

PORSCHE DESIGN



PORSCHE DESIGN
CHRONOMETER
CERTIFIED

MON 8

80

70

40

20

30

20

20

10

9

12

3

MADE

180

240

360

420

60 TACHYMETER

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Professor Ferdinand Alexander Porsche

“For me, it was all about creating a watch that would match the car.”



The Chronograph I – 1972.

Born in 1935 as the eldest son of Dorothea and Ferry Porsche, Ferdinand Alexander Porsche spent a great deal of time as a child in the engineering offices and development facilities of his grandfather Ferdinand Porsche. He joined the family business in Stuttgart in 1958 and sharpened his senses regarding technology, materials, and minimalist design. The sports car designed by him and his team went on to become the iconic Porsche 911. He started his own design studio, what is now Studio F. A. Porsche, in 1972.

He received his first order from Porsche AG back then: he was to design a watch as a novel and high-quality gift for deserving employees and select customers.

“If you analyze the function of an object, its form often becomes obvious.”

For Prof. F. A. Porsche, the top priority was straightforward design, with the perfect design logically being derived from the product’s function.

It is with this stance that he created many timeless design icons. And it all began with the unmistakable flyline of the 911 – to this day, a brand-defining outline.

He immediately incorporated the DNA of this masterpiece into his design studio’s first product: the Chronograph I, which revolutionized the world of watchmaking in 1972 as the world’s

first entirely matte-black timepiece, causing quite a stir in the process. It was modeled on the low-reflection cockpit of a race car and was characterized by its all-black dial, the red stop-seconds hand, fluorescent hour markers, and the highly antireflective glass for optimum readability.

In other words, a unique precision instrument that effuses timeless performance and which ushered in a new era in watch design with its elegant, simple shape and uncompromising function.

To this day, the Chronograph I stands for the perfect symbiosis of design expertise and engineering excellence – inspired by the sports car and the racetrack.

Timeline of an Icon



1972	2022					2023					
Chronograph I	Chronograph 1 – 1972 Limited Edition	Chronograph 1 – 911 Edition 50 Years Porsche Design	Chronograph 1 – All Black Numbered Edition	Chronograph 1 – GP 2022 Edition	Chronograph 1 – 911 Dakar	Chronograph 1 – GP 2023 Edition	Chronograph 1 – Ennstal-Classic 2023 Edition	Chronograph 1 – Rennsport Reunion VII Edition	Chronograph 1 – 75 Years Porsche Edition	Chronograph 1 – 911 S/T	Chronograph 1 Utility – Limited Edition

SOLD OUT



SOLD OUT



SOLD OUT

SOLD OUT

SOLD OUT



NEW

Exclusively for vehicle owners One-offs Sold out



Bezel

- Bezel with 1972 tachymeter

Case

- Titanium case with black titanium-carbide coating, glass-bead-blasted – dynamically water-resistant (10 bar)

Dial

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

Hands | Date display

- Stop-seconds hand in 1972 red
- Hour and minute hands in 1972 rectangular shape
- Day/date display bilingual (DE/EN)

Crown

- Winding crown with historical Porsche Design logo
- Button dynamically water-resistant to 10 bar

Chronograph 1 – 1972 Limited Edition



It's about time. 50 years Porsche Design.

On the 50th anniversary of the company being founded and the appearance of the legendary Chronograph I, Porsche Design set new benchmarks in 2022 with the Chronograph 1 – 1972 Limited Edition and breathed new life into the founder's passion and discerning standards.

The design of the anniversary edition limited to 500 watches appears unchanged at first glance, but it was optimized in line with the latest technical standards.

Developed and produced at the company's own watchmaking workshop in Solothurn, Switzerland, the new edition boasts design which was carefully conceived down to the last detail, the very latest materials, and performance which sets benchmarks. Unsurprisingly, the limited new edition went out of stock in a matter of days.

Special features

- Bilingual day and date display with flyback function
- COSC-certified Porsche Design WERK 01.140 caliber
- Closed case back with engraving of the historical Porsche Design logo and individual limitation number
- Tachymeter scale around the dial and day and date display in the 1972 typography
- Black titanium bracelet
- Limited to 500 watches





Chronograph 1 – 911 Edition 50 Years Porsche Design



The citation of a timeless icon.

This exclusive timepiece is only available to the buyers of the 911 Edition 50 Years Porsche Design special model limited to 750 cars and is inextricably linked with the sports car by means of the limitation number laser-engraved on the case back.

Porsche Design remained true to the overall appearance of the 1972 Chronograph I – with the exception of a few minor modifications that underscore its link to the Porsche special model. For example, in keeping with the sports car, the 360° winding rotor replicates the design of the 911 Turbo S wheel and is complemented by the Porsche crest on the central shutter. The option of individual configuration additionally allowed for adaptation in line with personal tastes.

Special features

- Bilingual day and date display with flyback function
- COSC-certified Porsche Design WERK 01.240 caliber
- Case back: sapphire-crystal glass with hardened coating, scratch-resistant and sevenfold antireflective coating on both sides
- Rotor in rim design of the 911 Turbo S in platinum (high gloss)
- Titanium bracelet with black titanium-carbide coating, additional strap made from Porsche vehicle leather
- Limited to 750 watches





Chronograph 1 – All Black Numbered Edition

The timeline continued.

With many of its details further developed, the Chronograph 1 – All Black Numbered Edition is an homage to the pure design of the first completely black timepiece from 1972.

Like its revolutionary predecessor, it impresses with its matte-black dial. Details such as the all-black coated titanium detachable bracelet with a finely adjusting folding clasp breathe new life into the old classic. A unique and timeless precision instrument that gives each second a whole new value and carries over Porsche's high quality standards to the "sports cars for the wrist."

The timepiece is custom-made as a numbered edition.

Special features

- Bilingual day and date display
- COSC-certified Porsche Design WERK 01.140 caliber
- Case back: sapphire-crystal glass with hardened coating, scratch-resistant and sevenfold antireflective coating on both sides
- Black titanium bracelet





Chronograph 1 – GP 2022 Edition

A sports car for the wrist. And on the ice.

The anniversary of Porsche Design was marked with a special chronograph as part of the GP Ice Race 2022: Ferdinand Porsche, Prof. F. A. Porsche's nephew and organizer of the GP Ice Race since 2019, developed the Chronograph 1 – GP 2022 Edition together with Porsche Design.

The GP 2022 Edition boasts optimum readability based on maximum contrast thanks to its white second hands, fluorescent hour markers, and exceptionally luminous Super-LumiNova on the matte-black dial.

The engraving on the case back is a nod to its quirkiest representative, the Fetzenflieger. It is an homage to Otto Mathé, who crossed the finishing line first in a record time among other things in 1956 in a self-built car based on a Porsche.



Special features

- Bilingual day and date display
- COSC-certified Porsche Design WERK 01.140 caliber
- Closed case back
- Titanium bracelet with black titanium-carbide coating, additional white textile strap with GP ICE RACE 2022 label
- Limited to 50 watches





Chronograph 1 – 911 Dakar

Time for a legend.

A marathon race under the toughest conditions that demand everything of both man and machine: Porsche first competed with a modified 953 in 1984 – and won the automobile classification among other things thanks to a specially constructed all-wheel system which was used here for the first time.

This legend can now be experienced up close behind the wheel of the new Porsche 911 Dakar and 911 Dakar with Rally Design Package. As well as with every glance at your wrist. The handcrafted Chronograph 1 – 911 Dakar logically continues the striking design highlights of its motorized predecessor and boasts a revolutionary global innovation: a highly scratch-resistant titanium-carbide case developed by Porsche Design which allows it to defy the dusty desert sand.

Special features

- Bilingual day and date display with flyback function
- COSC-certified Porsche Design WERK 01.240 caliber
- Case back: sapphire-crystal glass with hardened coating, scratch-resistant and sevenfold antireflective coating on both sides
- Rotor in rim design of the Porsche 911 Dakar and Porsche 911 Dakar Rally Design Edition
- Perforated strap with backing made from Race-Tex
- Limited to 2,500 watches
- Exclusively for vehicle owners – available in the two versions Chronograph 1 – 911 Dakar and 911 Dakar Rally Design





Chronograph 1 – GP 2023 Edition

Tradition in a new look.

With the Chronograph 1 – GP 2023 Edition, this unique collaboration entered the next round: together with the GP team led by Ferdinand Porsche – nephew of Porsche Design founder Prof. F. A. Porsche – a timepiece based on the legendary Chronograph I was developed to match the spirit of the event.

As a Chronograph 1 edition model, the design of the GP timepiece is faithfully based on its iconic predecessor and stands out with its sophisticated new styling accents and further developed functions.

One of this edition's highlights can be found on the case back: a laser-engraved GP logo in the shape of a yeti sitting on a tractor.

Special features

- Bilingual day and date display with flyback function
- COSC-certified Porsche Design WERK 01.240 caliber
- Closed case back
- Black leather strap, additional white textile strap with GP ICE RACE 2023 label, and additional textile/leather strap (Mankei strap)
- Limited to 250 watches





Chronograph 1 – Ennstal-Classic 2023 Edition



Perfect timing for celebrating a classic.

When historic cars come together with the most beautiful Alpine routes in Austria, it can only be the Ennstal-Classic. The Ennstal-Classic has been a highlight for fans of motorsport for 30 years and celebrates the fascination of the automobile in a unique way. Porsche Design has been the official timing partner of the Ennstal-Classic for many years. As the event's 30th anniversary approached, it was time to honor this classic with a classic from the world of watchmaking in a limited edition.

Based on the legendary Chronograph I of 1972, the design of the Chronograph 1 – Ennstal-Classic 2023 Edition features the Ennstal-Classic logo. The sapphire-crystal glass case back makes the Icon winding rotor visible and sports "Ennstal-Classic 2023" lettering and the limitation number.

Special features

- Bilingual day and date display
- COSC-certified Porsche Design WERK 01.140 caliber
- Case back: sapphire-crystal glass with hardened coating, scratch-resistant and sevenfold antireflective coating on both sides
- Black titanium bracelet, additional strap made from Porsche vehicle leather with backing made from Race-Tex
- Limited to 23 watches





Chronograph 1 – Rennsport Reunion VII Edition



Five years of anticipation. 22 years of tradition.

The legendary Porsche Rennsport Reunion 7 at the Raceway Laguna Seca in Monterey, California, was a cause of celebration for many reasons. Where seconds mean the difference between victory and defeat, where the battle for the fastest times sets the Porsche fans' hearts aflutter, what's needed is a chronograph you can rely on every second.

To mark the occasion, Porsche Design launched a very special timepiece as a limited edition: the Chronograph 1 – Rennsport Reunion VII Edition. Behind its sevenfold antireflective sapphire-crystal glass is a platinum-colored winding rotor in the rim design of the RS Spyder with the Porsche crest in color – a motorsport rotor used exclusively for this edition to lend the chronograph an even sportier character.

Special features

- Bilingual day and date display
- COSC-certified Porsche Design WERK 01.140 caliber
- Case back: sapphire-crystal glass with hardened coating, scratch-resistant and sevenfold antireflective coating on both sides
- Rotor in rim design of the RS Spyder 911 Sport RS in platinum with the Porsche crest in color
- Black titanium bracelet, additional leather strap with blue Race-Tex and "7" embossing
- Limited to 75 watches





Chronograph 1 – 75 Years Porsche Edition



A dream come true.

Ferry Porsche created the sports car of his dreams, the Porsche 356 “No. 1” Roadster 75 years ago: “In the beginning, I looked around and could not find quite the car I dreamed of. So I decided to build it myself.” Over time, it was more than merely a sports car manufacturer that evolved out of this dream – a philosophy also came into being: Driven by Dreams.

To mark the 75th anniversary of Porsche, Porsche Design presents the Chronograph 1 – 75 Years Porsche Edition as part of the Dreamer collection. Each of the 475 watches features the Fuchs rotor with the historical Porsche crest behind the sapphire-crystal glass case back as well as “75 Porsche” logo engraving including the individual limitation number on the case back.

Special features

- Bilingual day and date display
- COSC-certified Porsche Design WERK 01.140 caliber
- Case back: sapphire-crystal glass with hardened coating, scratch-resistant and sevenfold antireflective coating on both sides
- Rotor in design of the original Fuchs rim
- Textile strap in the colors of the “75 Porsche” logo, additional strap made from Porsche vehicle leather
- Limited to 475 watches





Chronograph 1 – 911 S/T

Goose bumps since 1963. And around the clock.

The 911 has been the epitome of thrilling design and engineering for 60 years now. The 911 S/T 2.4 is an extra special model in this series. Developed for motorsport on the basis of the 911 S using lightweight components tested in motorsport, it set many Porsche enthusiasts' hearts racing in 1970.

To mark the 60th anniversary of the 911, Porsche breathed new life into this special version – strictly limited to 1,963 vehicles. And correspondingly, Porsche Design presents the Chronograph 1 – 911 S/T and the Chronograph 1 – 911 ST Heritage Design.

A timepiece that captures the characteristic attributes of its motorized counterpart in numerous details and which is exclusively reserved for owners of the new 911 S/T.



Special features

- Bilingual day and date display with flyback function
- COSC-certified Porsche Design WERK 01.240 caliber
- Case back: sapphire-crystal glass with hardened coating, scratch-resistant and sevenfold antireflective coating on both sides
- Rotor in rim design of the 911 Sport Classic wheels
- Titanium bracelet, additional perforated strap made from Porsche vehicle leather
- Limited to 1,963 watches





Chronograph 1 Utility – Limited Edition



A legend for a new age.

In the late 1970s, Porsche Design developed a Military Chronograph made from stainless steel. Thanks to what was then an innovative matte-black PVD coating, reflections could be reduced, resulting in glare-free readability even in intense light conditions. International air forces such as the U.S. Air Force were so impressed with the innovative timepiece that they equipped all their officers with the Porsche Design icon. Even Hollywood star Tom Cruise wore the timepiece in his role as navy lieutenant in the blockbusters *Top Gun* (1986) and *Maverick* (2022).

More than 40 years later, Porsche Design has brought the legendary watch back with some essential improvements. Military is now Utility and the stainless steel has been replaced with titanium carbide (TiC).

Special features

- Bilingual day and date display with flyback function
- COSC-certified Porsche Design WERK 01.240 caliber
- Hands with blue Super-LumiNova coating
- Closed case back with engraved limitation number and Mankei icon
- Slate-gray "BUND" strap made from Porsche vehicle leather, additional white textile strap with F.A.T. 2024 badge
- Limited to 250 watches



You can find further information and the address of your nearest Porsche Design Store or official dealer at


www.porsche-design.com/timepieces

www.porsche-design.com/store-locator

www.porsche.com

If you have any questions, please call us free of charge from within Germany on 0800 9000 911,

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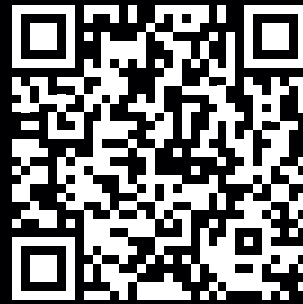
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Porsche recommends seat belt usage and observance of traffic laws at all times.

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