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## Press Release

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August 2020

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### *Porsche Design presents the new Sport Chrono Collection*

## **A manufacture chronometer inside the new Panamera and on the wrist**

**Stuttgart.** Porsche Design revs up with the new Porsche Panamera: for the first time, the must-have Sport Chrono Package includes an exclusive chronometer from Porsche Design. This will allow performance enthusiasts to keep an eye on their personal record time at every second. The exclusive clock features a high-quality metal dial, ceramic indices and manufacture-made hands. Thanks to a specially developed lighting technology, the time is displayed in the fashion of a high-quality made wristwatch and offers perfect readability in poor light conditions and even in the dark. In addition to the Sport Chrono Porsche Design clock designed for the car interior, the company introduces the Sport Chrono wristwatch collection.

The new product line, which includes a chronograph and three “three-hand models” with small second, combines classic design features, materials and the typical performance characteristics of sports car construction. The automatic chronograph is powered by the C.O.S.C.-certified Porsche Design caliber WERK 01.100, while the three variants of the Sport Chrono Sub Second are equipped with the new, in-house developed Porsche Design caliber WERK 03.200, which also earned a C.O.S.C. chronometer certificate for proven accuracy. Like the dashboard instruments, the automatic movement puts the display of the small seconds at six o'clock into the spotlight, highlighting once again Porsche Design's watchmaking expertise and offering customers and friends of the Porsche brand the opportunity to wear a feature of their sports car on their wrist.

### **Back to the roots**

First there was the sports car. This rings true for the evolution of Porsche Design's Chronograph I. Inspired by the instruments from the Porsche 911 dashboard, the iconic timepiece quickly turned into a global success after its debut in 1972. The matte black dial which was reduced to the bare essentials is legendary and has continued to be a role model in the industry to this day. Thanks to its pure white indices and hands, it was easy to read at any time of day and from any angle. The central red stop seconds hand, that mimicked the tachometer, was likewise inspired

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by the cockpit of the sports car. The reduced design was not considered a gimmick, but rather the logical consequence of the highest design credo – that a harmonious design results from the underlying function. This was the philosophy of Professor Ferdinand Alexander Porsche.

### **Porsche Sport Chrono Package: Easy to read in every second**

When the legendary Porsche 911 was first launched, the dashboard instruments included an electric timepiece as part of the 5-tube instruments. In the early 2000s, Porsche added an additional central instrument that was placed prominently in the middle. Initially displaying lap times, it was continuously refined to provide more control functions for engine and chassis components as well as the exhaust system. As part of the so-called “Sport Chrono Package,” it was not a classic three-hand clock, but rather an instrument with a digital display and a single hand.

With the new Sport Chrono Package and Porsche Design's Sub Second timepiece, the vision of combining a sports car with a perfectly readable instrument in the form of a premium wristwatch chronometer has become reality. Available for the first time in the new Porsche Panamera models, it is an electrically powered clock. It is being offered in manufacture assembly, which features a high-end metal dial with radial cut, ceramic indices with Superluminova coating and metal hands. In combination with the specially developed incident-light technology, the very effect of Porsche Design timepieces is being transferred to the car interior. Easy to read, from every angle, at every second.

### **Porsche Design Sport Chrono Sub Second: Big time for small seconds**

The launch of the extended Sport Chrono Package is accompanied by the launch of the new Sport Chrono collection wristwatches, including a chronograph and three “three-hand models” with small second at 6 o'clock. The Sport Chrono Sub Second models are powered by the newly developed in-house Porsche Design caliber WERK 03.200 with C.O.S.C. certification. Available in Titanium & Black, Titanium & Blue or Titanium & Brown color combinations, they appeal not

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only with their stylish, reduced design, but also their titanium case. A hallmark of Porsche Design, titanium is water-resistant to 100 metres, extremely robust and highly comfortable to wear because of its particular light weight.

The same applies to the automatic chronograph with the Porsche Design caliber WERK 01.100. In contrast to the Sub Second chronometer models, which are equipped with a closed case back, the chronograph boasts a sapphire crystal case back. The high-quality design and winding rotor with the P-Icon can be seen through the sapphire crystal case back. Other classic Porsche Design features include the sevenfold anti-reflective sapphire crystal with hard coating, the high-quality leather strap made from genuine Porsche interior leather and the titanium folding clasp with safety push buttons.

The models of the new Porsche Design Sport Chrono Timepieces Collection will be available from September 2020 at a price from Euro 4,450 (RRP) in Porsche Design Stores, from specialist 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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