
Press Release

September 2021

Porsche Design presents new Sport Chrono collection with 39-millimeter case

Exclusive Design And Sports Car DNA In A Smaller Case

Stuttgart. Last year, Porsche Design launched the Sport Chrono Collection, a new collection inspired by the instrument cluster of the Porsche Design Sport Chrono package. It combines classic design features, materials and performance characteristics of Porsche sports cars and transfers them directly into a wristwatch. While the first generation of the Sport Chrono Collection debuted in a 42-millimeter titanium case, the new models feature a diameter of 39 millimeters – a first for Porsche Design. Despite the smaller size, they leave a lasting impression on the wrist – sporty yet elegant, reduced to the essentials and – as expected of Porsche Design timepieces – with optimal legibility.

High performance – in the cockpit and on the wrist

When the legendary Porsche 911 was first launched in 1963, the dashboard instruments included an electric timepiece as part of the 5-tube instruments. In the early 2000s, Porsche added an additional central instrument that was placed prominently in the middle. Initially displaying lap times, it was continuously refined to provide additional control functions for various engine and chassis components as well as the exhaust system. As part of this “Sport Chrono Package,” it was not a classic three-hand clock on the dashboard, but rather an instrument with a digital display and a single hand.

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In 2020, the Sport Chrono package was expanded to include an exclusive chronograph from Porsche Design, the Porsche Design Subsecond clock. Offered in manufacture assembly, featuring a high-end metal dial with radial cut, ceramic indices with Superluminova coating and metal hands, the analog chronograph creates sporty and elegant accents in the cockpit. The specially developed incident-light technology ensures optimum readability inside the car – from every angle, at all times. The Porsche Design Sport Chrono package is currently available in the Porsche Panamera and Taycan models.

Distinctively Porsche Design

The latest generation of models in the Porsche Design Sport Chrono collection proves that sophisticated design succeeds regardless of size by preserving its harmonious appearance. For the first time, Porsche Design has chosen a case diameter of less than 40 millimeters, which lends the models an even more elegant aesthetic and appeals to watch lovers with smaller wrists. Apart from the size, which has been reduced to 39 millimeters, the timepieces offer the same performance and purist design that stem from Porsche's expertise in the construction of sports cars. The Sport Chrono Subsecond models with running seconds at 6 o'clock are powered by the Porsche Design caliber WERK 03.200 with COSC certification. The automatic movement is equipped with the Porsche Design Icon rotor, which guarantees powerful winding. The timepieces are available with a black,

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blue or brown dial and color-coordinated leather straps made of genuine Porsche car leather. Additional features of characteristic Porsche Design are the seven-fold anti-reflective sapphire crystal with hard coating, the high-quality leather strap made of genuine Porsche leather and the titanium folding clasp with safety pushers.

The lineup of the new Porsche Design 39 millimeter Sport Chrono wristwatch collection will be available as of September 2021 at a starting price of 4,450.00 euro (RRP) in Porsche Design stores, authorized Porsche dealers and online at www.porsche-design.com

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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 (www.porsche-design.com).

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