

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Unveils the Chronograph 1 – 1975 Limited Edition in Titanium

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Debut of Chronograph 1 – 1975 Limited Edition Marks New Retail Partnership Between Porsche Design and the Watches of Switzerland Group

Stuttgart. Porsche Design unveils the latest addition to its signature collection of Chronograph 1 timepieces with the new Chronograph 1 – 1975 Limited Edition, made of uncoated titanium for the first time ever on a timepiece not exclusively available for customers of a limited-edition Porsche sports car. This new timepiece pays tribute to the uncoated stainless-steel Chronograph I launched exactly 50 years ago in 1975, which was released as a compliment to Professor Ferdinand Alexander Porsche's groundbreaking all-black Chronograph I that debuted in 1972. Limited to an edition of 350 pieces, the Chronograph 1 – 1975 Limited Edition is crafted in full titanium, offering exceptional strength and durability. The watch face references the dashboard of Porsche's iconic 911 with high-contrast, matte-black dials, white numerals and indices, and a striking red stop-seconds hand. The Chronograph 1 – 1975 Limited Edition is unveiled today during a special retail activation at the Watches of Switzerland SoHo flagship store in New York, where Porsche Design kicks off its new retail partnership with the Watches of Switzerland Group, one of the world's largest multichannel retailers of prestige timepieces.

"As the creator of both the Porsche 911 and the Porsche Design Chronograph 1, F. A. Porsche pushed boundaries and redefined aesthetics in two different industries – automotive design and watchmaking. We are proud to continue his legacy and affirm our commitment to exceptional watchmaking with the launch of the new Chronograph 1 – 1975 Limited Edition in all titanium," says Stefan Buescher, CEO of the Porsche Lifestyle Group. "Debuting this unique timepiece with

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our new partner, the Watches of Switzerland Group, we look forward to celebrating Porsche Design's rich history while writing the next chapter in our watchmaking story."

"The Watches of Switzerland Group is honored to become the exclusive third-party watch retail partner for Porsche Design's timepieces in the U.S.," says David Hurley, Deputy CEO and President of the Watches of Switzerland Group North America. "We have always prioritized discovery and exceptional experience for our clients, and we are excited to help share the storied history of Porsche Design with new audiences. The Watches of Switzerland Group and Porsche Design share a unique pioneering spirit, and we know that the iconic brand will resonate with our community across the country."

In the 1960s, F. A. Porsche revolutionized automotive design with the creation of the Porsche 911—an enduring symbol of performance, purity, and timeless design. His design ethos, form equals function, still holds true today in all that Porsche Design creates. In 1972, F. A. Porsche translated his vision for the 911 into horology by revolutionizing the watch industry with the first all-black Chronograph I, setting a new standard in design and functionality. Following the success of the Chronograph I made of black-coated stainless steel, F. A. Porsche further refined its distinctive character, combining the black dial with a brushed, uncoated stainless-steel case in 1975. The result was a utilitarian elegance that would later form the basis for military-issue variants — highly coveted by elite air force and naval units and connoisseurs alike.

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Five decades later, Porsche Design introduces a new Chronograph 1 as a tribute to its legendary past and uncompromising future. With purpose at the core of all Porsche Design creations, the new Chronograph 1 – 1975 Limited Edition is made from titanium, like the first all-titanium wristwatch that was introduced into watchmaking in 1980 by Porsche Design, in pursuit of pure functionality and technical excellence. The Chronograph 1 – 1975 Limited Edition features a matte-black dial with bold white accents, designed for immediate legibility in any condition. Super-LumiNova®-coated hour markers and baton-style hands ensure optimal visibility, while the rectangular minute hand, now tipped for enhanced precision, traces the outer minute track with clarity. A tachymeter scale encircles the dial on the matte-black rehaut, while the dual-language date display (German/English) underscore the functional elegance of these modern instruments. The Chronograph 1 – 1975 Limited Edition bears both the current Porsche Design logo rendered in the contemporary brand typeface and the historic Porsche Design icon on its dial — a mark of its commemorative status. This new edition's case is glass bead-blasted to a refined matte finish, highlighting the natural beauty and understated strength of the uncoated titanium.

The Chronograph 1 – 1975 Limited Edition comes with a glass bead-blasted titanium bracelet, matching the case in both material and finish, and with a titanium folding clasp with fine adjustment that features the historic Porsche Design icon. The minimalist yet robust design echoes the aesthetics of high-performance automotive components. With a solid titanium crown and caseback engraved with the historic Porsche Design icon, the Chronograph 1 – 1975 Limited Edition proudly displays the "Flyback Automatic" engraving on the reverse side, revealing the mechanical prowess of the Porsche Design Caliber WERK 01.240. Additional engravings of the year "1975" and the watch's individual edition number elevate its collector appeal. Like all Porsche Design timepieces, the Chronograph 1 – 1975 Limited Edition is handcrafted at Porsche's watch

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manufactory in Solothurn, Switzerland. Presented in an exclusive Limited Box, the 1975 Edition includes a commemorative plaque bearing the same edition number and the engraved signature of Prof. F. A. Porsche.

The Porsche Design Chronograph 1 – 1975 Limited Edition is available to purchase starting July 23, 2025, for € 8.950 (RRP) through an exclusive retail partnership with the Watches of Switzerland Group in select locations, including Watches of Switzerland SoHo and Hudson Yards in New York, Watches of Switzerland Las Vegas, as well as Mayors in Orlando and Tampa, Porsche Design Stores in California and the greater Miami area, as well as Porsche Centers. This timepiece is also available to order at watchesofswitzerland.com and shop.porsche.com. Following the Limited-Edition release, a Numbered Edition of the Chronograph 1 in uncoated titanium with slight modifications will be introduced, establishing this new watch model as a staple in the Porsche Design timepiece collection.

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Technical Specifications of the Porsche Design Chronograph 1 – 1975 Limited Edition

Edition	350 pieces
Movement	Caliber: Porsche Design WERK 01.240 Complications: Chronograph with flyback function, day and date display (bilingual German and English) COSC certification Diameter: 30.00 mm Height: 7.90 mm Vibrations: 28,800 per hour [4 Hz] Power reserve: 48 hours Jewels: 25
Case	Material: titanium Finish (=surface treatment): glass-bead blasted Diameter: 40.80 mm Height: 14.15 mm Crown and pushers: titanium, screw-down crown Case back: closed, glass bead-blasted titanium , screwed down, with laser-engraving: Center: historic Porsche Design icon and lettering (<i>Porsche Design</i>), 1975, <i>Chronograph 1 Limited Edition</i> . Outside: <i>Chronometer Certified, Flyback automatic</i> , Limited-Edition Number XXX/350, Serial Number, <i>Swiss-made, Titanium</i> , Reference No. Water resistance: up to 10 bar (dynamically)
Glass	Sapphire crystal with hard-coating, scratch-proof and sevenfold anti-reflective on both sides.
Dial	Black with white numerals and indices; White minute and hour hands, small second sub dial at 9 o'clock, red chronograph second hand, 30-minute

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	counter at 12 o'clock, 12-hour counter at 6 o'clock, day and date window at 3 o'clock. Super-LumiNova® on hands and indices.
Bracelet	Titanium, glass bead-blasted ; Glass bead-blasted titanium folding clasp with fine adjustment
Reference	6041.8.02.002.10.2

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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 (shop.porsche.com).

For regular updates on Porsche Design, please follow:

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