



## Press Release

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Porsche Lifestyle Group Presents Collection for Porsche's 75th Anniversary

### **Lifestyle of a Dreamer**

**Stuttgart.** When Ferry Porsche couldn't find the sports car of his dreams, he built it himself. It has been 75 years since he presented the Porsche 356 "No. 1" Roadster to the world. What began as one man's dream laid the foundation for a quintessential success story. It was the birth of a culture, a purpose, a mindset: Driven by Dreams. To mark the 75th anniversary of Porsche sports cars, the Porsche Lifestyle Group is presenting a collection for dreamers. With care and attention to detail, the 75Y Collection is a symbol of the philosophy of the Stuttgart-based sports car manufacturer. The products are made for all the challenges that dreamers readily face.

### **The Chronograph 1 – 75 Years of Porsche Edition**

Porsche Design is honoring the anniversary with the launch of the Chronograph 1 – 75 Years of Porsche Edition, a special edition strictly limited to 475 pieces. The Original Chronograph I from 1972 was Porsche Design's first product and the world's first all-black timepiece – a revolution in the watch world. Like the Porsche 911, it was conceived by Professor Ferdinand Alexander Porsche and, like the legendary sports car, embodies the perfect balance between design and engineering. The easily readable, matte-black, antireflective dial was inspired by the dashboard in the cockpit of the Porsche 911. On the rear, behind the sapphire-crystal case back, the winding rotor of the mechanical movement quotes the shape of the iconic 911 Fuchs alloy wheel with colored Porsche Crest. The design, technology, and manufacturing of the sports cars from Zuffenhausen are constantly evolving – and the same aspiration is shared by Porsche's own watch manufactory in Solothurn, Switzerland. The Chronograph 1 – 75 Years of Porsche Edition has been improved in numerous details compared to the original from 1972. For instance, the case is now made of lightweight,

resistant, and hypoallergenic titanium instead of stainless steel. The specially developed textile leather strap features light-blue decorative stitching and a central red stripe – the colors of the anniversary logo. In addition, the chronograph is available with a black leather strap and matching black stitching. Both straps can be exchanged in no time thanks to the quick-change system. Maximum precision is ensured by the COSC-certified mechanical Porsche Design WERK 01.140 caliber. Like all Porsche Design timepieces, the Chronograph 1 – 75 Years of Porsche Edition is handcrafted with precision. The engraved limitation number and the 75Y logo on the case back underscore the exclusivity of this timepiece.

### **Dream in Full Color**

The Porsche Design custom-built Timepiece is a sports car for the wrist and embodies the technical expertise, design language, and customization options of the legendary 911. Analogous to the configuration of the sports car, each owner can select the color, leather, stitching, and features of their “11” and transfer them to their personal chronograph. Alternatively, each customer can freely design their own Porsche Design custom-built timepiece, choosing from numerous details that characterize the iconic sports car. The combination possibilities are virtually endless, making each timepiece unique. The unique custom-built Timepieces program reflects the vision of designer F. A. Porsche to create something new and make history.

### **The Fascination of Porsche on Two Wheels**

Developed in collaboration with the e-bike specialist Rotwild, Porsche eBikes unmistakably combine timeless design, outstanding technical features, performance, and the fascination of the Porsche brand. Whether with the eBike Sport, the all-rounder for everyday use both on asphalt or gravel, or with the eBike Cross or Cross Performance for off-road tours, all models combine the driving pleasure typical of Porsche. The eBike Cross Performance with the lettering “EXC” is also available in six Porsche Exclusive Manufaktur colors, which can also be selected when configuring a 911 or Taycan. Mamba Green, Shark Blue, and Star Ruby Neo – vivid, partly historic colors that have cult status among Porsche fans. The full-suspension carbon frame – designed by Studio F. A. Porsche – quotes the sporty sloping roofline or “flyline” of the sports cars from Zuffenhausen. The powerful Shimano drive unit of the latest

generation – consisting of motor, battery, and electronic shifting – guarantees dynamic propulsion and a natural riding experience. The hydraulic disc brakes from Magura bring the e-bikes to a halt safely and quickly in any situation.

### **Colorful Travel Dreams**

Porsche Design luggage combines the brand's functional design philosophy and level of technical innovation in a travel companion. The color palette ranges from Lava Orange to Speed Yellow – colors with which Porsche sports cars made history and dreams were realized. The Roadster Hardcase Trolleys and Trunks guarantee a pleasant journey thanks to the ultralight, ball-bearing, and smooth-running wheels in the style of the Porsche Taycan rims and the ergonomic, height-adjustable handle. Designed by Studio F. A. Porsche, the polycarbonate suitcase series is the perfect liaison of form, function, and design. Whether on a business, wellness, or adventure trip, the spirit of Porsche always goes along for the ride.

### **Perfect Vision for Visionaries**

Recognizing opportunities where others see obstacles – that has been the spirit of Porsche for 75 years. The new P'8478 and P'8928 sunglasses from Porsche Design are the perfect companions for discerning visionaries and dreamers who always strive for the best. The different lenses made of ultra-scratch-resistant polycarbonate can be easily replaced and adapted to different light conditions thanks to a quick-release fastener. The teardrop-shaped base 6 curved lenses of the P'8478 pay homage to Porsche Design's timeless design language, while the popular squared Aviator shape of the P'8928 translates the iconic design of the sunglasses into the here and now. Innovative VISION DRIVE™ technology, paired with state-of-the-art polarizing filters, transforms the way you see the world. By maximizing the reduction of reflections and glare on wet and slippery surfaces, the lenses provide the best vision for dynamic driving. Thanks to the strong UV protection (UV 400) and the high-quality lightweight titanium temples, the sunglasses perfectly match the cosmopolitan Porsche lifestyle – not only behind the wheel.

*Further information and film and photo material is available from the Porsche Newsroom: [newsroom.porsche.de](https://newsroom.porsche.de)*

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