

# PORSCHE DESIGN

## PRESS RELEASE

50Y Porsche Design. Anniversary editions: Chronograph 1 – 911 Edition  
50Y Porsche Design / Porsche 911 Edition 50 Jahre Porsche Design.

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18/01/2022

The sports car on your wrist

### **Chronograph 1 – 911 Edition 50Y Porsche Design**

**Stuttgart.** The history of Porsche Design is defined by an unwavering commitment to uncompromising form and a reduction to the essentials. This ideal of maximum precision and performance was typified by the Chronograph I developed by Professor Ferdinand Alexander Porsche 50 years ago, in 1972: a timeless, sporty precision instrument in a purist form language. With it, the designer of the legendary Porsche 911 transported the design principles of the automotive world to another product realm. It was a premiere in several respects: the Chronograph I was the world's first completely black watch. For the first time, the designer successfully achieved his idea of transferring the design, aesthetics and functionality of a sports car to a watch. The readability of the dial, for example, was derived from the dashboard in the cockpit of the car. Porsche Design has repeatedly mastered this transfer of ideas and the link between the two worlds ever since, and 2022 – its 50th anniversary year – will certainly continue that tradition.

### **The Chronograph I. Born in 1972. Redefined in 2022.**

To celebrate the occasion, Porsche Design is reissuing the Chronograph I for the first time, with two versions of the legendary watch. Each traces a straight line back to 1972, but technically they're state-of-the-art – developed and manufactured at Porsche Design's in-house watchmaking workshop in Solothurn, Switzerland. In addition to the **Chronograph 1 – 1972 Limited Edition**, of which only 500 will be available, the brand is launching a model of the timepiece to go with the vehicle.

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The **Chronograph 1 – 911 Edition 50Y Porsche Design** is available exclusively to buyers of the 750 Porsche 911 Targa GTS Porsche Design 50th Anniversary Edition sports cars. The watch is inextricably linked to the sports car by its unique edition number on the back of the case. Porsche Design remained true to the appearance of the original chronograph of 1972. In place of the historic brand design, the current logo and lettering were used. Such details enable the transition of the timepiece to the modern era and link it with the design philosophy of the Porsche 911 that was introduced by F. A. Porsche and endures to this day.

The bilingual date display and the red stopwatch second hand are identical to the Chronograph I of 1972. Bringing the watch into the present and underlining its connection to the world of motorsport are new details such as the rehaut with its tachymeter scale and the case and bracelet, which are made of high-performance titanium. Another impressive detail is the sapphire crystal case back. It offers a view of the automatic chronograph calibre, the winding rotor of which is inspired by the '911 Turbo S' wheel of the special edition sports car, and is also finished in satin-finish Platinum. Both visually and technically, the anniversary model fits seamlessly into the current Porsche Design Timepieces collections and therefore creates the perfect bridge to the here and now. Reserved for future owners of the Porsche 911 model, the Chronograph 1 – 911 Porsche Design 50th Anniversary Edition can be ordered exclusively through Porsche Centres worldwide.

**A legendary sports car, inspired by contemporary history**

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The 1972 911 S 2.4 Targa is also returning in striking fashion in 2022. To mark the anniversary, a 1972 model is being restored as a stunning one-off. The car, which bears the unmistakable design signature of Ferdinand Alexander Porsche, has been restored as part of a unique project by Porsche Classic in close collaboration with Porsche Design. Much of the design input came from Roland Heiler from Studio F.A. Porsche in Zell am See. A highlight – not only for fans of classic cars.

Porsche will simultaneously honour the anniversary with the launch of an exclusive edition model: the Porsche 911 Design 50th Anniversary Edition. For the first time, the design inspiration comes from the watch. Limited to 750 examples, the model recalls the design icons by F. A. Porsche in numerous equipment details. Nods to the original include the black exterior colour, the coatings of the Targa bar and the satin-finish Platinum wheels as well as an anniversary plaque bearing the signature of F. A. Porsche. The interior stylishly brings the heritage of the sports car to the roads of today – with the centre panels of the seats upholstered in a classic houndstooth pattern and the red second hand of the Porsche Design watch in the standard Sport Chrono package. And it's not just the appearance that is based on the timepiece – the inspiration is clearly evident. Also noticeable is the inimitable Porsche feeling, extended far beyond the confines of the roads with the 911 Porsche Design 50th Anniversary Edition and the Chronograph 1 – 911 Porsche Design 50th Anniversary Edition. All the way to your wrist.

The world première of these highlight products will be at the start of the anniversary celebrations in the Porsche Museum in Stuttgart in January 2022.

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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)).

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Further information, film and photo material can be found in the Porsche Newsroom:

<https://media.porsche.com/mediakit/50-y-porsche-design>

Porsche Targa 4 GTS 911 Porsche Design 50th Anniversary Edition

NEDC: Fuel consumption combined 10.7 – 9.9 l/100 km; CO<sub>2</sub> emissions combined 243 – 227 g/km

WLTP: Fuel consumption combined 11.3 – 10.8 l/100 km; CO<sub>2</sub> emissions combined 257 – 245 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 CO<sub>2</sub> emissions of new passenger cars is available in the publication entitled “Guidelines on fuel consumption, CO<sub>2</sub> emissions and power consumption of new passenger cars”, which is available free of charge from all sales outlets and from DAT.