

## Press Information

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Februar 2017

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### Porsche Design Inaugurates a New Era for Chronographs

#### **MONOBLOC ACTUATOR Collection**

Time measurement and motorsport are inherently linked, like a balance wheel and an escapement. As a reliable instrument for measuring time, a chronograph can accurately tally and document outstanding achievements and best times, precise to mere fractions of a second. As such, the chronograph has come to symbolize the athletic spirit of competitive sports and has inarguably become the most popular complication among watch aficionados.

#### **Technology Transfer between Motorsport and Watchmaking**

With the new MONOBLOC ACTUATOR Collection, Porsche Design sets new standards in the art and science of time measurement. The watchmakers at Porsche Design Timepieces AG in Solothurn, Switzerland collaborated with the designers at Studio F. A. Porsche in Zell am See, Austria and the engineers at Porsche Development Centre in Weissach, Germany to develop this line. The result is a revolutionary new approach to the operation of a chronograph. The role model for this innovative mechanism is the racing engine of the new Porsche 911 RSR: a paradigmatic example of precision and performance on the highest level.

The timepieces comprising the MONOBLOC ACTUATOR line achieve the unprecedented feat of literally engineering the chronograph's buttons seamlessly into the case of the watch. A multiply borne rocker switch alternately sets into motion and halts the chronograph mechanism of automatic Calibre ETA Valjoux 7754. Like the valves in the racing engine of the 911 RSR, this mechanism provides absolute precision, dependability, and continual, reliable protection against moisture penetration throughout operation. This means the stopwatch function of this chronograph, which is pressure-resistant to ten bar, is operational underwater.

The MONOBLOC ACTUATOR GMT-Chronotimer model versions offer the ideal companions at 24-hour races, or simply jetting across multiple time zones. Each ver-

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sion comes in a 45.5 millimetre titanium case, the staple material for the brand since its innovation in 1980. The watches, available with a matte black or a deep blue sunburst-dial, come on a rubber strap, or an all-titanium bracelet, which utilizes a folding clasp with integrated fine-adjustment-mechanism to ensure a perfect fit.

The MONOBLOC ACTUATOR 24H-Chronotimer features an innovative black titanium-carbide coating over its titanium case, a matte black dial, and a checkered-flag-design function indicator at “9 o’clock” -- especially useful due to its optimal readability. This model is exclusively available on a rubber strap with deployment buckle.

The new product family -- unveiling at Baselworld 2017 -- is further proof of Porsche Design’s passion for innovation and performance. Maintaining the design philosophy of Professor Ferdinand Alexander Porsche, the collection demonstrates a product’s design is a logical consequence of its inner structure and function. The new MONOBLOC ACTUATOR Collection will be available in Porsche Design stores and select wholesalers starting in May 2017. Prices range from approximately \$6,350 to \$6,850.

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### **About Porsche Design:**

Porsche Design is an exclusive lifestyle brand founded in 1972 by Professor Ferdinand Alexander Porsche. His mission was to build a company that takes the principles and spirit of Porsche beyond the automotive world. All Porsche Design products stand for precision and perfection, smart functions, refined functional design and boast a high level of technological innovation. Created and designed by the Studio F. A. Porsche in Austria and brought to life by carefully-selected manufacturers. Porsche Design products are sold worldwide in over 130 Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store ([www.porsche-design.com](http://www.porsche-design.com)).

For more information please visit [www.porsche-design.com](http://www.porsche-design.com)

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