

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Innovative Chronograph 1 – 911 Dakar and 911 Dakar Rallye Design Edition with Titanium Carbide Case

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November 2022

Time for New Motorsport Adventures off the Road

Stuttgart, Germany. Porsche presents the new 911 Dakar, thus reviving the myth of the most famous rally in racing history. Exclusively for buyers of these extraordinary sports cars, Porsche Design is launching the new Chronograph 1 – 911 Dakar and the Chronograph 1 – 911 Dakar Rallye Design Edition. The handcrafted timepieces are a consistent continuation of the iconic design highlights of their motorized role model and inspire with a revolutionary world first: a highly scratch-resistant case made of titanium carbide.

Innovation by Tradition – the First Chronograph Case Made of Titanium Carbide

Forty years after Porsche Design became the first watch manufacturer to have a chronograph made of titanium, the in-house manufacturing company in Solothurn, Switzerland, has succeeded in molding a chronograph case from the robust and highly scratch-resistant material titanium carbide. The intensive five-year development work rigidly followed the innovative spirit of the company founder Ferdinand Alexander Porsche, who once said: "It gives me pleasure to make things better." The smallest scratches caused by fine sand, for example, are now a thing of the past. This means the wearer is ideally equipped when the 911 Dakar gets stuck in the desert sand. Moreover, titanium carbide is not subject to any visible aging process, is hypoallergenic, and even lighter than titanium. The ceramic material can be recognized by its striking black powder-coated look and elegant crystal structure. The new abbreviation "TiC" (titanium carbide) for the innovative material adorns the dial in striking red.

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White, Blue, Gold, Red – the Colors of a Motorsport Legend

Every time the wearer looks at their wrist, the Chronograph 1 – 911 Dakar offers optimum readability. The red 60 of the minute scale on the dial catches the eye just as quickly as the red stop hands. In addition, the markings of the small hour display for whole hours are wider than the half-hour markings. The dial in black offers a sporty contrast to the Porsche Design WERK 01.240 with flyback function lettering in red. With the “911 Dakar” lettering above the date display at 3 o’clock, the chronograph clearly reveals its many similarities with the limited Porsche special model. The Chronograph 1 – 911 Dakar Rallye Design evokes memories of a historic motorsport success with an additional rough roads graphic in white, blue, gold, and red in the small seconds: back in 1984, Porsche won the automobile classification of the Paris–Dakar desert rally with the modified 953 in these colors.

Anything but a Mirage

The winding rotor of the watch corresponds to the rim of the Porsche 911 Dakar right down to the smallest detail. Analogous to the vehicle configuration, the rim design of the two timepieces is available in black satin and solid white. For the Chronograph 1 – 911 Dakar, the winding rotor is also available in Vesuvius gray. Should the choice fall on black satin gloss or Vesuvius gray, the rim ring is in brilliant silver. The modern Porsche crest adorns the central cap in the selected rim color. Set into a titanium case back, the rotor and Porsche Design WERK 01.240 are protected from the next sandstorm by a scratch-resistant sapphire glass with seven-fold anti-reflective coating. The pushers and crown are also made of titanium. The engraved limitation number on the case back emphasizes the close connection to the Porsche 911 Dakar, which is also limited and bears the same number.

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COSC-Certified Caliber with Flyback Function

The COSC-certified Porsche Design WERK 01.240 features a flyback function that combines starting, stopping, and resetting in a single operation. This makes the Chronograph 1 – 911 Dakar the perfect companion for the next great adventure in which every second counts. The quick-change system of the high-quality straps also works in the same spirit, enabling the leather straps to be exchanged without the use of tools. The strap made of black leather including contrast stitching in Shadegreen and a perforation with backing made of Race-Tex in Shadegreen is derived from the seat middle of the Porsche 911 Dakar. The leather strap for the Chronograph 1 – 911 Dakar Rallye Design Edition also immediately reveals the inspiration from the seat middle with black leather and contrast stitching as well as a perforation with backing made of Race-Tex in Shark Blue.

The Porsche Design Chronograph 1 – 911 Dakar and Chronograph 1 – 911 Dakar Rallye Design Edition can be ordered exclusively by buyers of the new Porsche 911 Dakar and 911 Dakar Rallye Design at authorized local Porsche dealers from November 17, 2022 at a price starting at \$14,500 (RRP). All information can be found at porsche-design.com. The timepieces are limited to a total of 2,500 pieces, and customers will receive them together with a plaque in a high-quality box. The joint limitation number of the Porsche 911 Dakar and the matching timepiece on the plaque display the affinity between these two fascinating collector's items.

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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).

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Instagram: www.instagram.com/PorscheDesign

Press Contact:

Porsche Lifestyle Group

Angélique Kreichgauer

Head of Public Relations

Cell: +49-152-3911-6242

Email: angelique.kreichgauer@porsche-design.de

Porsche Design

Kerstin Hamann

Head of Marketing & Public Relations

Cell: +323-448-7615

Email: kerstin.hamann@porsche-design.us