

PORSCHE DESIGN
SMOKING ACCESSORIES
P'3600

New 2009



PORSCHE DESIGN SMOKING ACCESSORIES P'3600

General Range Overview Smoking Accessories

Tobacco Pipes



Total collection:

4 shapes each in 5 colors finishes

Latest finish: tan brown nature

Totally 20 SKU + 2 SKU pipetool.

Special feature: cooling ribbons →
larger surface → better cooling →
cooler smoking = milder smoke

“Modern man”

Enjoying tobacco as lifestyle

Accessories



Total collection:

5 styles, available in different

materials finishes and colors:

leather; carbon- fibre/wood and bog
oak wood.

Totally 22 SKU.

“The Afficionado”

Pocket Lighters




Total collection:

6 models, each in at least 5 colors,
carbonfibre and bog oak wood,
special limited editions
Totally 40 SKU.

“Every smoker or non-smoker”
Men and Women

PORSCHE DESIGN SMOKING ACCESSORIES P'3600

General Range Overview Smoking Accessories

<p>Multi Purpose Lighters</p>	 <p>Total collection: 1 style in 3 colors</p>	<p>“Every Smoker and Non-Smoker”</p>
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<p>Features / Unique Selling Proposition</p>	<ul style="list-style-type: none">▪ Ergonomic design by Porsche Design Studio▪ Outstanding Austrian made quality<ul style="list-style-type: none">→ regular flame→ ignition resistance against child use→ aluminum case: in nature or black anodized▪ Multipurpose use at home<ul style="list-style-type: none">→ candles→ fire place→ cooking→ barbeque→ cigar and cigarette	<p>“The Design Enthusiast”</p>
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PORSCHE DESIGN SMOKING ACCESSORIES P'3600

NEW 2008

PORSCHE DESIGN Multi Purpose Lighter

- History of the Idea
 - Also in this time of modern technique we still need the fire
 - no matter we smoke or not
- Features / Unique Selling Proposition
 - Ergonomic design by Porsche Design Studio
 - Outstanding Austrian made quality
 - regular flame
 - ignition resistance against child use
 - aluminum case: in nature or black anodized
 - Multipurpose use at home
 - candles
 - fire place
 - cooking
 - barbeque
 - cigar and cigarette
- European Price
 - Retail price: 195,- €
- Launch Date
 - available



PORSCHE DESIGN SMOKING ACCESSORIES P'3600

NEW 2008

New colors Pocket lighters in Navy Blue and Titan

P'3631 - P'3633 - P'3634

P'3635 - P'3636



- History of the Idea
 - To replace the less popular colors **steel blue** and **burgundy**
 - In order to extend the lifecycle of the existing lines
- Features / Unique Selling Proposition
 - Navy Blue color: a chicque like black timeless colour
 - Titan color: a chicque but fashionable colour referring to champagne
- European Price
 - Retail price: 170,- €
- Launch Date
 - available



PORSCHE DESIGN SMOKING ACCESSORIES P'3600

NEW 2009

Seasonal Promotion during Fall – Christmas: P'3634 + free gift 911 car (1:64)

- Features / Unique Selling Proposition
 - Limited quantity of 500 pcs worldwide
 - Every color can be delivered in special gift box with free car
- European Price
 - Retail price: 170,- €
- Launch Date
 - available



PORSCHE DESIGN SMOKING ACCESSORIES P'3600

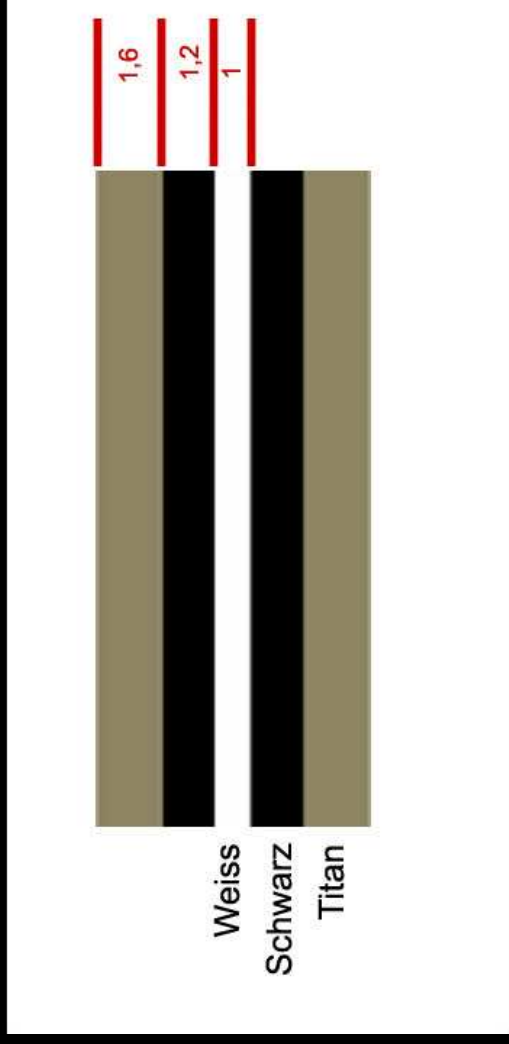
NEW 2009 PORSCHE DESIGN SPIRIT

In addition to **EDITION 1** IN 2007 and the Collection **WHITE** in 2008 **PORSCHE DESIGN** will continue the success of limited editions in 2009.

In April / May 2009 will be launched:

PORSCHE DESIGN SPIRIT

Referring to characteristics of the Porsche 911 GT3 Cup VIP cars which took part at the Porsche Mobil1 Supercup.
The unique look of the Eleven with start number 88 and 90 have been created by Porsche Design.



PORSCHE DESIGN SMOKING ACCESSORIES P'3600

NEW 2009

PORSCHE DESIGN SPIRIT

POCKET LIGHTER P'3633

History of the Idea

- Referring to characteristics of the Porsche 911 GT3 Cup VIP car

Features / Unique Selling Proposition

- Available in grey and black
- Branded: spirit
- Limited 500 pcs in grey and 1500 pcs in black
- Each lighter has individual numbering
- This lighter features a twin-body design
- The circular flame jet with 30 micro fine openings ensures that this lighter can be used in strong wind
- The ignition button cover, which can be folded away to the side, protects the functional parts from dirt and dust
- The lighter has a Piezo ignition and dual flame
- The tank is made of unbreakable Trogamid®
- Fuel capacity: 2,4ml



PORSCHE DESIGN SMOKING ACCESSORIES P'3600

NEW 2009
PORSCHE DESIGN SPIRIT

POCKET LIGHTER P'3633

in grey : limited quantity of 500 pcs worldwide individual numbered

- article code 059.352
- EAN 4046901510183

In black : limited quantity of 1.500 pcs worldwide individual numbered

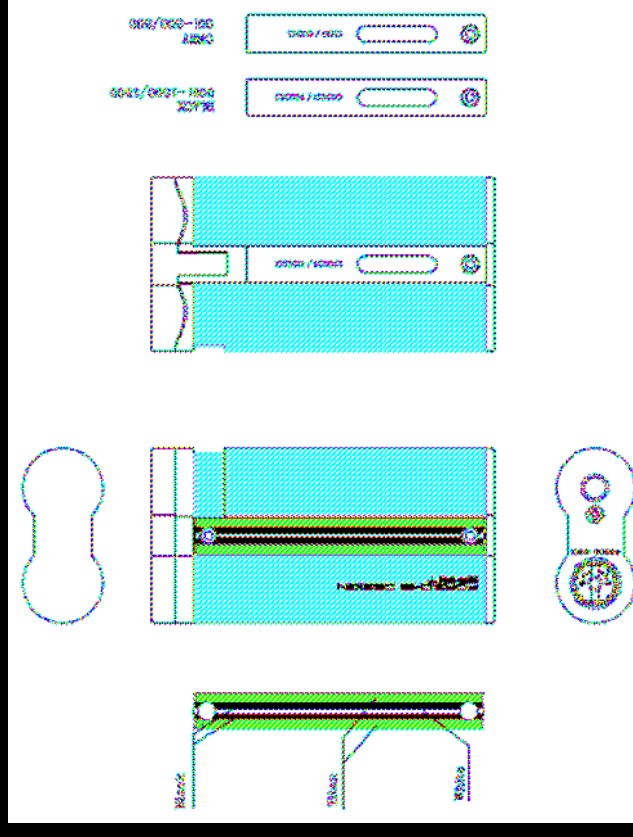
- article code 059.353
- EAN 4046901507763

European Price

- Retail price: 200 €

Launch date

- April 2009



PORSCHE DESIGN SMOKING ACCESSORIES P'3600

NEW 2009 PORSCHE DESIGN SPIRIT

TOBACCO PIPE P'3613

History of the Idea

- Feature the characteristics of the Porsche 911 GT3 Cup VIP car

Features / Unique Selling Proposition

- Available in black
- Branded: spirit
- Limited 500 pcs
- Each pipe has individual numbering
- The slightly curved design enhances the dynamic look of this pipe
- The ribbons cut into the briarroot wood realize a bigger surface and thus better cooling
- The colour-fast mouthpiece is made of acrylic
- The pipe is equipped with a 9-mm filter



PORSCHE DESIGN SMOKING ACCESSORIES P'3600

**NEW 2009
PORSCHE DESIGN SPIRIT**

TOBACCO PIPE P'3613

In black : limited quantity of 500 pcs worldwide individual numbered

→ article code 050.993

→ EAN 4046901510190

European Price

- Retail price: 350 €

Launch date

- APRIL 2009



PORSCHE DESIGN SMOKING ACCESSORIES P'3600

PORSCHE DESIGN SPIRIT

In 2007 the racing season saw the motor sport debut of Porsche Lizenz- und Handelsgesellschaft mbH & Co. KG (Porsche Design Group). Between April and September 2007, two Porsche Design VIP cars along with Porsche Design came in action at the Porsche Mobil1 Supercup races.

The unique look of the Eleven with start number 88 and 90 was created by Porsche Design.

Porsche Design is a global luxury men's brand and is determined by engineered products. Professor Ferdinand Alexander Porsche established the Porsche Design brand in 1972, whose products are attracting consumers with their technical innovation and represent functionality and timelessness in its purest form. Porsche Design products are sold in exclusive own retail and franchise stores, shop-in-shops, up-market department stores and exclusive specialist stores.

The Porsche Mobil1 Supercup has run as support to the FIA Formula 1 World Championship since 1993. Professional teams and drivers line up in technically identical Porsche 911 GT3 Cup vehicles under exactly the same technical and sporting conditions. The program is comparable with that of Formula 1: typically the racing weekend comprises a free training session on the Friday, qualifying training on the Saturday, and the race on the Sunday. The starting line-up for the events is based on the results of the time trials. The races, held over a distance of approximately 70 kilometers, are from a standing start. At Monza in 2006, Germany's Uwe Alzen recorded the fastest ever race in the history of the Porsche Mobil1 Supercup, with an average speed of 183.06 km/h.

PORSCHE DESIGN SMOKING ACCESSORIES P'3600

PORSCHE DESIGN SPIRIT

Highly detailed collector's model of the Porsche 911 GT3 Cup VIP car competing in the Porsche Mobil1 Supercup in the run-up to the 2007 FIA Formula 1 World Championship. Base colour: black. Made of metal and plastic. 1:18 scale.



PORSCHE DESIGN SMOKING ACCESSORIES P'3600

NEW 2009
PORSCHE DESIGN LIMITED WHITE

LIGHTERS P'3633 & P'3635

History of the Idea

- No other color radiates this pure elegance
- Absolutely **PORSCHE DESIGN**, yet absolutely different: **PORSCHE DESIGN WHITE**

Features / Unique Selling Proposition

- Limited 500 pcs each
- Striking twin-body design or the fusion of simple elegance and safety handling
- Circular flame jet opening allows use in stormy conditions or a powerful jetflame
- Small window for checking fuel



PORSCHE DESIGN SMOKING ACCESSORIES P'3600

**NEW 2009
PORSCHE DESIGN WHITE**

POCKET LIGHTER P'3633

In white: limited quantity of 500 pcs worldwide

- article code 059.351
- EAN 4046901011062

European Price

- Retail price: 200 €

Launched



P'3633

POCKET LIGHTER P'3635

In white: limited quantity of 500 pcs worldwide

- article code 059.551
- EAN 4046901011075

European Price

- Retail price: 200 €

Launched



P'3635

PORSCHE DESIGN SMOKING ACCESSORIES P'3600

**NEW 2009
PORSCHE DESIGN LIMITED WHITE**

TOBACCO PIPE P'3613

History of the Idea

- White pipes do have the resemblance to the exclusive meerschaum pipes and do appeal to the young smoker

Features / Unique Selling Proposition

- Available in white
- Limited 500 pcs
- Each pipe has individual numbering
- The slightly curved design enhances the dynamic look of this pipe
- The ribbons cut into the briarroot wood realize a bigger surface and thus better cooling
- The colour-fast mouthpiece is made of WHITE acrylic
- The pipe is equipped with a 9-mm filter



PORSCHE DESIGN SMOKING ACCESSORIES P'3600

**NEW 2009
PORSCHE DESIGN WHITE**

TOBACCO PIPE P'3613

In white: limited quantity of 500 pcs worldwide individual numbered

- article code 050.991
- EAN 40469001517403

European Price

- Retail price: 330 €

Launch date

- April 2009



PORSCHE DESIGN SMOKING ACCESSORIES P'3600

PORSCHE DESIGN SPIRIT- WHITE

Package Deal:

5 **SPIRIT** products and 3 **WHITE** products+ the free gift:

Highly detailed collector's model of the Porsche 911 GT3 Cup VIP car competing in the Porsche Mobil1 Supercup in the run-up to the 2007 FIA Formula 1 World Championship.

To make an attractive presentation in shop window

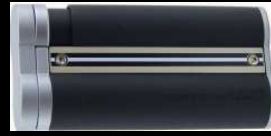
Base colour: black. Made of metal and plastic. 1:18 scale. RRP 110 euro

Cost car without the package deal: 68 euro



2x

+



2x

+



1x

+



1x

+



1x

+



1x



1x

PORSCHE DESIGN SMOKING ACCESSORIES P'3600

NEW 2009

TOBACCO JAR P'3623

History of the Idea

- Creating a modern styled tobacco storage with good sealing

Features / Unique Selling Proposition

- Feature the characteristic cooling ribs of the tobacco pipes
- Innovative cushioned closure
- Made from CNC aluminium
- Available on anodized black and chrome

European Price

- Retail price: 395 €

Launch date

- January 2009



PORSCHE DESIGN SMOKING ACCESSORIES P'3600

NEW 2009

TOBACCO JAR P'3623

History of the Idea

- Creating a modern styled tobacco storage with good sealing

Features / Unique Selling Proposition

- Feature the characteristic cooling ribs of the tobacco pipes
- Innovative cushioned closure and a good air-sealed container
- Made from CNC aluminium
- Available on anodized black and chrome

European Price

- Retail price: 395 €

Launch date

- January 2009



PORSCHE DESIGN SMOKING ACCESSORIES P'3600

NEW 2009

CIGAR TUBES P'3688

History of the Idea

- A modern styled cigar tube

Features / Unique Selling Proposition

- Exclusive cigar tubes made of aluminium and Delignit® wood
- Suitable for various lengths of cigars
- Available as double or single tube. Both in black and natural colour aluminium.

European Price

- Retail price: €

Launch date

- January 2009

