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PORSCHE DESIGN

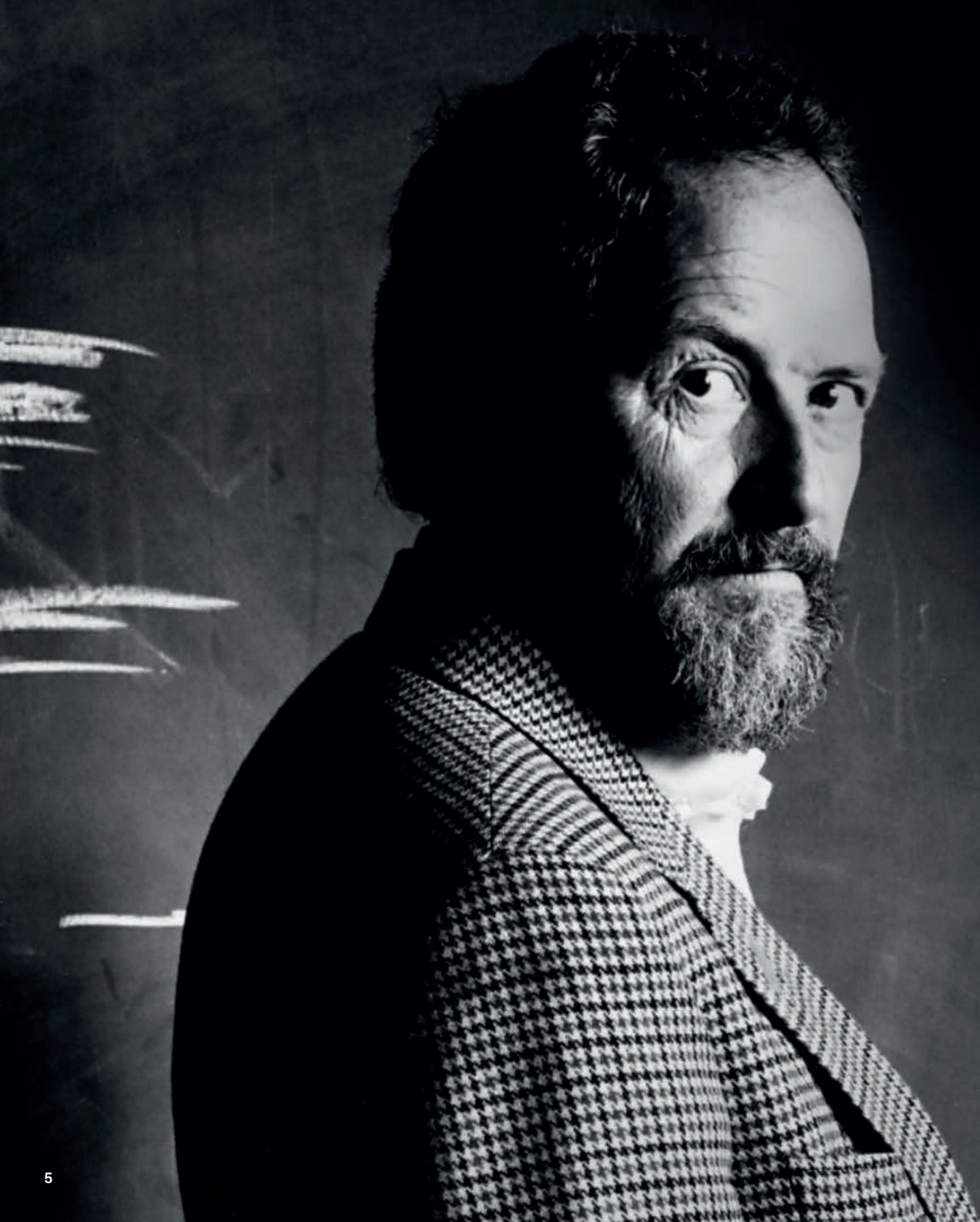
CHRONOGRAPH 1 - 1972 LIMITED EDITION

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**WHAT MAKES A
WATCH AN ICON.**



OUR HERITAGE: A STORY OF TIME AND ZEITGEIST.

**"GOOD DESIGN SHOULD BE HONEST."
PROFESSOR F. A. PORSCHE**

Optimizing functionality. Taking an uncompromising approach to reducing form to the essentials. Overcoming the status quo to continually discover new and improved solutions. A vision the founder of Porsche Design, Ferdinand Alexander Porsche, realized with the design of the legendary Porsche 911. A philosophy that remained at the core of all his timeless and striking designs.

Let's take a step back in time: Ferdinand Alexander, the eldest son of Dorothea

and Ferry Porsche, was born in 1935. As a child, he spent a lot of time in the design offices and development centers of his grandfather, Ferdinand Porsche. In 1958, he joined the family company in Stuttgart and honed his skills in technology, materials and minimalist design. The Porsche which he and his team developed at this time later became the icon known as the Porsche 911.

In 1972, he went his own way and set up his own design office – now known

as Studio F. A. Porsche. He received his first order from Porsche AG at the time: to design a watch that would serve as an original, premium gift for deserving employees and select customers.

In developing his first product, he stayed true to his core philosophy – good design should be honest. And in doing so, he set the standard that still defines the spirit, soul and design of Porsche Design products to this day.



OUR INSPIRATION: THE SPORTS CAR.

“I ALWAYS WANTED TO CREATE A WATCH TO MATCH THE CAR.” PROFESSOR F. A. PORSCHE

As the first matte-black timepiece, the Chronograph I revolutionized the watch industry and caused some controversy along the way.

But where did the idea for the novel design of this watch, which was to become an icon and a best seller over the course of time, come from?

The distinctive lines of the Porsche 911 still shape the design of the sports car to this day. The feeling of performance,

speed, and elegance takes on an entirely new shape. From generation to generation, the 911 is a true icon. F. A. Porsche transferred this sports car DNA to the Chronograph I which he later designed. Bringing the basic principles of the vehicle to a watch, he created the first sports car for the wrist.

The pioneering idea of the designer: to base the watch on the cockpit of the sports car, with a black dial, high-

contrast indices and non-reflective crystal glass for optimum readability. The red second hand was also inspired by the tachometer and speedometer on the dashboard of the car at the time.

In doing so, he created a unique timepiece that embodies the perfect symbiosis of form and function. It carries the DNA of Porsche and continues to exude timeless performance.



OUR PIONEERING SPIRIT: THE CHRONOGRAPH I – TIME REIMAGINED.

“IF YOU ANALYZE THE FUNCTION OF AN OBJECT, ITS
FORM OFTEN BECOMES OBVIOUS.”
PROFESSOR F. A. PORSCHE

The Chronograph I was derived from a new way of thinking. To create a watch inspired by a sports car – precise and performance-orientated, with a design reduced to the essentials in its form. A watch built around high functionality and reliability.

F. A. Porsche's demand for optimum readability of the dial, the robustness and accuracy of the movement, coupled with his pioneering spirit as a designer, led to the decisions during implementation that ultimately made the timepiece the masterpiece it is. The highly non-reflective

watch crystal glass, the plain, completely matte-black design, which for the first time brought the sporty look of the 911 cockpit to the wearer's wrist, as well as a Swiss automatic movement.

The choice of movement and color of the watch caused somewhat of a stir at the time. The quartz movement had just conquered the market and low-cost models with digital displays were becoming fashionable. In addition, most premium watches at this time were gold or silver-colored. However, F. A. Porsche made the conscious decision not to fol-

low these trends. For him, automatic watches presented a value that 'quartz could not offer,' and furthermore, it was not the trends that should determine the workmanship, design and even the color of the product, but rather its function.

He was proved right. The honesty and functionality of the design, coupled with the quality of the timepiece, won over its critics and triumphed over the lower-cost quartz movements.



THE COMEBACK: THE CHRONOGRAPH 1 – 1972 LIMITED EDITION.

50 years after the founding of the company and the launch of the legendary Chronograph 1, Porsche Design is now releasing a special anniversary edition of this timeless, sporty icon, limited to 500 units, and in doing so, reviving the innovative standards and passion of the company founder. Although the design of the Chronograph 1 – 1972 Limited Edition may look unchanged at first glance, the watch has been optimized with the very latest technology.

The original design, which is performance-orientated and has been engineered down to the finest detail, is, in the new

edition, equipped with seven-fold anti-reflective sapphire crystal with hard coating on both sides, ensuring optimum readability – at all times and from any angle.

A unique detail: the hour indices glow in the dark thanks to luminous Super-LumiNova®, thus enhancing the functionality of the watch, in keeping with the spirit of its creator.

The material was also enhanced – premium titanium is exclusively used for the wristband and case. This high-tech material, which is used in motorsport and other fields, is extremely light and

offers maximum strength, durability and corrosion resistance. Combined with its hypoallergenic properties, it ensures maximum quality and wearing comfort.

The case of the Chronograph 1 – 1972 Limited Edition is dynamically water-resistant to 10 bar. It is powered by the Porsche Design chronograph caliber movement 01.140, with COSC certification which guarantees maximum precision.

After 50 years, an icon in the history of design has returned. Time may pass, but design remains.

BEZEL

- Bezel with tachymeter scale '1972'



HANDS | DATE DISPLAY

- Stop second hand in red '1972'
- Hands for hours and minutes in rectangular shape '1972'
- Porsche Design caliber movement 01.140, Chronograph, COSC certified
- Day/date display in two languages (DE/EN)

DIAL

- Early Porsche Design logo
- Totalizers with '1972' lettering
- Black and white, minute, hour, mechanical function display at 9, chronograph second, 30-minute counter at 12, 12-hour counter at 6, day and date window at 3

CASE

- Seven-fold anti-reflective sapphire crystal with hard coating
- Titanium case with black titanium carbide coating, glass bead blasted – dynamically water-resistant (10 bar)

BRACELET

- Titanium bracelet with black titanium carbide coating

DETAILS: THE ORIGINAL DESIGN.

CASE BACK

- Sealed case back made from titanium (screw-fastened) with early Porsche Design logo
- Limited Edition number (500 units)

CROWN

- Winding crown with early Porsche Design logo
- Push-piece dynamically water-resistant up to 10 bar

CLASP

- Titanium folding clasp, titanium carbide coating, with fine adjustment and early Porsche Design logo

It's the details that give this classic a new lease on life. The Chronograph 1 – 1972 Limited Edition revives the original design of the sought-after collector's item from 1972 with the use of cutting-edge materials and modern watch technology.

The historical model was reconstructed with a lot of love: the historic Porsche Design logo adorns the dial, crown, clasp and case back. The tachymeter scale and date display retain the 1972 font, while

even the baton hands bear the original rectangular shape.

The clasp on the titanium bracelet with its embossed historic logo, along with the historic design of the crown and its exquisite original logo, add the perfect finishing touches to the design experience.

One small difference: the case back on the Limited Edition has an understated limited-edition engraving.

The Chronograph 1 – 1972 Limited Edition is a premium collector's item that can be purchased independently of a Porsche vehicle and is limited to only 500 timepieces.



THE MANUFACTURE: PRECISION MEETS STATE-OF-THE-ART TECHNOLOGY.

**"GOOD DESIGN GROWS FROM WITHIN."
PROFESSOR F. A. PORSCHE**

'Timepieces made by Porsche Design' – developed at Studio F. A. Porsche in Zell am See, Austria, manufactured in Solothurn: Porsche Design Timepieces AG, based in Solothurn, Switzerland, a subsidiary of the Porsche Design Group, has been responsible for the development and production of exclusive Porsche Design timepieces since 2014.

The goal of the in-house watch manufacturer is to construct technical mas-

terpieces and create a symbiosis of design and function through the intelligent transfer of technology from motorsport, fully taking the founder's vision into account and redefining current industry standards time and time again.

To achieve this, engineers and watchmakers work side by side, combining design expertise with engineering excellence. And as expected, production is carried out in line with the specifications

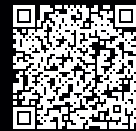
and high standards of Porsche's manufacturing processes.

In this way, every second is given a new sense of value and the famous Porsche vehicle quality is brought to the 'sports cars on the wrist'.

IT'S ABOUT TIME: TWO DESIGN ICONS FROM 1972.

To mark the 50th anniversary of Porsche Design, two design classics from Professor F. A. Porsche, released in 1972, are making a comeback: the exclusively reimaged Chronograph 1 – 1972 Limited Edition and a Porsche 911 S 2.4 Targa, which has been fully restored by the experts at Porsche Classic. The two icons, sports car and timepiece, are a tribute to the shared roots and close collaboration between the two brands.

Take a peek behind the scenes:



DISCOVER
THE STORY OF
THE PORSCHE
911 S 2.4 TARGA




SEE THE
COMEBACK OF
AN ICONIC
TIMEPIECE



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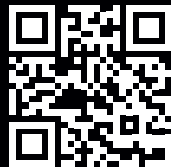
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