

# PORSCHE DESIGN

## PRESS RELEASE

Countdown to the Grand Finale of the 50th Anniversary of Porsche Design

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November 2022

### **An Unforgettable Evening to Kick Off Sotheby's New York Luxury Week**

**Stuttgart/New York.** As the presenting partner of Sotheby's Luxury Week sale series in New York, Porsche Design was pleased to co-host a cocktail reception last night at Sotheby's York Avenue galleries, featuring a special presentation of the uniquely restored Porsche 911 S 2.4 Targa from 1972, the founding year of Porsche Design, and a special one-of-a-kind timepiece developed on the basis of the world's first all-black wristwatch, the legendary Porsche Design Chronograph I. Classic car enthusiasts and watch collectors from all over the world were able to experience the anniversary pair, presented alongside Sotheby's best-in-class offerings of jewelry, designer handbags, streetwear, watches, wine & spirits and more. The online auction of the anniversary pair is the grand finale of the celebrations for the 50th anniversary of the exclusive design brand. The two design icons – estimated at \$275,000 – 325,000 – and created as a tribute to F. A. Porsche, are on public display from now until December 14, situated in the heart of Sotheby's state-of-the-art galleries. During this period, interested parties are invited to submit their bids on RM Sotheby's website, up until bidding closes at 2:00pm EST on December 14<sup>th</sup>

### **Finish in New York**

Roland Heiler, CDO of the Porsche Lifestyle Group and Managing Director of Studio F. A. Porsche,

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welcomed around 50 invited guests to the dinner that followed: "We are delighted to be a partner of Sotheby's Luxury Week in New York for the first time on the occasion of our brand anniversary. As a globally successful design brand, this exclusive event is the perfect setting for the grand finale of our anniversary year." During the evening, guests were given further exciting insights into the history of the brand and its design philosophy by Roland Heiler, Chief Design Officer of Porsche Design. Uwe Makrutzki, Head of Porsche Classic Factory Restoration at Porsche AG, gave an emotional and detailed account of the 1972 Porsche 911 S 2.4 Targa – a unique restoration project that impressively combines the original design with modern elements. The sports car, which exudes the distinctive signature style of Professor F. A. Porsche, was restored in close cooperation with Porsche Design as part of a special project of Porsche Classic's *Sonderwunsch* (special request) program. In addition to the exclusive classic, details of the one-of-a-kind chronograph created especially for the auction, the Chronograph 1 – 911 S 2.4 Targa, were also explained to the guests. The most unique feature of this timepiece is the design of the winding rotor on the back of the case, which reflects that of the historical Fuchs wheel of the 1972 Targa. This was developed by engineers on the basis of complex manufacturing and testing at the company's own watch factory in Solothurn, Switzerland. The successful bidder will receive the anniversary pair in a stylish box, which will also hold the vehicle key for the Porsche 911 S 2.4 Targa in addition to the chronograph.

To participate in the auction, please register at: <https://rmsothebys.com/en/home/register-to-bid/?auctionId=1284637>

For more information as well as videos and photos, please visit the Porsche Newsroom:

<https://media.porsche.com/mediakit/50-y-porsche-design/de> and at RM Sotheby's at: <https://rmsothebys.com/en/auctions/pd22>

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#### About Porsche Design:

In 1963, Professor Ferdinand Alexander Porsche created the 911, one of the most iconic design objects in contemporary history. With his vision of taking the principles and myth of Porsche beyond the boundaries of the automobile, he founded the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language live on in all Porsche Design products to this day. Every Porsche Design product stands for exceptional precision and perfection at a high level of technological innovation and for a unique symbiosis of intelligent functions and purist design. Designed by Studio F. A. Porsche in Zell am See, Austria. Available worldwide in Porsche Design stores, exclusive department stores, specialist retailers, and online at [www.porsche-design.com](http://www.porsche-design.com).

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