



PORSCHE

News Release

November 13, 2012

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Special exhibition at the Porsche Museum

40 Years of Porsche Design

Atlanta. The world's first black timepiece, the legendary exclusive eyeglasses and the Porsche 911 – for decades, each of these products has stood as a unique design by Ferdinand Alexander Porsche. In 1972, he founded the Porsche Design Studio in Stuttgart, which was relocated to Zell am See in Austria in 1974. Starting today, the Porsche Museum is marking the company's 40th anniversary with a special exhibition. From Nov .13 through Feb. 17, 2013, museum visitors can experience the most important, most interesting and most extraordinary Porsche Design products and learn how Porsche Design came to exist.

The focus of the anniversary exhibition is on the “Porsche Design” brand, which in recent years has been developed into one of the world's leading luxury brands with its own sales network. F.A. Porsche designed a number of classic men's accessories such as watches, eyeglasses and writing tools, which achieved worldwide recognition under the Porsche Design brand. With his team, he also designed a plethora of industrial products, household appliances and consumer durables for internationally-renowned clients under the “Design by F.A. Porsche” brand. F. A. Porsche won numerous honors and awards for his work as a designer.

“Chronograph I,” the world's first black timepiece and Porsche Design's first product, is compulsory to the exhibit. The watch created a furor in 1972 because the automatic chronograph – unthinkable at the time – was designed in matte black throughout and



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was provocatively unadorned. With this watch, F.A. Porsche anticipated a trend that still remains in today's watch industry.

Other products from the accessories and eyeglasses range will also be on display, such as the Porsche Design P'8478 exclusive spectacles – purchased by more than 7 million customers. Writing implements and pipes will also be featured in the exhibition.

Another highlight of the special exhibition is the grand piano, which the Porsche Design Studio created for the Bösendorfer piano factory in 2003. This grand piano symbolizes the studio's design output, characterized by a clear, functional design language, meticulous choice of materials and top quality workmanship. The adjustable "Antropovarius" lounge chair developed by the Porsche Design Studio in 1982 will also be featured, as will the "Alternative Motorcycle Concept" designed in 1980 as an alternative solution to the car and to conventional motorcycles.

The exhibit will also honor the life of F.A. Porsche, who created legendary cars such as the 904 Carrera GTS and Porsche 911. In time for the anniversary, *Porsche Design 40Y: The Book* will be published and made available in the Porsche Museum shop and other bookstores.

More information is about the Porsche Museum is available at www.porsche.com/museum.

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About Porsche Cars North America

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Ga. is the exclusive U.S. importer of Porsche sports cars, the Cayenne SUV and Panamera sports sedan. Established in 1984, it is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany, and employs approximately 220 people who provide parts, service, marketing and training for 192 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 63-year history and leadership in the advancement of vehicle performance, safety and efficiency.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000 motorsport wins to date.

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