

Presse Release

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Porsche Design 1919 Chronotimer Flyback Brown & Leather

New Flyback Chronograph Expands 1919 Collection

Stuttgart/Basel. Porsche Design expands its 1919 Collection timepiece series with an innovative flyback chronograph. The new watch, powered by the Porsche Design calibre Werk 01.200 manufacture movement – equipped with a technically sophisticated flyback function – possesses superb rate accuracy in all positions, granted through a chronometer certificate by the Official Swiss Chronometer Testing Institute (COSC). In addition to its technical features, the 1919 Chronotimer Flyback Brown & Leather visually delivers with its well-appointed, harmonious design, which is well-thought-out down to the smallest detail, and chic color scheme. The timepiece, inspired by the purist design and functional aesthetics of the Porsche 911, thoughtfully complements the distinct watch collection. The collection, which raises the bar for sporty, yet elegant timepieces, is currently available in four versions.

Functionality at Its Best

Professor Ferdinand Alexander Porsche, founder of Porsche Design, expressed his ideas of consistent design through an innovative, understated design language characterized ideas, which still holds true. To this day, concepts are straightforward, purist, and uncompromisingly functional. This philosophy is particularly evident in the 1919 Collection. In order to intuitively display the time from every angle, the radius of the dial is as large as possible. With this task in mind, designers of the Studio F. A. Porsche created a notably slim titanium case with bold minute indices positioned on the outer edges of the dial, foregoing a tachymeter bezel. The well-balanced design gives a unique visual-lightness to the watch, which is further enhanced by the elegantly proportioned strap. Here too, the creative process was a result of functional requirements: lugs are entirely integrated into the strap in order to achieve significantly more ergonomic stability, and through uniform force distribution. The deep brown hue lends the 1919 Chronotimer Flyback Brown & Leather a decidedly contemporary touch, without compromising its timeless characteristics.

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Maximum Performance

The 1919 Chronotimer Flyback Brown & Leather is powered by Werk 01.200, introduced by Porsche Design in June 2017. It offers a flyback chronograph, which allows the measurement of successive intervals – perfect for measuring lap times on the race track. The automatic movement, beating at 4 Hz, is the result of state-of-the-art production methods, which combine the company's concentrated engineering and horological expertise with the mastery derived from decades of automotive manufacturing. The open-worked automatic barrel bridge reveals both the gear train and the flyback function, while also implementing Porsche's lightweight construction philosophy. As is standard for Porsche Design, the calibre is entirely black. The energy-optimized rotor, seen through the sapphire crystal case back, is PVD-coated and equipped with a weight crafted from tungsten. The material tungsten, which is difficult to process because of its delicate composition, nonetheless, provides the necessary weight required to guarantee a powerful wind.

A masterpiece, in terms of precision, functionality, and performance, the 1919 Chronotimer Flyback Brown & Leather is available as of September 2018 and retails for \$6,350 (RRP) at Porsche Design Stores, specialty retailers, and online at www.porsche-design.com.

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About Porsche Design:

Porsche Design is an exclusive lifestyle brand founded in 1972 by Professor Ferdinand Alexander Porsche. His mission was to build a company that takes the principles and spirit of Porsche beyond the automotive world. All Porsche Design products stand for precision and perfection, smart functions, refined functional design and boast a high level of technological innovation. Created and designed by the Studio F. A. Porsche in Austria and brought to life by carefully-selected manufacturers. Porsche Design products are sold worldwide in over 130 Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store (www.porsche-design.com).

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