beauty of uncoated titanium and is complimented by a glass bead-blasted titanium bracelet with a titanium folding clasp and fine adjustment. The titanium case also honors another landmark in the history of Porsche Design: the first watch crafted entirely from titanium. With this visionary design born in 1980, F. A. Porsche once again left his mark on horology, introducing titanium as a high-performance material in haute horlogerie — ultra-lightweight, robust, and hypoallergenic.

Perfect legibility and a COSC-certified movement

The matte-black dial with high-contrast white numerals and indices ensures intuitive legibility from every angle — and thanks to Super-LumiNova® coating on the hour markers and baton-style hands, it remains perfectly readable even in the dark. The newly designed minute hand, with its distinctive tip, traces the outer minute track with clarity, while the tachymeter scale on the black rehaut emphasizes the watch's instrument-like character. The watch also features a bilingual day and date display (German/English). Contributing further to its excellent readability is the hard-coated sapphire crystal, treated with multiple layers of anti-glare and hard coating on both sides.

The *Chronometer Certified* inscription in Cool Gray highlights the exceptional precision of the Porsche Design caliber WERK 01.140, confirmed by a COSC certificate. The movement is powered by a signature winding rotor in the shape of the Porsche Design Icon. The sapphire

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crystal case back is set into a titanium ring, on which the sequential number is engraved by laser. As with all Porsche Design timepieces, the Chronograph 1 – All Titanium Numbered Edition is handcrafted in Porsche's new, state-of-the-art watch manufactory in Grenchen, Switzerland.

The Porsche Design Chronograph 1 – All Titanium Numbered Edition will be available from April 2026 for €7.950,00 (RRP) on [porsche.com](https://www.porsche.com), at Porsche Design Stores, participating Porsche Centers, and selected watch retailers.

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Technical Specifications of the Porsche Design Chronograph 1 – All Titanium Numbered Edition

Limitation	1,000 pieces per year
Movement	Caliber: Porsche Design WERK 01.400 Complications: Chronograph, day-and-date display (bilingual German and English) COSC certification Diameter: 30.00 mm Height: 7.90 mm Vibrations: 28,800 per hour [4 Hz] Power reserve: 48 hours Jewels: 25
Case	Material: titanium Finish (= surface treatment): glass bead-blasted Diameter: 40.80 mm Height: 14.15 mm Crown and pushers: titanium, screw down Case back: sapphire-crystal glass Laser engraving on the case back: consecutive numbering Water resistance: up to 10 bar (dynamic)
Sapphire crystal	Sapphire crystal with hard-coating, scratch-proof and sevenfold anti-glare on both sides
Dial	Black with white numerals and indices; White minute and hour hands, red stop second hand, small second sub dial at 9 o'clock, 30-minute counter at 12 o'clock, 12-hour counter at 6 o'clock, day-and-date window at 3 o'clock. Super-LumiNova® on hands and indices.
Bracelet	Material: titanium, glass bead-blasted Clasp: titanium folding clasp with fine adjustment, glass bead-blasted
Reference	6043.7.02.001.02.5

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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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