

PORSCHE DESIGN

PRESS RELEASE

Porsche and Porsche Design celebrate 100 years of the Nürburgring
with 911 GT3 and Chronograph 1

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14 August 2026

Welcome to the "Green Hell": A Chronograph with Racetrack DNA

Stuttgart, Germany. Ahead of the upcoming 100th anniversary of the Nürburgring in 2027, Porsche Design presents the Chronograph 1 – 911 GT3 100 Jahre Nürburgring, an exclusive timepiece reserved for buyers of the Porsche special-edition sports car of the same name. Limited to 100 pieces, the edition pays tribute to one of the most challenging and significant racetracks in motorsport history, translating characteristic design features of the sports car to the wrist. Customers will be able to order the edition starting from September 2026.

Three Legends: one Racetrack, one Sports Car, one Chronograph

Since opening in 1927, the Nürburgring has stood for automotive history, the ultimate challenges to man and machine, and unforgettable moments in motorsport. To mark its 100th anniversary, Porsche and Porsche Design honor the unique legacy of Germany's most legendary racetrack with two exclusive special editions: the Porsche 911 GT3 100 Jahre Nürburgring and the Chronograph 1 – 911 GT3 100 Jahre Nürburgring. The design elements of both models take their inspiration from the legendary "Nordschleife", known to motorsport fans and beyond as the "Green Hell." Accordingly, the color green plays a central role. The nickname, coined by former Formula 1 world champion Jackie Stewart, caught on not only because of the track's location amid forests and meadows, but above all because it aptly captured the racetrack's unforgiving nature. With the knowledge that a single mistake could have fatal consequences, the Nordschleife demanded everything from its drivers and separated the true champions from

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the rest of the field. The Nürburgring and Porsche have shared a close connection for decades. It is where the Stuttgart-based manufacturer has celebrated countless motorsport victories and repeatedly set new records. At the same time, the racetrack remains an integral part of testing and developing series-production vehicles. It is, therefore, fair to say that a piece of the Nürburgring lives on in every Porsche.

The Sports Car for the wrist

Exclusively for buyers of the Porsche 911 GT3 100 Jahre Nürburgring, Porsche Design presents an exclusive timepiece. The case of this special edition of the iconic Chronograph 1 is crafted from lightweight, motorsport-proven titanium with a black coating. Inside, the COSC-certified Porsche Design caliber WERK 01.140 works with maximum precision, featuring a bilingual day and date display. The black dial with white numerals and indices draws on the functional design language that F. A. Porsche first applied to the original Chronograph I in 1972, inspired by the dashboard of the Porsche 911. The tachymeter scale on the dial flange allows the speed of a race car to be measured manually. All hands are finished in white – the classic, neutral motorsport color in which many sports cars leave the factory. Further details also embody unmistakable motorsport DNA: a special Nürburgring logo adorns the dial, while the black strap, made from genuine Porsche interior leather, is perforated and finished with a green textile backing – just like the sports car's seats. The GT Silver contrast stitching reinforces the visual link to the edition model. The strap is secured with a black-coated titanium folding clasp. Customers also receive a green textile strap with a white stripe, GT Silver contrast stitching, and a hook-and-loop closure. Thanks to the quick-change mechanism, both straps can be effortlessly exchanged in just a few seconds without the use of tools.

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Another exclusive detail is revealed behind the sapphire crystal on the back of the timepiece: the rotor faithfully replicates the GT3's lightweight wheel design finished in California Gold, including the black center-lock hub with "GT3" lettering, making the connection to the sports car unmistakable. The case back also bears the laser-engraved designation "911 GT3 – 100 Jahre Nürburgring" along with the individual limited-edition number. Each of the 100 pieces is delivered with a plaque featuring the model designation, the Nürburgring graphic, and the individual limited-edition number, all laser-engraved.

Like all Porsche Design timepieces, the Chronograph 1 – 911 GT3 100 Jahre Nürburgring is handcrafted to order at the new, state-of-the-art Porsche Design Timepieces Manufactory in Grenchen, Switzerland. It retails at €9,950.

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Technical Specifications of the Chronograph 1 – 911 GT3 100 Jahre Nürburgring

Limitation	100 pieces
Movement	Caliber: Porsche Design WERK 01.140 Complications: Chronograph, day-and-date display (bilingual German and English) COSC certification Rotor: designed after the GT3 lightweight rim in California Gold, with "GT3" lettering in California Gold on the black rotor cap 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): black titanium carbide coating Diameter: 40.8 mm Height: 14.15 mm Crown: screw-down Case back: sapphire-crystal, screwed Water resistance: up to 10 bar (dynamic)
Sapphire crystal	Sapphire crystal with hard-coating, sevenfold anti-glare coating on both sides
Dial	Black with white numerals and indices; White minute and hour hands, white chronograph second hand, small second sub dial at 9 o'clock with green Aero Disc graphic, 30-minute counter at 12 o'clock, 12-hour counter at 6 o'clock, day-and-date display at 3 o'clock Tachymeter scale on the dial flange Nürburgring graphic on the dial Super-LumiNova® on hands and indices

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Strap	Perforated black leather (original Porsche interior leather) with green textile backing with GT Silver contrast stitching, with titanium folding clasp with side pushers Delivered additionally with a green textile strap featuring a white center stripe and GT Silver contrast stitching, with hook-and-loop closure Quick-change system
Reference number	6041.7.01.019.12.02
Price	€9,950

Fuel consumption and emissions

911 GT3 (WLTP)

Fuel consumption combined: 13.8–13.7 l/100 km; CO₂ emissions combined: 312–310 g/km;

CO₂ class: G

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, tyre 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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