

Porsche Design opens new timepieces manufactory in Switzerland

26/03/2026 Porsche Design celebrated the official opening of its new Timepieces Manufactory in Grenchen, Switzerland, reaffirming its long-term commitment as an independent watch manufacturer.

With the relocation from its previous production site in nearby Solothurn to the new manufactory, the company now establishes its first permanent operational base in one of the most traditional regions of Swiss watchmaking. The historic building was acquired in spring of 2024, completely modernized within just 18 months, and precisely tailored to the specific requirements of Porsche Design. The result is a competence center that marks the next stage in the development and production of exclusive mechanical Timepieces.

The ceremonial opening also represents a milestone for Porsche AG, the parent company of Porsche Design. As the only automotive brand with its own watch manufactory, Porsche emphasizes its long-term engagement to the business sector Timepieces and to the development of high-quality,

technically sophisticated watches distinguished by unmistakable sports car–inspired design.

Three years of planning and construction for a long-term vision

Over a total period of three years – from the initial inspection of the then vacant building to the move into the completed manufactory – a holistic concept for an in-house production facility was realized, translating the design and technological DNA of Porsche into the art of mechanical watchmaking. Materials, engineering and design all follow a clear principle: form and function in perfect symbiosis. "Swiss Made" is therefore not merely a promise of origin, but an expression of uncompromising quality standards and an integral part of the brand's DNA.

"With the opening of our new Timepieces Manufactory in Grenchen, we are entering a new chapter for Porsche Design Timepieces. This investment is a clear commitment to the Timepieces division and an expression of our entrepreneurial mindset to further expand this area," says Matthias Becker, Member of the Executive Board for Sales and Marketing at Porsche AG and Chairman of the Advisory Board of the Porsche Lifestyle Group. "As the first automotive manufacturer operating its own watch manufactory, we derive a clear ambition from this: to offer our customers exceptional Timepieces that combine innovation, precision and a high degree of customization in true Porsche fashion."

At the heart of this strategic direction lies customization. Custom-built Timepieces form the centerpiece of the portfolio. In the manufactory, precisely crafted one-of-a-kind watches are created – configured according to the personal preferences of each customer. Much like the configuration of a sports car, every model combines engineering excellence and functionality within a clear, reduced design language.

"For us, Grenchen is far more than a production site. In this historic building, we are giving the vision of our founder F. A. Porsche a home. Here, we bring together all of our expertise to develop and manufacture mechanical timepieces that set new benchmarks in innovation and customization. Every watch embodies this philosophy – consistently designed, technically sophisticated and crafted with the same passion as a sports car from Zuffenhausen," says Rolf Bergmann, CEO of the Porsche Design Timepieces Manufactory. The decision to locate the facility in the heart of the Swiss watchmaking triangle also follows a clear long-term strategy. The region offers a unique ecosystem of specialized suppliers and highly skilled experts. By consolidating all key technical functions – from development, engineering and assembling to quality management and after-sales services – Porsche Design further strengthens its expertise across the value chain.

Modern technology, increased capacities, ideal conditions

The historic building has been comprehensively modernized and functionally restructured. Covering a total area of approximately 3,600 square meters, the facility currently offers ten state-of-the-art watchmaking stations. The clear, symmetrical architecture and bright, open interior design create a

working environment meticulously tailored to the demands of precision mechanical production. A specially developed lighting concept simulates constant daylight throughout the entire space. This base illumination is complemented by individually adjustable LED lights at each workstation, enabling even the finest dust particles or minimal surface deviations to be reliably detected – at any time of day or year.

Constant climatic conditions are essential for the production of mechanical Timepieces. Accordingly, the manufactory features an ISO 7 cleanroom with watchmaking benches at ISO 5 level. An advanced ventilation system with five air changes per hour, controlled humidity between 40 and 50 percent, and overpressure technology ensures maximum cleanliness and stability. Access is granted exclusively through a dedicated airlock and with protective clothing, maintaining optimal conditions at all times.

The production area is organized according to clearly defined process flows and follows the Porsche production principle of sequential manufacturing, with short distances and efficient just-in-time logistics. An integrated gravity-fed conveyor system connects the logistics area directly to the cleanroom without additional access points – a technical solution that combines efficiency with the highest safety standards.

In addition to production, the building houses development, quality management, after-sales services, and central administrative functions. For employees in administrative roles, spacious, bright, and climate-controlled offices with modern workstations and conference rooms have been created. Social spaces, including break rooms and a staff kitchen, meet the latest standards, providing room for personal interaction and professional exchange.

"In our new manufactory, we follow the principle of 'not more, but better'," emphasizes Rolf Bergmann. "Precision begins with the architecture and design of the building. Only those who find state-of-the-art working conditions in production, logistics, and administration can achieve peak performance. The journey from the first idea to the finished product leaving the manufactory – and beyond – is long. It was essential that we create the ideal conditions for each discipline. Only then does every gear engage perfectly with the next – like in a Swiss movement."

Sustainability aspects are key elements of both the construction and operational concept of the manufactory. From the outset, the focus was on energy efficiency and resource-conscious operation. On the roof, a modern photovoltaic system with 211 solar panels and a peak output of 134 kW generates up to 62 percent of the facility's energy needs. A high-performance heat pump supports efficient heating and cooling processes, while a ventilation system with heat recovery further reduces energy consumption. This attention to efficiency continues down to the fixtures in the entire building, which are designed to supply only cold water by default, avoiding unnecessary energy use.

A long history in the heart of the Swiss watch industry

The search for a new manufactory building began in 2020, as it became clear that the production

capacity of the former manufactory in Solothurn would no longer suffice in the long term and further expansion on site was not possible. After a thorough evaluation of numerous options, the choice fell on the historic building in Grenchen – not only because of its strategically advantageous location but also due to its special connection to Porsche Design. Built in 1955 and once the home of the renowned timepieces brand Eterna, the new manufactory boasts a long and influential history. In 1995, the building was acquired by F. A. P. Beteiligungen GmbH, a company that Professor Ferdinand Alexander Porsche and his son were involved in. Between 1998 and 2014, Porsche Design watches were manufactured here under license from Eterna.

The decision to establish a dedicated manufactory reflects an attitude that has always defined Porsche: the determination to realize the highest standards in-house. What Ferry Porsche once articulated for sports cars also applies to watchmaking – if what is desired does not exist, it must be developed independently. In 1972, F. A. Porsche transferred this approach to the world of timepieces, laying the foundation for the design DNA of Porsche Design.

“We evaluated numerous potential locations. Our guiding principle was to carry forward the philosophy of Ferry Porsche – after all, the manufactory is only the third in-house production site of Porsche. In doing so, we applied the same precision and care as we do with our timepieces, creating the specific conditions necessary for our manufacturing,” says Rolf Bergmann.

Respect for tradition meets modernity

The manufactory brings together historic substance with contemporary architecture and technology. Particular care was taken to preserve and sensitively restore selected historic elements. In the listed meeting room, surface finishes and stucco details were meticulously restored with artisanal precision to retain the original character. The original vault doors from 1956 were also technically refurbished while preserving their visual appearance – an element that underscores the respect for the building's history. Clean lines, bright spaces and functional structures create a modern production environment while reflecting the design principles of Porsche Design. Subtle accents – such as a staircase handrail upholstered in original Porsche interior leather in carmine red – reference the brand’s roots in automotive design.

The “Glass Manufactory“ – Experiencing Timepieces

The new manufactory serves both as a production facility and as a brand experience space. On the ground floor, an exhibition and event area traces the evolution of Porsche Design Timepieces since 1972. Historical exhibits and curated archival pieces bring the connection between automotive design and watchmaking to life.

The configuration area, known as the Fitting Lounge, offers customers the opportunity to design a custom-built Timepiece directly on site and collect it there following its individual production. For the

first time, configuration, manufacturing, and handover take place under one roof.

The concept is complemented by lounge areas and flexible event spaces that provide room for encounters and presentations. A particular highlight is the possibility for customers to drive their Porsche directly into the manufactory, creating a unique way to experience the connection between automobile and timepiece. From the very beginning of the planning process, the concept of transparency through a "glass manufactory" was a key guiding principle. It enables guided factory tours – a tradition long associated with Porsche – now offering Porsche Design customers an exclusive insight into the highly specialized world of watchmaking.

A focus on long-term and organic growth

With its clearly defined technological and organizational approach, Porsche Design is laying the foundation for the sustainable development of its timepieces business. The manufactory in Grenchen is designed for long-term, organic growth: scalable processes and potential additional capacities provide the flexibility required to implement future development steps. "Our perspective is long-term. With the manufactory in Grenchen, we are creating the foundation for the next generation of Porsche Design Timepieces. It is less about scale and more about substance – about innovation, maximum customization, and technical excellence," says Rolf Bergmann. With the new manufactory in Grenchen, Porsche Design is establishing a strong foundation for the future.

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