

# PORSCHE DESIGN

CHRONOGRAPH 1 - 911 DAKAR



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IT'S TIME FOR NEW ADVENTURES.

AND THE NEXT MILESTONE.

Nothing but desert, right to the horizon. Breathtaking clouds of sand obscure the view of the next bend. The unmistakable silhouette of a Porsche in the shimmering sunlight. The most important goal for every single day's stage of up to 497 miles is 'arriving'. The Dakar Rally is one of the last of the great adventures. A legend. A marathon race under the toughest conditions, demanding everything from both the machine and its driver. In 1984, Porsche competed for the first time with the modified 953 – and won the automobile classification with its specially designed all-wheel drive system that was used there for the first time.

You can now enjoy this mythical experience up close, both behind the wheel of the new Porsche 911 Dakar and 911 Dakar with Rally Design Package, as well as every time you look at your wrist. The handcrafted Chronograph 1 – 911 Dakar and 911 Dakar Rallye Design Edition carry on the striking design highlights of their motorized role models and inspire with a revolutionary world first: a highly scratch-resistant titanium carbide case developed by Porsche Design. The chronographs and the Porsche 911 Dakar both make the perfect impression, whether in the dusty, sandy desert or in everyday urban life. Only a select few are able to enjoy this innovation. The Chronograph 1 – 911 Dakar and 911 Dakar Rallye Design Edition are reserved exclusively for owners of the Porsche 911 Dakar and, just like this unique special model, are limited to a total of 2,500 pieces.



**A TRADITION OF INNOVATION.**

**FOR OVER 40 YEARS.**

The Dakar Rally is still one of the greatest challenges in motorsport. For more than four decades, participants have had to ask themselves whether they will first run out of gas or drinking water. With robust technology and new ideas such as the first 911 with all-wheel drive, Porsche has made it all the way to the top of the podium, though the thought of crossing the desert in a sports car from Zuffenhausen once seemed impossible. That is exactly what inspired our master watchmakers, who once again revolutionized their craft. A good 40 years

after Porsche Design became the first watch manufacturer ever to produce a chronograph made of titanium, another milestone in the art of watchmaking is following in 2022: titanium carbide, a completely newly developed material.

## THE WORLD'S FIRST CHRONOGRAPH WITH

## A TITANIUM CARBIDE CASE.

After five years of intensive development, Porsche Design has succeeded in creating a chronograph case made of titanium carbide, an extremely durable and highly scratch-resistant material. Entirely in the innovative spirit of Ferdinand Alexander Porsche, who once said: "I enjoy making things better." Instead of just coating the housing, it is composed entirely of this revolutionary material. This opens up a completely new dimension in quality, durability, and simplicity. The ideal conditions should be the Porsche 911 Dakar get trapped in the deep sea of desert sand and have to be dug out with a handy folding spade. In addition, titanium carbide prevents the visible aging process and is even lighter than titanium. The ceramic material can be recognized by its striking Black powder look and elegant crystal structure. The new abbreviation TiC for titanium carbide on the dial makes no secret of the innovative material, and evokes memories of the famous 'Military' watches from Porsche Design, which were made of stainless steel with the abbreviation 3H for tritium, the luminescent material of the time.



TiC logo

Titanium carbide case



WHEN THE SUN IS AT 12 O'CLOCK

DISPLAYS ACCURATELY TO THE SECOND.

The Chronograph 1 – 911 Dakar is easy to read, even when the sun is burning above in a cloudless sky like an gargantuan ball of fire, the sole shady refuge from which is the roof of the Porsche 911 Dakar. The Red 60 on the minute scale on the rehaut as the center top marking helps with orientation and catches the eye just as quickly as the Red stop hands. The lines of the small hour markings are thicker than the half-hour markings. The lettering for the Porsche Design WERK 01.240 with flyback function is also in Red on this Black dial. The abbreviation TiC for titanium carbide also adds a color highlight.

Above the date display at 3 o'clock, the chronograph illustrates its similarity to the limited special model with the unmistakable '911 Dakar' vehicle lettering graphics. The Chronograph 1 – 911 Dakar Rallye Design Edition evokes memories of times past with the extra Roughroads graphic in the small seconds in White, Blue, Gold and Red.



WITHSTANDS SANDSTORMS.

TRIGGERS STORMS OF ENTHUSIASM.

Anything but a mirage: The winding rotor on the back matches the 911 Dakar wheel down to the smallest detail. Similar to the vehicle configuration, the colors Black (satin finish) and solid White for the complete wheel design are available for both chronographs. The winding rotor for the Chronograph 1 – 911 Dakar is also available in Vesuvius Grey. If you choose Black (satin finish) or Vesuvius Grey, the rim ring is executed in Brilliant Silver. The modern Porsche crest adorns the end cap in the selected rim color.

Encased in the titanium base, the rotor and the Porsche Design WERK 01.240 are protected from the next sandstorm by a scratch-resistant sapphire crystal with sevenfold anti-reflective coating. The pushers and crown are also made of titanium. The engraved limited-edition number emphasizes the close connection to the limited edition Porsche 911 Dakar that bears the same number. It's quite a shame that this artistic back remains hidden most of the time.

Chronograph 1 – 911 Dakar Rallye Design Edition



Chronograph 1 – 911 Dakar

TIME FOR ANOTHER HIGHLIGHT:

THE WATCH STRAP.

The star filled sky above the bivouac. The breathtaking sunrise behind towering dunes right before starting the next day's stage. The Porsche 911 Dakar in the middle of a unique Sahara landscape. There are certain sights that make you forget the hardships of the Dakar Rally for a moment. Such as the sight of the high-quality watch

straps with quick-change system of the Chronograph 1 – 911 Dakar and 911 Dakar Rallye Design Edition. The watch strap alludes to the seat center of the 911 Dakar – with Black leather including contrasting stitching in Shade Green and perforation with backing made of Race-Tex, which is also in Shade Green. The inspiration of the leather

strap for the Chronograph 1 – 911 Dakar Rallye Design Edition is also clearly taken from the seat center with Black leather and contrasting stitching in Shark Blue as well as perforation with a backing made of Race-Tex in Shark Blue.



## MASTERS THE MOST DEMANDING TIME

### EVALUATION: THE COSC CERTIFICATION.

Your toughest opponent in the Dakar Rally is the road, if there is one at all. Every pothole and every jump over a steep crest could mean early retirement. Robust, reliable, and precise technology is even more important here than in other motorsport disciplines. The Chronograph 1 – 911 Dakar helps you stay on course for the best time in the middle of nowhere. That's because the Porsche Design WERK 01.240 is COSC-certified. This distinction is only awarded to extremely precisely running watches, underscored by the words 'Chronometer Certified' on the dial. But of course the highest demands are the ones we place on ourselves. That means that without exception, each and every chronograph is checked once again for accuracy by our master watchmakers before delivery. A first-class standard of quality that is only natural for Porsche Design. The movement features a flyback function that brings starting, stopping and resetting together into a single operation. This makes the Chronograph 1 – 911 Dakar the perfect companion for your next great adventure, where every second counts.



After all, as our founder and designer F. A. Porsche once said, "If we wanted something, we had to make it ourselves." And this is exactly how this very special timepiece was created, in a very special place, by hand and with great attention to detail – in the Porsche dedicated watch factory in Solothurn, Switzerland, founded in 2014. The expertise of sports cars and watch experts unite here

to create a perfect symbiosis between the two fields all while combining the highest aesthetic standards with unbeatable performance and precision craftsmanship. This results in watches that take that Porsche thrill far beyond the streets, racetracks and rally routes – for example with technical revolutions such as the world-first patented chronograph case made of titanium carbide.

The Chronograph 1 – 911 Dakar is an innovation that revives the mythical experience of what is probably the most famous rally in history – with unmistakable design details of the Porsche 911 Dakar. A true 'legend of motorsports on your wrist'.

# TECHNICAL DATA.

## PORSCHE DESIGN CHRONOGRAPH 1 – 911 DAKAR

### CASE

Material	Titanium carbide
Finishing	Titanium carbide, glass bead blasted
Diameter	42.70 mm
Height	15.50 mm
Crown	Titanium, Black, screw-fastened
Push-piece	Titanium, Black
Glass	Sapphire crystal, hard coating, scratch-resistant and with sevenfold anti-glare properties on both sides
Case back	Black titanium case back, screw-fastened, with sapphire crystal
Waterproof	Up to 10 bar (dynamic)

**DIAL / HANDS** Black/White minute and hour hands with Super-LumiNova® luminous material; second hand in White; chronograph hand in Neon Orange; day and date display in German and English at 3 o'clock; Red TIC graphic between 1 and 2 o'clock; chronograph second; 30-minute display at 12 o'clock, 12-hour display at 6 o'clock; small seconds at 9 o'clock

**STRAP** Perforated leather strap made of genuine Porsche vehicle leather in Black with backing in Race-Tex in Shade Green and decorative stitching in genuine Porsche vehicle thread in Shade Green (strap sizes M and L included)


**CLASP** Black titanium folding clasp with pushers

### MOVEMENT

Caliber	Porsche Design Caliber WERK 01.240, chronograph with flyback function, day and date display in German and English, COSC certified
Rotor	360° rotor in wheel design in White, Black or Vesuvius Grey with Porsche Crest
Diameter	30 mm
Decorative features	Matt black with chrome-plated bridges, plates and polished screws, engraved Porsche Design icon
Height	7.90 mm
Power reserve	48 hours
Jewels	25
Frequency	28,800 semi-oscillations per hour [4Hz]

Further information and the address of your nearest Porsche Design store or authorized local Porsche Center can be found at

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

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