

## Press Release

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January 2019

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### Porsche Design Presents the Chronotimer GP Ice Race Special Edition

#### **Performance and Precision on Ice and Snow**

**Stuttgart.** Just in time for the start of the GP Ice Race, Porsche Design launches a special edition timepiece from the iconic Chronotimer collection, as the official timing partner for the 2019 event. The Chronotimer GP Ice Race Special Edition was designed exclusively for the historic ice race, being revived after nearly 45 years. Taking place in Zell am See, Austria from January 19th to 20th, the legendary multi-class event offers amateur and professional riders, teams, and manufacturers the opportunity to compete under the toughest conditions for two days on the frozen race track. The event also includes the traditional skjoring and performances by famous race drivers.

As the official timing partner, Porsche Design dedicates a functional, beautifully designed chronograph to the GP Ice Race, highlighting sporty characteristics through sophisticated details, such as ice-blue and polar-white details on the dial, along with a high-quality, perforated leather strap made from original Porsche interior leather. For the Porsche Design brand, whose roots are in Zell am See, it is both an honor and a duty to officially support the event in this capacity.

#### **Pioneering Achievements and Competitive Spirit**

Performance is everything in motorsport. The same is true of time measurement, particularly short-term measurement. Porsche Design is the intersection of these worlds. As a precise and reliable instrument, the chronograph is designed to measure top-class performance and best times. Every second counts – just like on the

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race track. Since the foundation of Porsche Design in 1972, the company has been rooted in Zell am See. The Chronograph I, the first watch designed by Professor Ferdinand Alexander Porsche and his team in 1972, was a world first. Inspired by a decade-long experience in motorsport, it was the first all-black wristwatch ever made. To guarantee intuitive legibility from every angle at any time, the dashboard instruments of Porsche sports cars are matte black, having little to no reflection. The same principle was successfully transferred to this timepiece. The next milestone followed in 1980 when the exclusive lifestyle brand incorporated Porsche's lightweight construction principle to the world of watches with a timepiece made entirely of titanium. In addition to being hypoallergenic, it offered unparalleled lightness and durability.

The Chronotimer Collection's style refers to the Chronograph I and highlights the brand's roots in motorsport. As the latest addition, the Chronotimer GP Ice Race Special Edition embodies the spirit of Porsche and pays tribute to the first Porsche Design Chronograph from 1972. Like all Porsche Design timepieces, the 42-mm case is made of lightweight, resilient titanium. The characteristic black titanium carbide coating accentuates the expressive sporty design. The matte black dial, focused on perfect legibility, has a deeply dynamic look. The GP Ice Race logo pays tribute to the rebirth of the legendary race, and the ice-blue and polar-white accents refer to the difficult conditions on the icy race track. Behind the case back's blackened sapphire crystal, classic Swiss watchmaking puts the pedal to the metal: the automatic calibre ETA Valjoux 7750, which powered the Chronograph I. This version is equipped with the personalized Porsche Design Icon rotor. The inscription "GP ICE RACE" on the case back also highlights the exclusivity of the timepiece. The watch's

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harmonious color composition also includes the strap. Made of original, high-quality Porsche interior leather and distinguished by white contrast stitching, it perfectly complements the balanced design.

The Special Edition effortlessly supplements the exclusive Chronotimer Collection, which currently consists of 13 different model versions, and sets standards in the field of functional, luxury sports watches. The chronograph is available as of mid-December at [www.porsche-design.com/GP-Ice-Race-Special-Edition](http://www.porsche-design.com/GP-Ice-Race-Special-Edition), as well as selected Porsche Design stores and high-end retailers in Austria and Germany.

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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 over 130 Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store ([www.porsche-design.com](http://www.porsche-design.com)).

For more information please visit [www.porsche-design.com](http://www.porsche-design.com)

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