

PORSCHE DESIGN

FACT SHEET

“A New Time”: Porsche Design unveils its new Timepieces Manufactory in Switzerland

Page 1 of 3

March 2026

Basic facts & building	<p>Porsche Design Timepieces Manufactory Schuetzengasse 46 2540 Grenchen Switzerland</p> <p>CEO Porsche Design Timepieces Manufactory Rolf Bergmann</p> <p>Year built: 1955 Acquisition by Porsche Design and start renovation: May 2024 Official opening: March, 19th, 2026</p>
Architecture & history	<ul style="list-style-type: none">• 1955: Year of building construction• Former headquarters of the watch brand Eterna• 1995: Acquisition by F. A. P. Beteiligungen GmbH• 1996 – 2014: Production of Porsche Design Timepieces under license from Eterna• 2011: Sale of the Eterna brand and the building• 2012: Building decommissioned• 2020: Decision to establish a new location for the Porsche Design Timepieces Manufactory and start of the search for a suitable production site• October 2022: First inspection of the vacant building• 18-month planning phase• May 2024: Signing of the acquisition agreement and renovation• Fall 2025: Relocation from the site in Solothurn and start of production• March 19th, 2026: Official opening
Overview of areas	<ul style="list-style-type: none">• Total area: 3,600 m²• Production & logistics area: 1,700 m²• Customer experience & exhibition area: 450 m²• Office & conference area: 840 m²• Building services area: 280 m²• Staff facilities: 330 m²

PORSCHE DESIGN

FACT SHEET

"A New Time": Porsche Design unveils its new Timepieces Manufactory in Switzerland

Page 2 of 3

March 2026

Production & technology	<ul style="list-style-type: none">• Manufacturing depth: Development, Design, Assembly, Quality Control, After-Sales Service• Number of watchmaker workstations: 10 state-of-the-art watchmaking station• Annual production capacity up to 10,000 units, future expansion potential• Watchmaking workshop: ISO 5• Cleanroom classification: ISO 7• Ventilation: 5 air changes per hour• Controlled humidity: 40 % - 50 %
Energy efficiency	<ul style="list-style-type: none">• Photovoltaic system: 211 solar panels with a peak output of 134 kW• Energy self-sufficiency rate: 62.3 %• CO₂ savings per year: 58,571 kg• Ventilation system with heat recovery• Heat pump for heating and cooling processes• Windows with the latest insulation standard• Faucets with cold default setting

PORSCHE DESIGN

FACT SHEET

"A New Time": Porsche Design unveils its new Timepieces Manufactory in Switzerland

Page 3 of 3

March 2026

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 Communication

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