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## Press Release

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June 2020 – **EMBARGO 02.06.2020 I 00:01 Uhr**

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*Porsche Design presents the new Chronograph 911 Targa 4S Heritage Design Edition*

### **A tribute to history's design icons**

**Stuttgart.** Porsche Design and Porsche Exclusive Manufaktur open a new chapter in their successful collaboration with the launch of the new Chronograph 911 Targa 4S Heritage Design Edition. This is the first of four special limited-edition timepieces accompanying the launch of the 911 Heritage Design cars. Inspired by the 1950s, 60s, 70s and 80s, these collector's pieces bring the iconic looks of each era into the present. Focusing on authenticity and style-defining details, special colours and patterns are re-interpreted and brought back to life, complimented by a modern appearance and state-of-the-art manufacturing and technology.

Porsche Design is developing matching timepieces exclusively for future owners of Heritage Design cars. First in the series is the Chronograph 911 Targa 4S Heritage Design Edition, which combines the classic design features, materials and performance characteristics of the 911 Targa 4S Heritage Design Edition, expanding the unique concept of this new sports car to the wrist of its owner. The self-winding chronograph is powered by the Porsche Design caliber WERK 01.100, a new C.O.S.C. certified, in-house-developed chronograph movement, which guarantees maximum performance. Like the vehicles, the chronograph, which debuts in Porsche Design's characteristic titanium case, is limited to 992 pieces.

### **The Purity of 50s Culture**

Quotes from the past: the good old days are far from over – at least not in the world of sports cars and watches. In both, the value of tradition is as strong as the interplay between crankshaft and camshaft or balance and escapement. It is for this reason that Porsche Design has put a great deal of passion into reviving a part of Porsche history on the wrist that captures the unique charm of a style icon that is still as up to date today as it was 70 years ago. In its noble, purist form and with great attention to detail and authenticity, the Chronograph 911 Targa 4S Heritage Design Edition refers to the legendary Porsche 356 and the iconic Porsche 911 Targa. The design of the dial with a white second hand and green circles in the characteristic Phosphorus Green hue was inspired by their speedometers. The hour markers use the Porsche font and offer

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perfect readability in all lighting conditions thanks to their luminous Superluminova coating. Selected elegant accents are created by the gold-coloured Porsche Design logo and, on the seconds dial at nine o'clock, the Porsche logo, which also embellishes the rear of the 911 Targa 4S Heritage Design Edition.

### **Top-quality materials, first-class craftsmanship and exclusivity**

Particular attention has also been paid to the strap, which is made from the same leather as that used for the interiors of Porsche sports cars. This harmoniously compliments the design and demonstrates a love of fine detail. It will be available in Bordeaux Red or Black, with a choice of two strap lengths for both. The seams are kept tone on tone for a particularly expressive look and the 911 embossing is a further tribute to the iconic sports car.

Like every Porsche Design timepiece, the Chronograph 911 Targa 4S Heritage Design Edition is entirely made from titanium. Thanks to its extreme lightness, durability and resistance to corrosion, the high-tech material used in the construction of racing car engines ensures maximum performance and wearing comfort.

Precise timekeeping is guaranteed by the new Porsche Design Chronograph caliber WERK 01.100, which bears a chronometer certificate from the Swiss C.O.S.C.-Institute. Its rotor mimics the design of the Fuchsfelge (Fuchs wheel), which was originally developed for the first Porsche 911. Based on the specification of the owner's car, the watch rotor can be either high-gloss black or satin platinum. The historic Porsche crest also pays homage to the roots of the brand and adorns the rotor's centre lock. The limited edition number that corresponds to that of the car is laser-engraved onto the bottom of the case back.

The Porsche Design Chronograph 911 Targa 4S Heritage Design Edition will be exclusively available to order at Porsche dealerships worldwide to future owners of the Porsche 911 Targa 4S Heritage Design Edition from June 2020 at an RRP of €10.950.

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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 purist design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in over 130 Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store ([www.porsche-design.com](http://www.porsche-design.com)).

For more information please visit [www.porsche-design.com](http://www.porsche-design.com)

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