

The 911 Porsche Design 50th Anniversary Edition: a modern take on a design classic

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18/01/2022 Porsche is celebrating 50 years of Porsche Design with an exclusive 911 named in honour of the milestone. This version, limited to 750 vehicles, has many features and details that pay homage to the iconic designs of Ferdinand Alexander (F.A.) Porsche.

These features and details include the plain Black exterior, the classic checked pattern of the Sport-Tex seat centre panels and the red second hand of the Porsche Design Subsecond clock from the Sport Chrono Package, which is provided as standard. The special edition is based on the 911 Targa 4 GTS and can now be ordered. The launch is staggered across international sales markets, with the anniversary edition being available to European sales partners from April. Buyers can also purchase a

special version of the new edition of the legendary Chronograph I from Porsche Design.

The exterior: black with Platinum accents

The 911 Porsche Design 50th Anniversary Edition comes in Black or, optionally, in Jet Black Metallic. A clear reference to Porsche Design: "Black was the colour of the very first Porsche Design product, the Chronograph I. That's why we've chosen it for our limited-edition model. Using Platinum as an accent colour elevates the Black paintwork in the same way chrome details used to," says Roland Heiler, Managing Director and Chief Designer at Design Studio F.A. Porsche in Zell am See.

The Targa bar is painted in Platinum (satin finish). The 'Porsche Design' decorative film on the doors also comes in this contrasting colour. The limited-edition model has the same wheels as the 911 Turbo S: 20 inches at the front and 21 inches at the rear. The rims are also painted in Platinum (satin finish), and the hub covers have coloured Porsche crests. The brake callipers are painted in Black (high-gloss), as are the main features of the standard Sport Design package. The special edition also features an exclusive 'Porsche Design 50th Anniversary Edition' badge on the slats of the rear lid grille. While the '911' logo on the rear apron is Black.

The interior: fine details make the difference

In the interior the designers were also inspired by the iconic product designs of F.A. Porsche. It has Sport-Tex equipment with special leather features in Black, while the contrasting seams are Slate Grey. The centre panels of the seats have a classic check pattern in Black and Cool Grey. Eighteen-way electrically adjustable Adaptive Sports Seats Plus with a memory package come as standard, as does the Sport Chrono Package with the Porsche Design Subsecond clock on the dashboard.

The small second hand is red – another shared trait with the Chronograph I from 1972. The leather-bound GT sports steering wheel has the 12 o'clock marking in Slate Grey – the same colour as the seat belts. The headrests are embossed with the 'Porsche Design 50th Anniversary' logo, which can also be found on the black, brushed aluminium door entry guards.

Other special features include a Silver '911' badge with a limited edition number on the dashboard trim and the 'F.A. Porsche' signature. The latter is also embossed on the lid of the centre console storage compartment.

The technology: based on the sporty 911 Targa 4 GTS

Since the launch of the 992 two and a half years ago, the GTS models have been an attractive addition to the 911 range. The turbocharged three-litre, flat-six engine delivers 353 kW (480 PS;), while maximum torque is 570 Nm. As an alternative to the eight-speed Porsche dual clutch transmission

(PDK), a seven-speed manual gearbox with a shorter gear lever and very short shift action is also available.

The Porsche Active Suspension Management (PASM) system is a feature of the 911 Targa 4 GTS, while the high-performance brakes are the same as in the 911 Turbo. The standard sports exhaust system ensures an even more emotive sound experience thanks to special GTS tuning and the omission of some of the interior insulation.

The watch: the Chronograph 1 – 911 Porsche Design 50th Anniversary Edition

As the first completely matt black wristwatch with a stopwatch function, the Chronograph I revolutionised the world of watches in 1972. With its black dial, red second hand, luminescent hour markers and anti-reflective glass for optimal readability, F.A. Porsche modelled the watch on the low-reflection cockpit of a racing car.

As part of its anniversary, Porsche Design is relaunching this special piece of contemporary history. Buyers of the limited-edition car can purchase an equally exclusive timepiece to match. The limited edition number is engraved on the back of the case, inextricably linking the watch and the sports car.

Porsche Design has remained true to the overall appearance of the Chronograph I – from the bilingual date display to the original red second hand. It is another reminder of the cockpit of the 911 from that time. The changes to the original design all serve to bring it visually up-to-date and to emphasise the connection to the limited-edition Porsche. The current Porsche Design logo makes a modern statement. The rehaut features a tachymeter scale, which is a reference to measuring speed in races. The pointed shape of the minute hand makes it easier to read, while the case and strap with folding clasp and integrated fine adjustment are made of high-performance titanium.

The sapphire glass on the back, meanwhile, reveals the winding rotor. The design is based on the wheels of the limited-edition model and is also painted in Platinum (silk finish). The rotor cap with the Porsche crest is a reference to the centre lock of the exclusive wheel design.

Reissue of the original limited to 500 copies

The watch is powered by the COSC-certified Porsche Design movement 01.240, which has a flyback mechanism that allows stopping, zeroing and starting of successive time intervals in a single action. A red flyback logo features on the dial.

For all Porsche and watch fans there is also the Chronograph 1 1972 Limited Edition with a historical logo and lettering. This edition of the original, limited to 500 timepieces, has no visual parallels to the

new special edition car and is available in the usual way from Porsche Design.

MEDIA ENQUIRIES



Sandro Kälin

Head of Communications Porsche Schweiz AG
+41 41 487 91 16
sandro.kaelin@porsche.ch

Consumption data

911 Targa 4 GTS (Modello precedente)

911 Turbo (Modello precedente)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Video

https://newstv.porsche.com/porschevideos/200516_en_3000000.mp4

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