

CLASSIC DRIVER

15h of December: Roland Heiler

□ Roland Heiler, designer: "The very first Porsche Design watches in the Seventies were shocking black. I've always wanted one of them, but as a student I couldn't afford it. With the new P'6612 we finally recreated a black Porsche Design watch. It represents our philosophy in a really consistent way: it is masculine and functional."

"Its design is reduced to the essential, it is an 'anti-jewel'. The best aspect is that the black Porsche Design watch was developed for men, but looks equally interesting on a woman's wrist. Despite its matt-black surface, anyone finding it under their Christmas tree will soon have a sparkle in their eyes."

As early as 1972, Professor Ferdinand Alexander Porsche designed the world's first black chronograph. The new Porsche Design watch P'6612 continues the line. The rubber-covered bezel is attached to the titanium case by a special process of chemical adhesion that's used to weld the rubber to the bezel. It's a form of vulcanising, a combination of pressure, heat and glue. The rubber protects the bezel, the most exposed part of the frame, from abrasion. Thus the watch stays black longer.

All P'6612 dashboard models are equipped with a special Porsche Design rotor (based on a Porsche sports car wheel) made of light titanium. The exterior ring of the rotor is made of heavier metal, so the concentration of weight on the rotor's perimeter optimises energy generation. Few movements generate greater impetus for automatic winding. This outer ring is attached to the high-strength titanium rotor blade in traditional automotive style by polished fastening bolts. The sapphire-glass back ensures an unspoilt view of the rotor system and the automatic movement *ETA 2894-2*.





About Roland Heiler

Roland Heiler was born on the 9th of March 1958 in Holzheim/Göppingen, Germany. After his Advanced Technical College Certificate, he started an apprenticeship as a draftsman at Porsche. An award from Porsche AG allowed him to start a course at the renowned Royal College of Art in London, in which he gained a master. Two years later he began in the Porsche styling studio. In 1997 he moved to Audi in order to manage their exterior design department, but just three years later he was back with his former employer, and in 2000 he became the manager of the Porsche Styling Studios in Huntington, USA.

Since 2004 Roland Heiler is director of Porsche Design GmbH in Zell am See, and Porsche Design Studios too.

The price for this design classic is 3,700 EURO. For further information please visit www.porsche-design.com or call +41 (32) 65 47 211

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