

Presse Release

March 2020

Porsche Design presents a new addition to the 1919 Chronotimer Flyback collection

Time for a new design icon

Stuttgart. Two years ago, Porsche Design debuted the 1919 Chronotimer Flyback Brown & Leather, a genuine manufactory chronograph that set new standards in the world of luxury wristwatches. Equipped with a complex flyback function with chronometer-certified precision, the Porsche Design Werk 01.200 represents state of the art. In addition to its innovative inner workings, the timepiece, like its legendary role model, the Porsche 911, unites uncompromising functionality, thoroughly designed in all details, with an expressive sporty appearance. Now, Porsche Design launches this chronograph classic in a new edition with a bold colour combination. The dial and strap, made from Porsche interior leather, radiate a subtle blue hue.

A fascinating shape

The Porsche 911 is an icon that has sparked enthusiasm for decades. Since its launch in 1963, the sports car has been a synonym for the perfect combination of design and performance. The sports car icon's secret of success is surprisingly simple. Its creator, Professor Ferdinand Alexander Porsche, consistently focused on form and function, so that the legendary minimalist design was a natural consequence. "Design has to be honest," emphasised the founder of the Porsche Design company. This maxim also applies to Porsche Design's timepieces that translate the DNA code of the sports car into the design of a wristwatch. The 1919 Chronotimer Flyback Blue & Leather continues the tradition of the company's first timepiece, the Chronograph I, which Prof. F. A. Porsche introduced in 1972. The large-scale, high-contrast dial is all about legibility, so that the attention is automatically directed to the essentials, namely the time display and the measurement functions. Clean Arabic numerals and bold markers combined with intense use of Super-Luminova increase the readability under difficult lighting conditions and at night. Sevenfold and hard coated on both sides, the sapphire crystal prevents all light reflections, thus guaranteeing optimum readability at all times.

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Lightweight and powerful

All timepieces of the 1919 Collection – including the 1919 Chronotimer Flyback collection – are entirely made of titanium. Despite its low weight this high-tech material that stems from the world of motorsport is extremely resilient and resistant. With the same volume, it is 46 percent lighter than stainless steel, but significantly stronger and also non-magnetic, anti-allergic as well as saltwater and heat resistant. Titan therefore offers an unparalleled wearing comfort on the wrist. In keeping with the lightweight construction principle, the case is designed as slim as technically possible. The signature trademark of the 1919 Collection are the characteristic openings on the lugs and their form-fitting transition into the bracelet. These features not only eliminate the design-related disadvantage of classic horns – the connection via a spring bar – but also lend a unique lightness to the collection's puristic aesthetics. The owner can literally feel the connection to the sports car on his wrist: the strap is made of original Porsche interior calf leather.

Maximum performance

The 1919 Chronotimer Flyback Blue & Leather is powered by Werk 01.200. This chronograph calibre offers a flyback mechanism that allows the measurement of successive intervals, for example lap times on the racetrack. It uses a single process for starting, stopping and resetting. Paced at 4 hertz, the automatic movement represents the culmination of Porsche engineering and watchmaking combined with its vehicle manufacturing expertise. The bridges are load/stress optimised. The special architecture allows the unobstructed view of the fascinating mechanism of the flyback function through the sapphire crystal caseback and is a further proof of the implementation of the lightweight principle. As is representative of Porsche Design, the movement is black. Its energy-optimised rotor with the signature engraved PD-Icon is PVD coated and partially crafted from tungsten. Extremely difficult to process, this material provides the necessary weight to guarantee a highly powerful winding. Werk 01.200 also bears a certificate of the Swiss C.O.S.C. institution, verifying the accuracy of its performance.

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With a convincing overall package combining engineering competence, performance and aesthetics, the 1919 Chronotimer Flyback Blue & Leather is perfect for everyone who prefers to drive ahead.

The 1919 Chronotimer Flyback Blue & Leather is available from March at a price of 5,950 Eur (RRP) in Porsche Design Stores, specialist shops and online at 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).

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