

Press Release

September 2007

Exclusive product highlights at TFWA World Exhibition 2007 in Cannes

Porsche Design presents Mobile Phone and Edition 1

Stuttgart. On occasion of the TFWA (Tax Free World Association) World Exhibition in Cannes (October 22-26, 2007) Porsche Design presents two new product highlights on its booth Riviera Village RE 17: the first mobile phone and the black-coloured Edition 1.

Porsche Design Mobile Phone

The first Porsche Design Mobile Phone has been developed in cooperation with the French-based Sagem Communication (Safran Group). It combines sophisticated, purist design with high-quality natural materials such as aluminum and mineral glass.

The casing is milled out of a solid aluminum block – a unique production method for mobile phones. The typography, styling and colors of the menu emphasize the mobile phone's very functional character. A double hinge made from aluminum enables the screen to be rotated through 180° – thus allowing the phone to be used as a digital camera.

The P'9521 features a fingerprint reader, which clearly identifies the user and thus ensures secure access to personal data. In addition, individual fingerprints can be assigned to particular numbers or phone functions, making operation particularly easy. The standard PIN code can also be replaced by a fingerprint. With this product, Porsche Design has remained loyal to its clear design language and has utilized sophisticated material.

Porsche Design Edition 1

This black-coloured limited edition of 777 cars that consists of a special-design Porsche Cayman S and a special case containing a selection of Porsche Design

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products, is an homage to the 'Chronograph 1', which Ferdinand Alexander Porsche designed 35 years ago.

The special-design Cayman S Porsche Design Edition 1 is based on the 3.4-litre six-cylinder flat engine Cayman S with an output of 295 bhp (217 kW) at 6,250 revolutions per minute. The exterior eye-catcher of the special-design edition is the combination of glossy and matte surfaces, while the interior has a noble and at the same time sporty appeal thanks to the black leather/Alcantara combination that the designers chose. The special case that comes with the special-design Cayman S contains a quartz chronograph, a pocket knife, a ballpoint pen, sunglasses and a key ring.

On top of this collection, there will be further Edition 1 products that can be purchased on their own from Porsche Design Stores, specialty dealers and select Porsche Centres. These include a jacket and belt as well as leather accessories such as a briefcase, a wallet and credit-card holder, and a lighter. Specialty stores will also sell Porsche Design automatic chronographs and cufflinks. The special edition comprises fourteen products altogether.

Porsche Design is a global luxury men's brand and is hallmarked by engineered products. Professor Ferdinand Alexander Porsche established the Porsche Design brand in 1972 and the products attract consumers with their technical innovation and represent functionality and timelessness in its purest form. Porsche Design products are sold in exclusively owned retail and franchise stores, shop-in-shops, upscale department stores, and specialty stores.

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Porsche Design is present at many international airports:

Hong Kong International Airport

The Atrium Shop
East Hall
Hong Kong International Airport
Hong Kong

Abu Dhabi International Airport

Terminal 1, Upper Level within Domo Shop
Abu Dhabi
United Arab Emirates

Munich Airport

Terminal 1, Gate C
Luxury Pavillion, Level 4
(After security control)
85356 Munich Airport
Germany

London Heathrow Airport

Terminal 1
World Duty Free New Men's
Concept Store
Middlesex, TW6 2RQ
Great Britain

Munich Airport

Terminal 2
Duty Free Shop, Level 5
85356 Munich Airport
Germany

Vienna International Airport

Terminal East / Departure International
Dreams & Vision Plaza
1300 Wien-Schwechat
Austria

Munich Airport

Terminal 2
Duty Free Shop, Level 4
85356 Munich Airport
Germany

Vienna International Airport

Terminal West / Departure Schengen
1300 Wien-Schwechat
Austria

Munich Airport

Terminal 2
Look Plaza, Level 4
85356 Munich Airport
Germany

Dubai International Airport

Duty Free Zone 6
Dubai

Moscow Sheremetyevo Airport

Terminal 2, Shop 4
141426 Moscow
Russia