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# IWC SCHAFFHAUSEN AND LONG-STANDING PARTNER MERCEDES-AMG LAUNCH A PERFORMANCE ENGINEERING INSPIRED CHRONOGRAPH

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Schaffhausen, 21<sup>st</sup> May 2021 IWC Schaffhausen and Mercedes-AMG have launched the Pilot's Watch Chronograph Edition "AMG". This timepiece is the latest product to celebrate the partnership that has linked the Swiss luxury watchmaker and the German car manufacturer since 2004. The first IWC Pilot's Watch Chronograph in titanium is powered by the IWC-manufactured 69385 calibre movement and features a carbon fibre dial. IWC unveiled the new edition during a webcast conversation with IWC CEO Christoph Grainger-Herr, Mercedes-AMG CEO Philipp Schiemer and shared brand ambassador and racing driver Maro Engel.

The long-standing collaboration between the Swiss luxury watchmaker and the performance and sports car brand Mercedes-AMG, is grounded in many common values, including the pursuit of technical perfection and uncompromising quality. Both companies were created by visionaries with bold ideas. In 1868, Florentine Ariosto Jones combined traditional craftsmanship with advanced industrial technology to redefine watchmaking in Switzerland. In 1967 in Grossaspach, Germany, Hans Werner Aufrecht and Erhard Melcher established AMG with a visionary concept of incorporating cutting-edge racing technology into road-going series vehicles.

"IWC Schaffhausen and Mercedes-AMG share both a passion for performance and design, as well as a commitment to engineering excellence down to the smallest detail. Over the last 17 years of our partnership, IWC and AMG have shared exhilarating moments in motorsport and beyond and we have created many lasting memories for our clients. Today we are proud to introduce Mercedes-AMG as a permanent feature of our Pilot's Watch Collection, starting with the Pilot's Watch Chronograph Edition "AMG", explains Christoph Grainger-Herr, CEO of IWC Schaffhausen.

"The partnership between Mercedes-AMG and IWC has all the components that are needed for a successful and

long-lasting collaboration. It's very rare to come across a company and people with so many common interests and values. Our commitment to craftsmanship of the highest level and our pursuit of emotional product experiences is what has united us since 2004 – and the Pilot's Watch Chronograph Edition "AMG" once again underlines our strong partnership," said Philipp Schiemer, CEO of Mercedes-AMG.

Crafted from automotive engineering materials, the **Pilot's Watch Chronograph Edition "AMG"** (Ref. IW377903) is IWC's first 43mm Pilot's Watch Chronograph featuring the IWC-manufactured 69385 calibre, as well as the first Pilot's Watch Chronograph with a case made of extremely light and scratch-resistant titanium. The Grade 5 titanium finish gives the watch its matte grey appearance, inspired by AMG's signature Selenite Grey Magno paint finish. The dial features precisely woven carbon fibre, a material directly derived from AMG's aero components. These parts are produced in a complex process involving heat and pressure and are known for their remarkable lightness and rigidity. The raw material is continuous carbon fibres, which are processed on weaving machines into textile structures, giving the end product its characteristic woven "carbon look". The black carbon dial provides the perfect contrast to the silver chronograph sub-dials, reminiscent of motorsport instruments.

The all-around performance watch is powered by the IWC-manufactured calibre 69385, a robust and precise chronograph movement that enables stop time measurements of up to 12 hours. The chronograph function is controlled by a column wheel, an intricate component with two functional levels. The Mercedes-AMG logo is emblazoned on the tinted sapphire crystal case back. The timepiece is fitted with a black embossed calf leather strap with contrast stitching and folding clasp.

The Pilot's Watch Chronograph Edition "AMG" was unveiled at a webcast hosted by Philipp Schiemer and Christoph Grainger-Herr. Both elaborated on their passion for racing, the values both brands share, and the sustainable future of watchmaking and mobility. They were joined by Maro Engel, who brought in the perspective of a professional racing driver. The IWC brand ambassador is also a Mercedes-AMG factory driver and has an in-depth knowledge of both companies. The webcast can be watched via <https://watches.iwc.com/amgwebcast>.

The Pilot's Watch Chronograph Edition "AMG" will be available for pre-order from 21<sup>st</sup> May online at IWC.com, through IWC boutiques and authorised retail partners. The timepiece is eligible for registration under the My IWC care program and thus benefits from a 6-year extension to the standard 2-year International Limited Warranty.

#### ABOUT MERCEDES-AMG

Mercedes-AMG is the performance and sports car brand of Mercedes-Benz Cars based in Affalterbach, Germany. Driven by the fascination of motorsports Hans Werner Aufrecht and Erhard Melcher founded the company in 1967. Since 2005 Mercedes-AMG GmbH has been a wholly-owned subsidiary of Daimler AG representing the sporting spearhead of the company with a wide range of models ranging from performance compact cars up to true sports cars like the AMG GT family. In contrast to large-scale production, Mercedes-AMG's engines are assembled in Affalterbach according to the "One Man, One Engine" principle. AMG was born on the racetrack and is up to this day committed to "Driving Performance" in every detail, which is also expressed in every vehicle's perceptible, innovative excellence. AMG – these three letters stand for supreme automotive performance, exclusivity, emotion, efficiency and highly dynamic driving pleasure and for exclusive encounters, contact points and collaborations for customers all around the globe. AMG continues to set benchmarks and, as a sub-brand of Mercedes-Benz, has the ambition to strengthen the product portfolio as a performance luxury brand. Currently, AMG is pushing the transformation of the company and redefining the Future of Driving Performance with electrified powertrains.

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# PILOT'S WATCH CHRONOGRAPH EDITION "AMG"

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REF. IW377903

## FEATURES

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Mechanical movement – Chronograph function for hours, minutes and seconds – Date and day display – Small hacking seconds – Screw-in crown – Glass secured against displacement caused by drops in air pressure – Sapphire glass back

## MOVEMENT

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IWC manufacture calibre	69385
Frequency	28,800 vph/4 Hz
Jewels	33
Power reserve	46h
Winding	Automatic

## WATCH

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Materials	Titanium case, carbon dial, black hands, black leather strap
Glass	Sapphire, arched edge, antireflective coating on both sides
Water-resistant	6 bar
Diameter	43 mm
Height	14.9 mm

## IWC SCHAFFHAUSEN

In 1868, the American watchmaker and entrepreneur Florentine Ariosto Jones travelled from Boston to Switzerland and founded the 'International Watch Company' in Schaffhausen. His visionary dream was to combine advanced American manufacturing methods with the craftsmanship of Swiss watchmakers to make the best pocket watches of his time. In doing so, he not only laid the foundation for IWC's unique engineering approach but also established the centralised production of mechanical watches in Switzerland.

Over its 150 year history, IWC Schaffhausen has developed a reputation for creating functional complications, especially chronographs and calendars, which are ingenious, robust, and easy for customers to use. A pioneer in the use of titanium and ceramics, IWC today specialises in highly engineered technical watch cases manufactured from advanced materials, such as titanium-aluminide and Ceratanium®. Preferring the principle of "form follows function" over decoration, the Swiss watch manufacturer's timeless creations embody their owners' dreams and ambitions as they journey through life.

IWC sources materials responsibly and takes action to minimise its impact on the environment, creating intrinsically sustainable timepieces that are built to last for generations. The company prides itself in training its own future watchmakers and engineers, as well as offering an excellent working environment for all employees. IWC also partners with organisations that work globally to support children and young people.

## DOWNLOADS

Images of the Pilot's Watch Chronograph Edition "AMG" can be downloaded free of charge at [press.iwc.com](http://press.iwc.com)

## FURTHER INFORMATION

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