

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Unveils its New Limited-Edition Eyewear

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August 2024

An Eyewear Collection Celebrating 50 years of Porsche 911 Turbo

Stuttgart/Munich. When Porsche unveiled the fastest road-approved sports car of its time – the 911 Turbo – in 1974, the sports car manufacturer brought to public roads what had previously only been seen on racetracks. Its 3.0-litre 6-cylinder boxer engine delivered an incredible 260 hp. Porsche Design is thrilled to launch an exclusive limited-edition eyewear collection to celebrate the 50th anniversary of the reveal of this iconic sports car. This special collection, created in partnership with De Rigo, a world leader in the eyewear industry, features two distinctive sunglasses models: the Turbo No. 1 and the Turbonite, each embodying the legacy and performance synonymous with the Porsche 911 Turbo.

The One and Always

The Turbo No. 1 sunglasses pay homage to the first Porsche 911 Turbo, gifted to Louise Piëch, daughter of the legendary engineer, creator, and inventor Ferdinand Porsche, as a birthday present in 1974. This eyewear model, based on the classic Porsche Design P'8478, seamlessly incorporates the original grey paint color and the legendary red plaid pattern of the vehicle interior into its design. The grey frame and the red hooks and temple tips create a piece rich of heritage and dynamism that represents both precision engineering and timeless elegance. The unisex aviator style sunglasses made of lightweight titanium feature an interchangeable lens system equipped with VisionDrive Lens Technology™. The bold silver mirrored lenses featuring a tartan pattern, can be easily swapped for grey lenses, thanks to the quick-change mechanism.

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The red pattern is also featured on the cleaning cloth and the gift box which bears the classic "turbo" lettering.

P'8928 Turbonite Limited Edition

The Turbonite sunglasses feature the new metallic grey tone especially developed for the monochrome Porsche crest on Turbo vehicles. Designed in this unique, elegant, and sporty color, the special edition of the P '8928 provides a modern and monochrome aesthetic that is both striking and sophisticated. The unisex sunglasses, sporting a squared aviator shape, are made of lightweight titanium and feature an interchangeable lens system with VisionDrive Lens Technology™. This limited edition comes with an additional pair of green lenses in a specially designed gift box, featuring the characteristic "turbo" lettering, along with a cleaning cloth in the matching color.

Along with an embossing of the Porsche Design lettering, both pairs of sunglasses feature the classic "turbo" lettering on the left temple and on the left lens. Both brandings are also etched on the inside of the right temple. Both models are limited to 1,974 pieces each, symbolizing the year of the reveal of the original Porsche 911 Turbo 50 years ago. The individual limitation number (XXXX/1974) is engraved on the inside of the center of the bridge. The sleek design echoes the exclusivity and performance of the legendary sports car. These unique sunglasses are available at Porsche Design stores and porsche-design.com for 530 euros, as well as at selected optical retail stores through De Rigo's sales network.

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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 (porsche-design.com).

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