

## Press Release

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July 2020

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*Porsche Design presents unique custom-built Timepieces programme*

### **The vision of personalised timepieces becomes a reality**

**Stuttgart.** Porsche Design is setting new standards in the art of watchmaking with the manufacture of Swiss wristwatches using a concept more commonly found in sports car factories. For the first time, Porsche and watch enthusiasts now have the opportunity to select from around 1.5 million design options to create their own high-quality custom timepiece to match their personal dream car.

It has taken nearly six years from the foundation of Porsche Design Timepieces AG in Solothurn, Switzerland, to bring the highly complex project to life as it far exceeds the already established Porsche Club and Porsche Design for Porsche watch projects. "To make this dream a reality, we are taking the established concept of Swiss watchmaking and, working with the best suppliers in the region, moving it on to the next level," says Rolf Bergmann, Managing Director of Porsche Design Timepieces AG, describing the innovative programme.

### **First again: Another milestone in watchmaking**

After the world's first entirely matte-black wristwatch was designed in 1972 by the creator of the legendary Porsche 911, Professor Ferdinand Alexander Porsche, and the first titanium timepiece in 1980, Porsche Design has now, in the 21<sup>st</sup> century, reached its next milestone: the world's first series production wristwatch that can be customised right down to the movement. With more than 1.5 million different design options, the configurator facilitates the creation of a watch tailored to each customer's personal taste. "No other car manufacturer or watch brand currently offers a programme of this kind. The colours, types of leather and decorative stitching on these chronographs all originate from automotive production," adds Jan Becker, CEO of Porsche Design Group.

This innovative concept fulfills the long-standing desire among many Porsche customers to purchase a chronograph for their wrist that matches the dream sports car in their garage. "We have come full circle: Ferdinand Alexander Porsche laid the foundation of the Porsche Design

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brand in 1972 with the Chronograph 1 after having previously designed the Porsche 911 and now we are taking the next logical step and are applying the principles of sports car engineering to the production of our Swiss-made wristwatches. The Porsche Design custom-built Timepieces programme is making the dream of many 911 drivers come true," continues Becker.

In the near future, Porsche Design will provide additional options that align with other Porsche models.

### **From the Porsche 911 to timepieces and back**

After leaving the Porsche company in 1972, Prof. F. A. Porsche returned to his native Austria and founded his own design studio in Zell am See. His first project was an exceptional wristwatch for customers, employees, and business partners. The world's first black chronograph was born – and is today considered a timepiece classic of the 20th century. It was worn by Formula 1® stars and celebrated its cinematic world premiere on the wrist of Tom Cruise in the first "Top Gun" movie in 1986. "With Ferdinand Alexander Porsche as the founder of Porsche Design and creator of the Porsche 911, we have the ultimate connection and ability to authentically merge our iconic timepieces with automotive engineering expertise. For Porsche Design, watches have been the central theme in the almost 50-year history of this company," says Gerhard J. Novak, Managing Director of Porsche Design Timepieces.

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](http://www.porsche-design.com).

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

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