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## Press Release

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March 2017

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Porsche Design launches exclusive raffle inspired by Porsche Motorsport

### **Porsche Design Racing Challenge Pushing Personal Bests**

**Stuttgart.** Porsche Design recently announced a strategic partnership with Porsche Motorsport that started as of January 2017. Consequently, Porsche Design Timepieces has been named the “Official Timing Partner” for the Porsche Motorsport GT work programme, which covers the FIA World Endurance Championship (WEC) with the 24 Hours of Le Mans and the American IMSA Weathertech Championship. The collaboration enables Porsche Design Timepieces, headquartered in Solothurn, Switzerland, to continue to strive for cutting-edge technologies inspired by the world of Porsche Motorsport to the development of innovative first-class timepieces. As the only brand on the world, Porsche Design has exclusive access to the unprecedented know-how of a sports car manufacturer.

Both subsidiaries of Porsche have more in common than just their origins as they share the same vision of excellence in performance, function and aesthetics. A philosophy that can be traced back to the company’s founder, Professor Ferdinand Alexander Porsche, designer of the legendary Porsche 911, to name only one. These commonalities are a result of an uncompromising demand for state-of-the-art technology, which is guaranteed by constantly questioning the status quo and strict test procedures. In order to be the first to cross the finish line, the drive for highest performance and precision is an infinite commitment and motivation.

#### Performance at the highest level – Pushing Personal Bests

Just right in time, when Porsche Motorsport tackles the 2017 racing season with the all-out newly developed Porsche 911 RSR under hardest conditions at the IMSA season opener in Daytona on January 28/29, Porsche Design launches its racing challenge “Pushing Personal Bests”. The challenge is inspired by the setting of a high speed-endurance race, where every second counts - and might be the difference between a finishing in first or second place - and where both, the drivers and the cars, face the limits of possibility. Aficionados of motor sport and

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mechanical timepieces alike are invited to guess the fastest lap time of the new Porsche 911 RSR. The winners of the challenge will be awarded with four exclusive Porsche Design timepieces. At the season finale, the participant with the closest guess will also win an unforgettable VIP trip to the 24 Hours of Daytona in 2018.

### About the Porsche Design Group:

Porsche Design is a premium-lifestyle brand founded in 1972 by Professor Ferdinand Alexander Porsche. His mission was to build a company that takes the principles and spirit of Porsche beyond the automotive world. All Porsche Design products stand for precision and perfection, smart functions, refined functional design and boast an impressive level of technological innovation. Created and engineered by the legendary Studio F. A. Porsche in Austria and brought to life by carefully-selected manufacturers. Porsche Design products are sold worldwide in over 140 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 further information, visit the Porsche Design homepage at [www.porsche-design.com](http://www.porsche-design.com)

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