
Press Release

September 2020

Porsche Design custom-built Timepieces program with sports car DNA launches in the U.S.

Bespoke, handcrafted and high-quality chronographs as individual as the owner

Stuttgart. Porsche Design's highly innovative custom-built Timepieces program, and a corresponding English language web-based watch configurator, are now available in the United States. Following the initial launch in Germany this past July, the program offers watch and Porsche enthusiasts in the U.S. the opportunity to design their own chronograph perfectly tailored to their liking, or to their dream Porsche 911 sports car.

Rooted in the brand's iconic heritage, the custom-built Timepieces bring an unprecedented degree of personalization to the luxury watch industry. To make the custom-built chronographs come to life, Porsche Design tapped into Porsche's unique automotive production expertise and based the program, and specially developed watch configurator, on that of the successful Porsche 911 configuration process. Just like the car, the watch is digitally visualized down to the smallest details and customizations are depicted in real time. With over 1.5 million different design options, the possibilities are endless and each timepiece is its own tailor-made masterpiece.

"No other car manufacturer or watch brand currently offers such a customizable and exclusive program of this kind," says Jan Becker, CEO of Porsche Design Group. "The timepieces business unit is extremely important for Porsche Design globally and in the U.S., and we believe we are keeping pace with the general desire for more individualization in watches. The progressive and

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forward thinking vision that made the complex concept a reality is characteristic of both Porsche Design and Porsche, and has allowed the brands to set new standards in premium sports car and timepiece customization."

When building a custom-built Timepiece it all begins with the web-based watch configurator. The rendering of the watch is based on CAD data from the designers at Studio F. A. Porsche in Zell am See, Austria, and the Porsche Design engineers in Solothurn, Switzerland. All available features, including the pricing for each respective configuration, are based on Porsche 911 options and displayed in real time. Custom-built Timepieces start at \$6,000 USD and, depending on the selections made, can range up to \$12,500. Customers also have the option of adding up to three extra leather straps that can be easily switched via innovative quick release mechanism without using any tools. Once a custom watch is finalized the customer receives an individualized configuration code which is then sent, or brought in, to any Porsche dealership. Orders are placed exclusively through Porsche dealers and delivery takes eight to 12 weeks.

"For more than 30 years now, Porsche customers have been able to enhance their personal dream car with many individual details through Porsche Exclusive Manufaktur – right up to an absolute one-off vehicle," says Klaus Zellmer, President and CEO, Porsche Cars North America, Inc. "This experience has now been expanded with the ability to design a Porsche Design chronograph based on an individual's unique personal taste or Porsche car configuration. It's an experience that ultimately ends with the customer taking ownership of a Porsche masterpiece they designed themselves."

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The first step in the timepiece configurator is to select the 42mm case. The customer can choose between a glass bead-blasted natural titanium case and a black titanium case coated in titanium carbide via PVD. The cases of the custom-built chronographs are based on the Porsche Design Chronotimer Series 1.

With the launch of the Porsche Design custom-built Timepieces program, the new in-house caliber WERK 01.100 with 48 hours of power reserve enters series production for the first time. The highlight of this COSC-certified movement is the customizable winding rotor, featuring various wheel designs of the latest Porsche 911 generation. This is the first time Porsche Design is offering a timepiece with a completely customizable movement component. There are six different rotor types to choose from. The color on the rotor edge can also be customized, just like the outer edges of the wheels of a Porsche car, and Porsche Design is offering the original Porsche color palette.

The watchbands alone provide up to 300 different configurations. They are available in three sizes and the metal bracelets are made of skin-friendly, lightweight titanium. All versions feature individually screwed-down links. A butterfly clasp with lateral buttons or seven-step fine adjustment closing mechanisms are available to choose from. All leather straps are crafted from the same hides used for Porsche automobile interiors and come in the 14 official interior color options of the Porsche 911. The leather wristbands include a butterfly clasp as well as side buttons for quick and easy release. 19 different colors of genuine Porsche yarn are available to

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accent the strap, and the quick-change side button system makes it easy to change them without the use of any tools.

Additional customizable components include the dial and bezel. The dial is personalized via inlaid colored rings, featuring minute markers in the style of the design-defining classic speedometer developed by F. A. Porsche. The hands can be personalized, with the customer choosing either classic Essence in black or sporty Performance hands in matte-white with red tips. The watch's bezel can feature either traditional minute markers or a tachymeter for tracking speed or distance.

To incorporate a final personal touch, each custom-built Timepiece can be individualized with a 12-character laser engraving on the back of the case. The same engraving can also be applied to the luxurious watch box, which is exclusive to the new watches. If desired, the corresponding car visuals, a graphic logo or the fonts and lettering featured on the rear of the customer's car can be applied to the watch box as well.

In the near future, Porsche Design will provide additional options that align with other Porsche models. The Porsche Design custom-built Timepieces program is available at all U.S. Porsche dealerships as of today. To start designing a custom-built Timepiece please visit: https://porsche-design.crealis.de/configurator/?lang=en_US&DEF=definitions_ITC_en_US&pricefeature=Preis-US

Additional assets (press releases, photos, videos, interviews, etc.) are available at <https://mediakit.porsche-design.com/custom-built-timepieces/en/>.

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

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