
Press Release

July 2020

Porsche Design presents unique custom-built Timepieces programme

Individualisation requires the highest level of quality

Stuttgart. Porsche Design Timepieces AG has established very specific quality requirements that every Porsche Design custom-built Timepiece has to meet. This posed a big challenge when the time came to put it into series production. Adapted from the manufacturing of sports cars, the process features the well-known Just-In-Time principle but also requires a carefully timed, methodical operation in which suppliers deliver very specific components at an exact point in time. Doing so makes it possible to provide a wide variation of options in small quantities. This production process facilitates the highest possible degree of customisation without error because each individual component is manufactured just once.

“The principle of zero-defect tolerance is a necessary prerequisite for the implementation of such a watch concept. Holding components in stock is not possible for very individualised timepieces with a high variance like our Porsche Design custom-built Timepieces. The adaptation of this process that is utilised in the production of high-performance cars required us to request completely new quality standards from our suppliers and watchmakers,” says Rolf Bergmann, Managing Director of Porsche Design Timepieces AG.

Titanium: a mark of quality in Porsche Design watches for 40 years

Titanium has been the preferred material for Porsche Design watches since 1980. Approximately 43 per cent lighter than steel yet extremely strong, this metal enables delicate designs that are corrosion-resistant against abrasive substances like saltwater and acids, even if the surface has been scratched. Moreover, this skin-friendly material is hypoallergenic and non-reactive with the human body. The PVD process gives the black-coated models a layer of titanium carbide. The coating is designed to adhere extremely well and has medium to high hardness to deliver the highest level of wear resistance without chipping.

The titanium cases have a modular design that allows different variants to be created by combining individual components. Case backs are screwed-down and dynamically waterproof under

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up to five bars of pressure (i.e. even when underwater). The structure of the winding crown, with its titanium head, is specially sealed with the crown shaft to make it 100 per cent waterproof up to five bars of pressure, just like the case – even when not screwed in. The push button mechanics are designed for up to 10,000 cycles to ensure longevity.

Glass, leather, thread, and paint: materials that meet the highest quality standards

The sapphire crystal on Porsche Design watches is anti-reflective and hard-coated sevenfold, which means the anti-reflective properties cannot be compromised by mechanical influences such as scratches. The case back consists of transparent, non-reflective sapphire crystal which is more comfortable on the skin. The leathers used by Porsche boast the highest level of surface quality and consistency. The superb colour authenticity in the leather is primarily due to the application on the top side of fittings. Only leather from animals reared in very specific regions of Europe is used. Yarn is made from the same material and features the same colour palette offered for the current Porsche 911 generation. When used in the production of watches, the original Porsche-colour paints have to fulfill many new requirements that are not necessary for sports cars. Since timepiece components are generally much smaller and need to be printable, the colour tones are coordinated accordingly and even allow for metallic effects. The paint system itself has been specifically designed for watch components because it is now being applied to unique base materials that differ from those on sports cars.

The winding rotors, which feature Porsche wheel designs, were developed with the utmost attention to detail because weight balance and the right point load in the smallest of spaces are both necessary for efficiency in mechanical automatic movements. The specially developed micro-sized rim covers have to be highly durable and easy to mount, or remove, for watch maintenance.

Optimum readability thanks to 'Super-Luminova'

'Super-Luminova' photoluminescent material ensures the dial is legible in the dark with at least three hours of luminosity and good readability at night. The UV stability in the photoluminescent material undergoes extensive lab testing in advance. The NIHS 9650 watchmaking standard is used as the minimum requirement at Porsche Design.

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Special mark of quality: COSC certification and comprehensive testing

All in-house Porsche Design movements are COSC-certified and are always engineered and tested for impact stress, including dial and hands. Porsche Design runs its testing in strict accordance with the Chronofiable® standards. These include 5000G shock testing. (Chronofiable® testing, carried out by Laboratoire Dubois SA - Chronofiable in La Chaux-de-Fonds, is an accreditation for the reliability of movements according to an established test protocol. More information at laboratoiredubois.ch/en/chronofiable).

The new Porsche Design custom-built Timepieces programme starts in Germany on July 1, 2020, followed by the UK and US on September 1, 2020 at all participating Porsche Centers. The English version of the Internet Timepieces Configurator will also be available as of September 2020. For further information please visit <https://www.porsche-design.com/custom-built-timepieces/>.

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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 over 130 Porsche Design stores, high-end department stores, exclusive specialist retailers, and the official online store www.porsche-design.com.

For more information please visit <https://mediakit.porsche-design.com/custom-built-timepieces/en/>

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