

## Press Release

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March 2019

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### Porsche Design Presents 1919 Chronotimer Flyback Black & Leather

#### **Focusing on Maximum Functionality**

**Stuttgart/Basel.** Porsche Design expands its series of 1919 Collection timepieces with the introduction of the 1919 Chronotimer Flyback Black & Leather. Paying meticulous attention to detail, intelligent design meets maximum functionality, putting the Porsche philosophy directly on the wrist. Tested and certified by the official Swiss Chronometer Testing Institute (COSC), the innovative 1919 Chronotimer Flyback Black & Leather – in addition to its technical features – stands out and competes through use of its sophisticated silhouette and subtle design cues.

#### **A Style-Defining Classic**

Like the legendary sports car, the timepiece provokes with its minimalist design, uncompromising functionality, and outstanding performance. The Porsche 911 has been the benchmark for sports cars since 1963 – synonymous with racing, victory, emotion, and innovation. It was also the inspiration for the company founded by Professor Ferdinand Alexander Porsche. In 1972, Porsche Design introduced the Chronograph I, a classic that shaped the entire world of watches: the first matte black chronograph, mirroring the 911's speedometer and tachometer. The new 1919 Chronotimer Flyback Black & Leather is a continuation of this uncompromising design with a clear focus on functionality: an all-black understated interpretation of the classic designed by F. A. Porsche. The sleek design of the generously proportioned dial focuses on the essentials, while the dark contrast guarantees excellent legibility.

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### **Lightweight Engineering for the Wrist**

The legendary sports car and the exclusive timepiece also share the same genesis in featherweight construction: this is optimized engineering for the wrist. Every 1919 Collection model – including the 1919 Chronotimer Flyback Black & Leather – is made entirely of titanium. The chronograph's strap is made of high-quality cowhide leather, just like the seats of a Porsche, utilizing the same attention to detail as in the sports cars.

### **Maximum Performance**

The innovative watch, powered by the Porsche Design Werk 01.200 caliber, – equipped with a state-of-the-art flyback complication – can quickly measure successive intervals, such as lap times on the racetrack. The 4-hertz automatic movement is the result of cutting-edge production methods combining in-house engineering and watchmaking expertise with vehicle manufacturing proficiency. The movement's exposed automatic bridge provides an unobstructed view of the flyback mechanism and the automatic gears, thereby systematically implementing Porsche's approach to lightweight engineering. The energy-optimized Porsche Design rotor, visible through the sapphire crystal back, is PVD-coated and carries a tungsten weight. Thanks to its heft, the material helps provide the energy necessary for maximum winding power.

The 1919 Chronotimer Flyback Black & Leather will be available as of September 2019 for 5,950 Euros (RRP) at Porsche Design stores, specialty retailers, and online at [www.porsche-design.com](http://www.porsche-design.com).

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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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Press Contact:

### **Porsche Design Group**

Nadine Cornehl

Head of Public Relations

Tel.: +49 (0)711 911-12919

Email: [nadine.cornehl@porsche-design.de](mailto:nadine.cornehl@porsche-design.de)