

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Chronograph 1 – GP 2023 Edition

Page 1 of 4

December 15, 2022

Tradition Meets Zeitgeist – On the Wrist and On the Ice Racetrack

Stuttgart, Germany. Porsche Design is once again the official timing partner of the GP Ice Race in Zell am See, Austria, in January 2023. For the fourth new edition of the legendary ice race, the design brand is presenting a special edition of the Chronograph 1 in a limited edition of 250 pieces. Ferdi Porsche, nephew of Professor Ferdinand Alexander Porsche, the founder of Porsche Design, and organizer of the GP Ice Race since 2019, was even more closely involved in the development of the chronograph this time and set decisive accents in the design process.

Back to the Roots

For Ferdi Porsche, the collaboration with Porsche Design is very close to his heart, because it was his uncle who revolutionized the world of watches back in 1972 with the Chronograph I, the first all-black wristwatch, thus laying the foundation for the Porsche Design brand. With this partnership, Porsche Design is sending a clear signal, as Zell am See has also been home to the design studio for decades. Since 1974, functional and iconic Porsche designs have conquered the world from here. Together with his feel for form and color, the trained architect Ferdi Porsche incorporated his uncle's philosophy into the creation of the timepiece with the design team of Studio F. A. Porsche. He intensively accompanied the development of the chronograph in Porsche's own watch factory in Solothurn, Switzerland. The result is a timepiece that is visually based on the original from 1972 but, at the same time, embodies a modern zeitgeist. "It has become a very distinctive chronograph that takes me back to my roots. Always

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Chronograph 1 – GP 2023 Edition

Page 2 of 4

December 15, 2022

on my wrist, the timeless design is the perfect companion for any style, any occasion, and on any day. The special thing about it is that motorsport enthusiasts immediately recognize the story behind it," says Ferdi Porsche.

Innovation by Tradition

The focus in the development process of the new Chronograph 1 – GP 2023 Edition was on optimizing its function as a timekeeping instrument and on the racetrack. The design of the GP timepiece is faithfully based on its iconic model from 1972, which was derived from the aesthetics of the dashboard of the Porsche 911. Fluorescent hour indices and exceptionally bright Super-LumiNova® luminous material create a maximum contrast on the matte-black dial. Together with the seven-fold antireflective, scratch-resistant sapphire crystal with hard coating, this ensures optimal readability. But it would not be a "genuine" timepiece in the sense of the Porsche Design founder if its functionality and refined design details had not been further developed in crucial places: the pointed minute hand (rectangular in the original), the red stop hands (white in the original), and the uncoated silver titanium case. The latter is more than an innovative design statement of the young generation that makes this limited edition of the Chronograph 1 unique. Rather, the goal here is to reduce weight. A highly precise drive is produced by the WERK 01.240 caliber with flyback function and COSC certification, innovative quick-switch date display, and bilingual day display. The case is dynamically water-resistant to 10 bar and has a diameter of 40.8 mm. As a reminder of the original, the historic Porsche Design logo can be found on the dial, crown, and clasp as well as on the back of the case. In addition to the edition number, another highlight is a laser engraving of the GP logo: a Yeti sitting on a tractor. The bezel has a 60-minute scale, and the controls are in contrasting black.

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Chronograph 1 – GP 2023 Edition

Page 3 of 4

December 15, 2022

Special Textile Strap for Racing Drivers and Winter Sports Enthusiasts

The GP 2023 Edition features two bracelet variants. The modern white GP badge, which already adorned the GP 2022 Edition, ensures a high level of functionality, as the textile strap allows the watch to be put on quickly and worn comfortably over a ski or racing suit – for example, when skijoring. In this traditional ice-racing winter sport, daredevil skiers were originally pulled across the ice track by horses; today, this is done by horsepower in the form of sports cars. As an alternative to the special GP badge, the strap is also available as a classic black version made of fine vehicle leather and with a matte-black titanium folding clasp. Customers receive the high-quality timepiece in a black box with a laser-engraved acrylic plaque. A must-have for all watch enthusiasts and Porsche fans.

The strictly limited Porsche Design Chronograph 1 – GP 2023 Edition can be ordered from December 15, 2022, onwards at [porsche-design.com](https://www.porsche-design.com) and in Porsche Design Stores worldwide at a price of 8.950 euros.

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Chronograph 1 – GP 2023 Edition

Page 4 of 4

December 15, 2022

About the GP Ice Race:

With the GP Ice Race 2023, a spectacular event is now picking up speed once again – a collaboration that combines both sports cars and time as well as tradition and the future in an innovative and highly aesthetic way. Three exciting days of motorsport under extreme conditions and an extraordinary atmosphere. It almost fell into oblivion. After a break of almost half a century, the tradition has come back to life. What started as an idea of two friends is a spectacular winter event for motorsport fans. The values that the GP Ice Race has always stood for, such as tradition and innovation, will now be joined by another mission that is very close to the initiators' hearts – the Ice Race is to become a synonym for sustainable motorsport and future-oriented mobility. Very much in keeping with Prof. F. A. Porsche, who likewise always left his unique designs as a legacy for tomorrow's world.

About Porsche Design:

In 1963, Professor Ferdinand Alexander Porsche created the 911, one of the most iconic design objects in contemporary history. With his vision of taking the principles and myth of Porsche beyond the boundaries of the automobile, he founded the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language live on in all Porsche Design products to this day. Every Porsche Design product stands for exceptional precision and perfection at a high level of technological innovation and for a unique symbiosis of intelligent functions and purist design. Designed by Studio F. A. Porsche in Zell am See, Austria. Available worldwide in Porsche Design stores, exclusive department stores, specialist retailers, and online at www.porsche-design.com.

Follow us here:

Facebook: www.facebook.com/PorscheDesign

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