



PORSCHE

911 Targa 4 GTS: Combined fuel consumption 10.7 - 9.9 l/100 km (NEDC); 11.3 - 10.8 l/100 km (WLTP); Combined CO₂ emissions 243 - 227 g/km (NEDC); 257 - 245 g/km (WLTP)

Porsche Design presents the 2022 50Y Anniversary Campaign: "It's About Time"

IT'S ABOUT TIME TO CELEBRATE: Porsche Design celebrates 50 years of engineered passion.

Porsche Design's 50th anniversary begins today with a spectacular launch at the Porsche Museum in Stuttgart, Germany. 50 years of Engineered Passion is a philosophy that always combines puristic design language with intelligent function. Founded in 1972 by Professor Ferdinand Alexander Porsche, Porsche Design has been developing products with a style defined by timelessness for five decades.

Now, as ever, each product stands for exceptional precision and performance at the highest technological standard: from the first, legendary all-black Chronograph I to sunglasses with innovative interchangeable lenses, writing instruments, bags and luggage – to objects such as pipes, innovative kitchen appliances and even developing a unique hotel brand.

Dr. Jan Becker, CEO Porsche Lifestyle Group, says, "It fills us with pride to see that Porsche Design has continued to develop the vision, innovation and creativity of the brand in the decades since it was founded by Prof. F. A. Porsche, and we continue to inspire customers all over the world with our diverse product portfolio. Our goal for the future remains focused on creating timeless design icons in all areas of life."

Dr. Ing. h.c. F. Porsche AG

Öffentlichkeitsarbeit, Presse, Nachhaltigkeit und Politik

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The Porsche Museum is the perfect backdrop for the presentation of the new anniversary editions of the Chronograph I, including the **Chronograph 1 - 1972 Limited Edition** and the world premiere of two Porsche sports car models – from 1972 and 2022 – as a tribute to half a century of design history.

A six-month special exhibition at the Porsche Museum will also open, offering glimpses into Porsche Design's fascinating company history through a wide range of informative and unique exhibits.

In 2022, Porsche Design celebrates 50 years with a worldwide campaign that pays tribute to the past, celebrates the present and sets the stage for what's to come. **IT'S ABOUT TIME.**

1972–2022: TIME PASSES. DESIGN ENDURES.

“If you analyze the function of an object, its form often becomes obvious.” - Professor F. A. Porsche

Following this premise, F. A. Porsche created one of the most significant design objects in contemporary history with the Porsche 911. His vision of carrying the principles and legend of Porsche far beyond the frontiers of the automobile lives on to this day in all Porsche Design creations.

The 50Y Porsche Design campaign highlights the special significance of ‘time’ across the entire anniversary year. The Chronograph I marks hour zero in the company's history. F. A. Porsche's first product design, and the world's first black chronograph, was a trendsetter in its day and remains a ground breaking design icon for the brand. This revolutionary timepiece was also the first design to transfer automotive aesthetics and technological sophistication to other product categories. This is why both exceptional watches and special sports cars are the focus of our message during this anniversary year. The reissue of design icons in the form of the **Chronograph 1 – 1972 Limited Edition** (the first Porsche Design watch) and the **Chronograph 1 – 911 Edition 50Y Porsche Design**, as well as the world premiere of the **Porsche 911 S 2.4 Targa Classic** and the new **Porsche 911 Edition 50 Years Porsche Design special model**, will be flanked by unique events, exclusive releases and the limited edition 50Y Capsule Collection.

“I am delighted that the philosophy and pioneering design language of our founder, F. A. Porsche, lives on in every Porsche Design product. Today, the brand represents an

entire lifestyle and manages again and again to combine technical innovations with maximum functionality and puristic design to set new standards,” adds Dr. Jan Becker.

What all Porsche Design products have in common is inspiration drawn from the brand’s design heritage, skilfully brought into the modern day, and presented in a new way to mark the 50th anniversary.

IT’S ABOUT TIME FOR THE TARGA AND TIMEPIECE

The Chronograph I is making a comeback to commemorate the anniversary: limited to 500 watches worldwide, the Chronograph 1 – 1972 Limited Edition pays homage to the 1972 original yet is technically state-of-the-art.

“Time passes, but design endures,” says Dr. Jan Becker of the brands most important product categories. “The Porsche Design Chronograph I reissued for 2022 reflects F. A. Porsche’s original approach to design. This particular timekeeper, as well as our other anniversary product highlights, will hopefully be a part of life for generations to come.”

While the design remains completely unchanged, the watch is equipped with a high-performance, modern Porsche Design automatic movement with COSC certification. The dial, crown, clasp and case-back bear the historic Porsche Design logo. The tachymeter scale around the dial and the day and date indicators feature the typography of 1972. High-performance titanium, which is also frequently used in automobile construction, was used for the case and watch band.

As a testament to the birth of the brand, a one-of-a-kind 1972 Porsche 911 S 2.4 Targa has also been restored. The vehicle was extensively restored by Porsche Classic in close collaboration with Porsche Design and bears the recognizable signature of F. A. Porsche. Equipped with special details inspired by the Chronograph I, the vehicle unites heritage and modernity.

Porsche is also honoring the 50th anniversary of Porsche Design with the launch of a special model limited to 750 vehicles: the Porsche 911 Edition 50 Years Porsche Design. Its equipment details reprise typical designs and stylistic elements from Porsche Design. This exceptional sports car can be complemented with a matching timepiece, the Chronograph 1 – 911 Edition 50Y Porsche Design. The watch is reserved exclusively for owners of the special edition anniversary vehicle. Also limited to 750 pieces, it is inextricably linked to the sports car by its unique edition number engraved on the back of the case.

IT'S ABOUT TIME TO TELL THE STORY

The emotional short film "It's About Time – 50 years of Porsche Design" brings the history of Porsche Design to life in fictional form to mark the 50th anniversary. It tells the story of generations, of yesterday and today, of icons and innovations, of precision and timeless design. It is impossible to overlook how strongly the aspect of time shapes the brand's DNA in every way – and how the legacy of 50 years is being carried into the future.

IT'S ABOUT TIME TO CREATE NEW ICONS

The limited 50Y Porsche Design Capsule Collection translates 50 years of design history into new, iconic products using state-of-the-art materials. The collection includes watches, eyewear, bags and luggage, fashion, sportswear and accessories. Style-defining elements include nods to the legendary checkered flag from the racing world and Satin Platinum accents, which can be found throughout the entire collection. Iconic sunglasses from the past have been reissued as anniversary editions, alongside the launch of the new innovative Porsche Design P'8950 Iconic 3D. The exclusive look of these avant-garde sunglasses is possible thanks to a modern 3D print manufacturing technology that melts titanium powder. The model pays homage to the brand's legendary Shield glasses from 1979. The Porsche Design 50Y P'8478 is the updated version of the legendary exclusive glasses with tear drop-shaped lenses and the world's first interchangeable lens mechanism. These, as well as the Porsche Design 50Y P'8928, a popular and fashionable Squared Aviator form of interchangeable-lens eyewear, will be available as limited product bundles.

IT'S ABOUT TIME TO GET INSPIRED

The exclusive '50Y Porsche Design' coffee table book, published to commemorate the anniversary, pays tribute to the founding father of the brand, and celebrates the history of the brand and the overarching Porsche Design credo. Designed in the style of a high-quality magazine, the book takes readers on a creative journey through three eras: the past, present and future. The visionary ideas of the innovative design masterminds from Zell am See, Austria, are presented across 12 chapters, revealing the creative power of the brand, and elucidating the philosophy behind the products – all illustrated with fascinating images. The contents include contributions from inspiring authors including trend researcher, Carla Buzasi. Porsche Design fans around the world are in for a treat.

You can find further information about the campaign, brand, and anniversary year at: <https://www.porsche-design.com/50Y>

ABOUT PORSCHE DESIGN:

Dr. Ing. h.c. F. Porsche AG

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In 1963, Professor Ferdinand Alexander Porsche created the 911, one of the most significant design objects in contemporary history. With his vision to take the principles and the spirit of Porsche beyond the automobile itself, he founded the exclusive lifestyle brand Porsche Design in 1972. His philosophy and designs live on in all Porsche Design products. Every Porsche Design product is synonymous with extraordinary precision, perfection an impressive level of technological innovation and a unique symbiosis of intelligent functions and purist design. Designed by the legendary Studio F. A. Porsche in Zell am See Austria, Porsche Design products can be found worldwide at Porsche Design Stores, exclusive department stores and retailers as well as online at (www.porsche-design.com) and (<https://shop.porsche.com>).