

AUTOMOTIVE

Porsche Design helps Porsche enthusiasts mark milestone

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The Porsche Design Chronograph 70Y Sportwagen PCA Edition. Image courtesy of Porsche Design

By STAFF REPORTS

German lifestyle brand Porsche Design is celebrating the 70th anniversary of its namesake automaker through a limited-edition timepiece.

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Exclusively for Porsche Club of America members, Porsche Design is rolling out a watch that reflects features of the brand's classic cars. PCA is one of the oldest and largest Porsche clubs worldwide, leading to this special commemorative creation.

"It is inspiring to see devoted Porsche enthusiasts gathering to express their appreciation for the brand," said Dr. Jan Becker, CEO of Porsche Design, in a statement. "Porsche is universally important to so many people, which is why Porsche Club of America exists."

"We truly value our relationship with PCA," he said. "Their continued commitment and passion was our inspiration in specially developing this exclusive timepiece for their members."

Porsche Design for PCA

The Porsche Design Chronograph 70Y Sportwagen PCA Edition features a rotor in the shape of the Fuchsfelge wheel, which debuted on the Porsche 911 more than half a century ago. Porsche Design received permission to use the recognizable alloy wheel shape in the commemorative watch.



The Porsche Design Chronograph 70YSportwagen PCA Edition. Image credit: Porsche Design

Porsche Design's watch uses the brand's Werk 01.200 movement, its first developed in-house. The timepiece has a flyback function, which is often used in sports since it allows the wearer to time a number of laps in a row without resetting the chronograph.

A 42 millimeter titanium case is coated in black titanium-carbide. The watch's black carbon-fiber dial features white minute markers.

Created in a limited run of 70 watches, each caseback is engraved with the timepiece's number in the series.

Retailing for \$9,911, each of the watches comes in special packaging that includes a booklet and a plaque with the logos for "70Y" Porsche and PCA. Pre-orders began in mid-July, and members will be presented with their watches in September during the 2018 Porsche Rennsport Reunion VI.

"Porsche Design has created a technical masterpiece specifically for our members to celebrate Porsche's 70th anniversary," said Vu Nguyen, executive director of Porsche Club of America, in a statement. "Akin to the cars we covet, it honors tradition, while offering advanced technology."

Automaker Porsche is bringing its drivers together to celebrate 70 years of bravery, as it becomes one of many heritage sports car brands to usher in a milestone year.

The automaker has released a film to celebrate its 70 years in service online, following a yearlong celebration from Ferrari for a similar feat. The film touts the family of Porsche owners around the world and the series of bold characteristics that bring them together ([see story](#)).

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