

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Expands Custom-Built Timepieces Program to Include the Porsche Cayenne

Page 1 of 6

November 2025

A New Era of Personalized Luxury Watches with Automotive DNA

Stuttgart. With the custom-built Timepieces program, Porsche Design redefined the personalization of luxury watches in 2020, bringing sports car DNA to the wrist through mechanical timepieces that are as uniquely configurable as the legendary sports cars from Zuffenhausen. Now, the success story of the unique, cutting-edge watch configurator – based on the Porsche Car Configurator – enters a new chapter. The launch of the first fully electric Porsche Cayenne is accompanied by another premiere: for the first time, the custom-built Timepieces program is also available for Cayenne models. This now also allows Cayenne drivers to create their dream watch perfectly matched to their personal dream car. Every Porsche Design Timepiece is handcrafted in Porsche's own state-of-the-art watch manufactory in Grenchen, Switzerland, and features an ultra-precise, COSC-certified movement.

Two Porsche Design Timepieces – endless possibilities

The Porsche Cayenne made its debut in 2002, marking Porsche's entry into the world of luxury SUVs. With sporty performance, innovative technology, and elegant design, it set new benchmarks in its class. Now, for the first time, Porsche Design creates a seamless connection between SUV and timepiece. Thanks to the fully upgraded, specially developed watch configurator, the coveted Porsche Design Timepieces are now also available for Cayenne models. The custom-built Timepieces program includes not only the Chronograph with the WERK 01.100 caliber but also the innovative Globetimer with the WERK 04.110 caliber, which

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Expands Custom-Built Timepieces Program to Include the Porsche Cayenne

Page 2 of 6

November 2025

offers the display of a second time zone and impresses with Porsche Design's signature user-friendliness. Both movements are certified by the official Swiss Chronometer Testing Institute (COSC) and guarantee the highest precision and reliability. The cases of all Porsche Design watches are made from ultra-light, skin-friendly titanium and available in two finishes – black-coated or glass-bead blasted. The bezel offers the same choices, with Chronograph customers given the additional option of a tachymeter scale or a minute track.

Maximum personalization and exclusivity

The enhanced watch configurator offers Cayenne enthusiasts countless possibilities to design their personal dream watch. Just like with the Porsche 911, nearly every component of the timepiece can be customized to their individual preferences and perfectly matched to their own vehicle. The winding rotor of the Chronograph echoes the design of the Porsche steering wheel and is available in three versions. Inspired by the glare-free vehicle cockpit, the dial is designed for optimal legibility in all lighting conditions. The hands are available in "Performance" and "Essence" styles, while the customizable color ring around the dial can be matched to any exterior color offered for the Cayenne and Cayenne Turbo – including the iconic shades from the "Paint to Sample" program. They are protected by a sapphire crystal with multiple anti-reflective coating on both sides and a hard coating.

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Expands Custom-Built Timepieces Program to Include the Porsche Cayenne

Page 3 of 6

November 2025

A strap with automotive DNA

The strap also offers numerous customization options. Made from genuine Porsche vehicle leather and yarn, the straps are available in every Cayenne interior color, so customers can perfectly harmonize their watch with their car. Alternatively, or additionally, an ultra-light, hypoallergenic titanium bracelet matching the case finish (glass-bead blasted or black-coated) is available. Thanks to the integrated quick-change mechanism, the straps can be swapped in seconds without using any tools.

The custom-built Chronograph Cayenne and the custom-built Globetimer Cayenne will be available from November 19 in all markets where the custom-built Timepieces program is currently offered. These include Germany, Austria and Switzerland, France, Spain and Portugal, Poland, the United Kingdom, the USA and Canada, as well as Japan. In addition to configuring their watch via the online Porsche Design Timepieces Configurator at porsche.com, interested customers can also design and order their individual custom-built Timepiece through participating Porsche Centers. Prices start at €5,950, depending on the configuration.

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Expands Custom-Built Timepieces Program to Include the Porsche Cayenne

Page 4 of 6

November 2025

Technical Specifications

	Porsche Design custom-built Chronograph Cayenne and Cayenne Turbo	Porsche Design custom-built Globetimer Cayenne and Cayenne Turbo
Movement	Caliber: Porsche Design WERK 01.100 Complications: Chronograph, date display Diameter: 30.00 mm Height: 7.90 mm Frequency: 28,800 per hour [4 Hz] Power reserve: 48 hours Rotor: Designs of the Porsche Cayenne steering wheel Jewels: 25 COSC certification	Kaliber: Porsche Design WERK 04.110 Complication: UTC function, date display Diameter: 28.5 mm Height: 6.94 mm Frequency: 28,800 per hour [4 Hz] Power reserve: 38 Hours Jewels: 26 COSC certification
Case	Material: titanium Finish (= surface treatment): glass-bead blasted or black titanium carbide coating Diameter: 42.00 mm Height: 15.33 mm Crown: titanium in case finish, screw down Pushers: titanium in case finish Case back: sapphire-crystal glass, sevenfold anti-reflective coating on both sides and hard-coated Water resistance: up to 5 bar	Material: titanium Finish (= surface treatment): glass-bead blasted or black titanium carbide coating Diameter: 42.00 mm Height: 14.68 mm Crown: titanium in case finish, screw down Pushers: titanium in case finish Case back: closed titanium case back (can be customized by laser engraving) Water resistant: up to 5 bar
Bezel	Material: titanium Finish: glass-bead blasted or black titanium carbide coating Scale: tachymetric or minute	Material: titanium Finish: glass-bead blasted or black titanium carbide coating Scale: 24-hour display (second time zone)

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Expands Custom-Built Timepieces Program to Include the Porsche Cayenne

Page 5 of 6

November 2025

Sapphire crystal	Material: sapphire glass sevenfold anti-reflective coating and hard coated on both sides
Dial	Matte black Colored ring: customizable in exterior colors of the Cayenne and Cayenne Turbo including the "Paint to Sample" program
Strap	Material: calfskin leather (original Porsche vehicle leather and yarn) Color selection: all interior colors from the Porsche Car Configurator for the Cayenne and Cayenne Turbo series Clasp: titanium double folding clasp with side pushers (in case finish) Alternative: titanium bracelet with titanium folding clasp with fine adjustment in case finish Quick-change system

Fuel consumption and emissions

Cayenne Electric (WLTP, preliminary values)

Combined electricity consumption: 21.8 – 19.7 kWh/100 km; Combined CO₂-emissions: 0 g/km;

CO₂ class: A; Status 11/2025

Cayenne Turbo Electric (WLTP, preliminary values)

Combined electricity consumption: 22.3 – 20.4 kWh/100 km; Combined CO₂-emissions: 0 g/km;

CO₂ class: A; Status 11/2025

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, tire formats etc.) can change relevant vehicle parameters such as weight, rolling resistance and aerodynamics. These factors, in addition to weather, traffic conditions and driving behavior, can influence the fuel/electricity consumption, CO₂ emissions, range and performance values of a vehicle.

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Expands Custom-Built Timepieces Program to Include the Porsche Cayenne

Page 6 of 6

November 2025

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).

For regular updates on Porsche Lifestyle, please follow:

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

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

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

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

Press contact:

Porsche Lifestyle Group

Angélique Kreichgauer

Head of Public Relations & Social Media

Mobile: +49 152 3 911 6242

Email: angelique.kreichgauer@porsche-design.de

Daniel Rätz

Manager PR

Mobile: +49 1520 911 4534

Email: daniel.raetz@porsche-design.de