

# PORSCHE DESIGN

## PRESS RELEASE

### Porsche Design expands color palette for the custom-built Timepieces configurator

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June 2022

#### **'The Sports Car for The Wrist' Offers Now Even More Color and Design Options and Is Available in Additional Countries**

**Stuttgart, Germany.** In 2020, Porsche Design's custom-built Timepieces program revolutionized the luxury watch industry, unveiling chronographs that exude a captivating abundance of individuality. Two years after its successful launch – and at the same time as the start of the unique program in Austria – 114 new historic and iconic Porsche paint colors are being added to the range of design options. Customers can now personalize the ring on the watch face with Porsche colors including gulfblue, rubystar, and mintgreen – vivid shades from the 1990s that have gained cult status among Porsche fans. Watch lovers can look forward to replicating the iconic look of Porsche models from the past on their wrists, with an expanded color palette that takes the number of configuration options to more than 300 million.

#### **One Watch. Limitless Possibilities.**

The custom-built Timepieces program goes beyond offering superior watch models, allowing customers to personalize their chronograph via countless design combinations. The specially developed watch configurator brings together different ideas of what luxury means, allowing individuals to create a one-of-a-kind 'sports car for their wrist' that is tailored to their personal preferences, or designed to match their Porsche 911. Although timepieces prior to 2020 included elements from the iconic Porsche 911, the custom-built Timepieces program introduced the use of the online configurator and applied sports car production principles to produce a watch that fully appeals to each individual's taste. The 911 and the timepiece share many details. For example, the optics of the dial are modeled after the sports car's instrument

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panel and tachometer. The strap can also be customized to the owner's preferences. Whether they opt for the soft leather strap or the timeless titanium alternative with a black or titanium finish, the material and color options replicate the interior of the 911. The option to add contrast stitching made from the actual thread used in Porsche vehicles, available in any color from the 911 range, adds the finishing touch.

#### **Flawless Performance**

The self-winding watch is a masterpiece created by its wearer, with the winding rotor providing the energy to keep the heart of the timepiece beating. The configurator offers a choice between the Porsche Design icon rotor in Black or winding rotor designs that replicate the shape of the various alloy wheels on the current 911. Remaining true to the original style of the wheel, the personalized winding rotor includes a center lock featuring the Porsche Crest. A message, name, or the vehicle identification number of the customer's own Porsche 911 can be engraved on the case back of the custom-built Timepiece to give this unique chronograph a personal touch<sup>1</sup>.

Every custom-built Timepiece is based on the Porsche Design Chronotimer. The case is made of titanium and features a high level of craftsmanship that is characteristic of Porsche Design, making the watch extremely light, durable, hypoallergenic and comfortable to wear. Every custom-built Timepiece is powered by the Porsche Design WERK 01.100 caliber. This self-developed chronograph caliber is COSC-certified, combining state-of-the-art manufacturing

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<sup>1</sup> A maximum of twelve characters including spaces

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techniques with high-precision engineering and watchmaking craftsmanship, superior-quality materials, meticulous processing, and a loving eye for detail.

#### **Launch of the custom-built Timepieces program in Austria**

Due to the great success, Porsche Design is rolling out the custom-built Timepieces program in others markets. "This innovative concept fulfills the desire of many Porsche customers to design a chronograph for their wrist that matches the dream sports car in their garage," says Dr. Jan Becker, CEO Porsche Design Lifestyle Group. The custom-built Timepieces are already available in Germany, the United States, the UK and Switzerland. The roll-out in France took place at the end of April and the program is now launched in Austria. The additional color options will also be available in all markets from June 15th. In addition to configuration via the web-based Porsche Design Timepiece configurator ([www.porsche-design.com/custom-built-timepieces](http://www.porsche-design.com/custom-built-timepieces)), interested customers can also design and order their individual chronograph as part of a vehicle consultation at participating Porsche Centers around the world.

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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 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 regular updates on Porsche Design, please follow:**

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The colour displayed may differ from the true colour due to the calibration of the output device (monitor, printer etc.).

Porsche 911

NEDC: Fuel consumption combined 13.3 – 9.4 l/100 km; CO2 emissions combined 304 – 215 g/km

WLTP: Fuel consumption combined 13.0 – 10.3 l/100 km; CO2 emissions combined 294 – 233 g/km

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Consumption and emission data determined in accordance with the measurement procedure required by law. As all new cars offered by Porsche are type-approved in accordance with the WLTP, the NEDC values are therefore derived from the WLTP values.

Further information on the official fuel consumption and official, specific CO2 emissions of new passenger cars is available in the publication entitled "Guidelines on fuel consumption, CO2 emissions and power consumption of new passenger cars", which is available free of charge from all sales outlets and from DAT.