

Press Release

October 2018

Porsche Design Presents the New 911 Soundbar Black Edition

High-End Sound Meets Sports Car Design

Stuttgart. The new Porsche Design 911 Soundbar Black Edition transforms the exhilaration of Porsche's 911 GT3 racecar into an intense musical experience, delivering crisp mids, powerful bass, and visual-excitement to any space. The loudspeaker – limited to only 911 units – features the original rear silencer and tailpipe trim of the 911 GT3, giving the exclusive piece a familiar sensation reminiscent of the racetrack.

The 911 Soundbar Black Edition combines true hi-fi technology with functional design, highlighting the hand-finished original parts of the 911 GT3. Its powerful rear silencer and distinct tailpipe cover now function as subwoofers, which guarantee smooth, rich bass tones throughout listening. Employing modern acoustic testing procedures ensures the high-end system delivers flawless sustained sound quality. After finely sanding and polishing the rear silencer, a specially applied powder coating gives the unit a durable matte black surface. The glossy black surface of the tailpipe covers attractively contrast this effect.

In addition to iconic design, the 911 Soundbar Black Edition utilizes state-of-the-art technology to achieve unparalleled acoustics and powerful bass, including a 200-watt high-quality 2.1 virtual surround system, Dolby Digital decoder, DTS TruSurround™, Bluetooth® 3.0 wireless interface, stereo and virtual surround sound, a single analog and two digital analog inputs, as well as an LED display.

Press Release

October 2018

The 911 Soundbar Black Edition retails for 3500 euros (RRP) and is currently available for pre-order at www.porsche-design.com. Deliveries and in store purchases at Porsche Design Stores and Porsche Centers begin October 2018.

Press Release

October 2018

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).

For more information please visit www.porsche-design.com

For regular updates on Porsche Design, follow:

Facebook: <http://facebook.com/PorscheDesignGroup>

Instagram: <https://instagram.com/PorscheDesignOfficial>

Twitter: <http://twitter.com/PorscheDesign>

Press Contact:

Porsche Design Group

Nadine Cornehl

Head of Public Relations

Phone: +49-711-9111-2919

Email: nadine.cornehl@porsche-design.de