



LaCie and F.A. Porsche Announce New Line of Designer Drives

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([PRWEB](#)) July 24, 2003 -- LaCie, a leading producer of storage devices, today introduced an impressive array of storage peripherals designed by the legendary team at Porsche Design GmbH. LaCie has teamed up with the renowned design firm to bring you products that combine modern form and crisp design. Coupling LaCie's history of excellence in its industry with Porsche Design, a world leader in timeless design and performance, this new family of drives features highly-defined style and superior performance.

Keeping with the design philosophy of F.A. Porsche, "A formally coherent object needs neither ornamentation nor enhancement. Its neat, clean lines suffice; they should be invariably understated, obvious and never stray from the product's spirit and purpose." The LaCie Hard Drives Design by F.A. Porsche reveals a chic one-of-a-kind style that only the famous Porsche Design team can deliver. Its clean lines and mirrored finish add a contemporary element to your desktop or workstation.

"By teaming up with Porsche Design, we are able to bring consumers products that fit their lifestyle," said Philippe Spruch, LaCie World Wide CEO. "This new offering combines the F.A. Porsche tradition of functional design and LaCie's tradition for state-of-the-art technology to create truly unique products."

This new offering from LaCie continues to give consumers the latest in technological innovations that our customers have come to expect. We have precision-engineered our drives to perform like a race car. Not only that, but we have made the process of setting up your drive as simple as four easy steps. You will be up and running in 0 to 60 seconds.

LaCie's new design will house a complete line of hard drives, ranging in capacity from 40GB to 250GB for your PC or Mac via USB 2.0 or FireWire®. LaCie's CD-RW and DVD±RW drives will also be available in this unique design, featuring a mirrored door that opens.

Are you ready to drive LaCie's Hard Drives Design by F.A. Porsche today?

The new family of LaCie Hard Drives Design by F.A. Porsche will be ready to drive beginning in September 2003 through LaCie's authorized resellers and mail order partners.

Contact information

For further information, please contact Rebecca Dietz, LaCie PR Specialist, at 503-844-4578, or via e-mail at rdietz@lacie.com.

About Porsche Design GmbH

Founded in 1972, the agency is known for creating striking designs for objects as various as motorcycles, cameras, lamps, sunglasses, furniture, street lighting and tramways. Porsche Design evokes a style based on purity, simplicity and elegance, the subtle balance of function and form.

About LaCie

Established in the United States, Europe and Japan, LaCie is the world's leading producer of PC and Macintosh compatible storage peripherals. Through a specialized sales dealer network, LaCie offers innovative



solutions for creative professionals in multimedia applications (graphics, audio, video, web design and digital photography). What differentiates LaCie is the design of its products, original creations by designers such as Philippe Starck, Porsche Design GmbH and Neil Poulton. LaCie is listed on the Paris Nouveau Marché (code 5431).

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