

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Introduces Chronograph 911 Spirit 70

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April 2025

The Spirit of the Legendary '70s with Today's Technology

Stuttgart, Germany. The 1970s – an era of iconic design, defined by legendary nightclubs like Studio 54, revolutionary music styles, a newfound sense of freedom, vibrant floral dresses, extremely high platform shoes, and plenty of glitter. The Porsche Exclusive Manufaktur revives the spirit of this extraordinary decade with a very special sports car: the Porsche 911 Spirit 70. Exclusively for owners of this exceptional collector's Porsche, Porsche Design is launching the strictly limited Chronograph 911 Spirit 70. Handcrafted at Porsche's watch manufactory in Solothurn, Switzerland, and featuring unique design elements, this timepiece brings the unmistakable style of the '70s and early '80s directly to the wrist.

A Tribute to the '70s

The '70s were defined by a new sense of freedom. More and more people left social conventions behind and expressed their individuality—not just through striking outfits. The dial of the Chronograph 911 Spirit 70 is a bold statement as well: the distinctive black "Pascha pattern" is inspired by the seat center strip of the Porsche 911 Spirit 70. Additionally, the phosphor green and traffic red colors from the heritage rev counter have been incorporated into the rehaut. The numerals on the two subdials at 6 and 12 o'clock, as well as the date display at 3 o'clock, are also in phosphor green, creating a strong contrast with the white Super-LumiNova®-coated hour indices and the dial for optimal readability. The minute and hour hands are black and white, also coated with Super-LumiNova®. The chronograph second hand is

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finished in white, while the subdial hands are black with white tips. Gold-colored accents, such as the Porsche Design logo and the "911 Spirit 70 LIMITED SERIES" lettering on the running seconds subdial, mirror the design of its automotive counterpart. Double-sided, sevenfold anti-reflective sapphire crystal with a hard coating protects the many design details.

The 911 Spirit 70 for the Wrist

For maximum sportiness, Porsche avoided every unnecessary gram of weight in the 911 Spirit 70. The chronograph embraces this lightweight concept with a case made entirely of titanium, including a black titanium carbide coating. This also applies to the screw down crown and pushers. A special engraving on the case back, featuring the same limited-edition number as the vehicle, underscores the direct connection to the sports car and the exclusivity of the chronograph. Inside, the COSC-certified Porsche Design Caliber WERK 01.100 operates with a calendar disc, powered by a 360° rotor designed to match the wheel of the 911 Spirit 70. True to the vehicle's rim, the rotor features a bi-color finish in Black (satin gloss) and Bronzite, crowned by a central hub cover with a historic Porsche Crest. The movement and rotor are visible through an anti-reflective sapphire crystal embedded in the case back. The strap, crafted from original vehicle leather and high-quality vehicle yarn, mirrors the seats of the Porsche 911 Spirit 70 in Basalt Black. Decorative stitching, available in Olive Neo or Dark Silver, matches the car's interior, while embossing on the strap replicates the 911 graphic on the front hood and the decorative stripes on the vehicle. Both strap variations come in two sizes (M and L) and are included in the set. Thanks to a quick-change mechanism, the straps can be effortlessly swapped in seconds without the need for tools. A titanium double-folding clasp in the case's finish (black titanium carbide coating, glass-bead blasted) ensures a secure fit.

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"Icons of Cool" – The Third Heritage Design Model by the Porsche Exclusive Manufaktur

The 911 Spirit 70 is the third model in the Porsche Exclusive Manufaktur's heritage design strategy. These extraordinary, limited editions reinterpret iconic 911 models and features from past decades, reviving classic design elements. Released in stages and in strictly limited numbers, the series began in 2020 with the 911 Targa 4S Heritage Design Edition, inspired by the style of the '50s and early '60s. This was followed in 2022 by the 911 Sport Classic, bringing back the spirit of the '60s and early '70s. For each of these special models, Porsche Design also introduced an exclusive chronograph that was available only to the vehicle buyers. With its blend of historic design elements, superior craftsmanship, and unique reference to the 911 special edition, the Chronograph 911 Spirit 70 is a masterpiece of watchmaking that reinterprets the aesthetics of this legendary decade in a modern way.

The Porsche Design Chronograph 911 Spirit 70 will be available from April 23, 2025 for €11,950 (RRP) and can be ordered through Porsche Centers exclusively by buyers or owners of the 911 Spirit 70. The timepiece is complemented by a metal plaque with a Heritage Badge engraving, included in the high-quality limited-edition watch box. More information can be found at porsche.com.

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Technical Specifications of the Porsche Design Chronograph 911 Spirit 70

| | |
|-----------------|---|
| Movement | Caliber: Porsche Design WERK 01.100 Complications: Chronograph, date display Energy: automatic, winding rotor, energy-optimized COSC certification Diameter: 30.00 mm Height: 7.90 mm Half-oscillations: 28,800 per hour [4 Hz] Power reserve: 48 hours Rotor: in design of the rims of the 911 Spirit 70 in bi-color finish (Black (satin gloss) and Bronzite) with central rotor hub cover featuring the historic Porsche Crest Jewels: 25 |
| Case | Material: titanium with black titanium carbide coating Finish (= surface treatment): glass-bead blasted Diameter: 42.00 mm Height: 14.90 mm Crown and pushers: titanium, screw-down crown Bottom: sapphire-crystal glass, sevenfold anti-reflective coating and hard-coated on both sides Water resistance: up to 10 bar (dynamically) |
| Glass | Material: sapphire-crystal glass sevenfold antireflective and hard-coated on both sides |
| Dial | Black with "Pascha" pattern |
| Strap | Material: calfskin leather (original Porsche vehicle leather) Color: Basalt Black with embossed 911 graphic and decorative stripes |

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| | Decorative stiches: Olive Neo or Darksilver Clasp: titanium double folding clasp (black titanium carbide coating) Quick-change mechanism |
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Consumption and Emissions

911 Spirit 70 (WLTP)

Fuel consumption combined 10,9 – 10,7 l/100 km; CO₂-emissions combined: 246 – 242 g/km;

CO₂-Klasse: G; Stand 04/2025

Where values are indicated as ranges, they do not refer to a single, specific vehicle and are not part of the offered product range. They are only for the purposes of comparison between different vehicle types. Additional equipment and accessories (add-on parts, tyre formats etc.) can change relevant vehicle parameters such as weight, rolling resistance and aerodynamics. These factors, in addition to weather, traffic conditions and driving behaviour, can influence the fuel/electricity consumption, CO₂ emissions, range and performance values of a vehicle.

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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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