

# PORSCHE DESIGN

## PRESS RELEASE

Porsche Design Presents the Chronograph 1 Utility – Limited Edition

Page 1 of 4

October 2023

### From “Military” to “Utility”: the Rebirth of a Legendary Chronograph

**Stuttgart.** Porsche Design has revived a legend after more than 40 years with the Chronograph 1 Utility – Limited Edition. The design of the new chronograph borrows heavily from Porsche Design’s iconic “Military Chronograph” from the 1970s, which was known for a high level of reliability, outstanding comfort, and easy readability – and had achieved legendary status, especially among international air and naval forces. The new edition is equipped with state-of-the-art technologies and modern materials, fusing iconic heritage with innovation.

### From Stainless Steel to Titanium Carbide

By using titanium carbide (TiC), the Chronograph 1 Utility – Limited Edition sets new standards in terms of robustness and aesthetics. This revolutionary material, developed and patented by Porsche Design, makes the chronograph’s case even more scratch-resistant, extremely lightweight, and hypoallergenic, compared to its historical forerunner that was made of steel. This timepiece is the first chronograph within the brand’s collection watches that is made from titanium carbide and is not connected to a specific Porsche sports car, underscoring Porsche Design’s status as a driver of innovation. The design of the new edition, especially with its matte black dial, provides optimal readability in homage to the Military Chronograph from the 1970s – something that also applies to the use of the historic font on the three totalizers.

The new edition is powered by the Porsche Design WERK 01.240 chronograph caliber with COSC certification and flyback function, providing equal reliability to its forerunner in terms of

# PORSCHE DESIGN

## PRESS RELEASE

### Porsche Design Presents the Chronograph 1 Utility – Limited Edition

Page 2 of 4

October 2023

precision, functionality, and quality. Like all Porsche Design Timepieces, this chronograph's uncompromising compliance with COSC precision specifications is ensured by carrying out a renewed test cycle in the manufactory, thus meeting the highest quality standards.

The chronograph's flyback function enables quick starting, stopping, and resetting in a single operation which, in conjunction with the titanium carbide case, makes the watch the ideal timekeeper for outdoor and winter sports as well as racing activities. The "BUND" leather strap, which once provided the original Military Chronograph with a high level of wearing comfort while protecting the wrist in extreme temperatures, is also used in the new Utility Edition. The dial of the historical forerunner, the military version for the flying squadron of the U.S. Air Force, featured a tiger's head as heraldic animal. Now, an image of a screaming marmot – colloquially called a "Mankei" in Pinzgau, Austria – adorns the dial of the new edition, positioned between 4 and 5 o'clock. The "Mankei" icon on the dial refers to the Mankeiwirt, Ferdi Porsche's newly opened destination for car enthusiasts that is located on the Grossglockner High Alpine Road near Studio F. A. Porsche in Zell am See, highlighting the collaboration between Porsche Design and F.A.T. International.

#### **Tradition Meets Innovation**

The Chronograph 1 Utility – Limited Edition pays homage to its historical forerunner through several striking details. For example, the "TiC" logo is placed in the characteristic position between 1 and 2 o'clock on the dial referencing the use of titanium carbide, and is a modern reinterpretation of the iconic 3H symbol of the Military Chronograph. The "3H" symbol signified the use of the hydrogen isotope tritium, which ensured excellent readability of the hands and dial numerals under extreme conditions and in the dark. The new edition uses Super-LumiNova®

# PORSCHE DESIGN

## PRESS RELEASE

### Porsche Design Presents the Chronograph 1 Utility – Limited Edition

Page 3 of 4

October 2023

material that glows in a bright blue color to ensure optimal readability in the dark. In addition, two distinctive dots on the dial at 12 o'clock provide a clear orientation of the displays in the dark. Compared to the Chronograph 1 – All Black, thicker second and minute numerals optimize readability. The eye-catching "Utility" lettering stands out above the day and date display. The watch features the historic Porsche Design logo on the dial and winding crown. The "Mankei" icon and the "Chronograph 1 Utility Edition" lettering are laser-engraved on the black-coated case back along with the individual limitation number XXX/250.

#### **The Ideal Companion**

The Chronograph 1 Utility – Limited Edition is a reliable companion for outdoor activities without forgoing style and aesthetics. The edition comes with a slate-gray strap made of calfskin, which is also used in the interiors of Porsche sports cars and comes with a quick-change mechanism. The chronograph comes with an additional white textile strap, featuring a badge that bears the coordinates of the F.A.T. Ice Race in Zell am See. This watch can be worn comfortably over a ski jacket, making it the ideal companion for winter sports and racing activities.

The Porsche Design Chronograph 1 Utility – Limited Edition can be pre-ordered from October 9, 2023, at [porsche-design.com](https://porsche-design.com) and is available in Porsche Design Stores worldwide and at selected watch retailers from January 15, 2024, at a retail price of 11,950 euros (RRP).

# PORSCHE DESIGN

## PRESS RELEASE

### Porsche Design Presents the Chronograph 1 Utility – Limited Edition

Page 4 of 4

October 2023

#### **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 design 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).

#### **Follow Us Here:**

Instagram: [www.instagram.com/porschedesign](http://www.instagram.com/porschedesign)

Facebook: [www.facebook.com/porschedesign](http://www.facebook.com/porschedesign)

LinkedIn: [www.linkedin.com/company/porschelifestylegroup](http://www.linkedin.com/company/porschelifestylegroup)

YouTube: [www.youtube.com/@porschedesign](http://www.youtube.com/@porschedesign)

Press Contact:

#### **Porsche Lifestyle Group**

Angélique Kreichgauer

Head of Public Relations and Social Media

Cell: +49-152-3911-6242

Email: [angelique.kreichgauer@porsche-design.de](mailto:angelique.kreichgauer@porsche-design.de)