
IWC SCHAFFHAUSEN PRESENTS THE FIRST LAUREUS SPECIAL EDITION IN BLUE CERAMIC

Schaffhausen, 2nd September 2021 – IWC Schaffhausen has unveiled the Pilot's Watch Automatic Edition "Laureus Sport for Good". The timepiece is the 15th special edition that the Swiss luxury watch manufacturer has created to support the work of Laureus Sport for Good. For the first time, a hard and scratch-resistant blue ceramic case complements the dial in the trademark Laureus blue. On the case back, there is an engraving of the winning entry from the drawing competition that IWC organizes each year within all the programmes of Laureus Sport for Good worldwide.

"Sport has the power to change the world". The work of Laureus Sport for Good follows this powerful guiding principle established by Laureus' Founding Patron, Nelson Mandela. Currently, the foundation supports over 250 programmes in more than 50 countries worldwide, using sport to transform the lives of children and young people and end violence, discrimination, and disadvantage. Since 2006, IWC has issued a special edition timepiece in honour of Laureus Sport for Good each year.

The **Pilot's Watch Automatic Edition "Laureus Sport for Good"** (Ref. IW328101) is the 15th Laureus special edition. It comes with an exclusive first: In addition to the dial in the trademark Laureus blue, a blue ceramic case has been used for the first time. The dark blue hue of the ceramic is the result of a complex manufacturing process. Powdered zirconium oxide is mixed with other metallic oxides, shaped, and then sintered in a furnace. Coloured ceramics place enormously high demands on the quality and purity of the raw materials. On the blue dial designed to mimic a cockpit instrument, the time can be read at a glance. Thanks to the luminescent coating, this is possible even at night. A precise rate is ensured by the IWC-manufactured 32111 calibre movement. Thanks to an improved barrel construction,

the mainspring can hold an impressive power reserve of five days. A soft iron inner cage effectively shields the movement from the effects of magnetic fields. Limited to 750 pieces, this sporty pilot's watch is fitted with a blue rubber strap with textile inlay.

As is the long-standing tradition with the Laureus special editions, the back of the case features a special highlight: The titanium case back is engraved with the winning design from the drawing competition that IWC organises every year within all the programmes supported by Laureus Sport for Good. It was created by 12-year-old Melissa Mejía Castilla from Colombia and is entitled "Vivir en Armonía" (Living in Peace). Melissa participates in activities organised by Fundación Colombianitos - an organisation that, among other things, promotes gender equality through sport.

The Pilot's Watch Automatic Edition "Laureus Sport for Good" is available immediately through IWC boutiques, authorized retail partners or online at IWC.com. In addition, the timepiece is eligible for registration under the My IWC care program and can benefit from a 6-year extension to the standard 2-year International Limited Warranty.

LAUREUS SPORT FOR GOOD

Laureus Sport for Good was inspired by the words of its Founding Patron, Nelson Mandela, who said at the first ever Laureus Awards in 2000, "Sport has the power to change the world."

Laureus Sport for Good uses the power of sport to end violence, discrimination and disadvantage. Since 2000, Laureus has reached and helped change the lives of more than six million children and young people. Laureus Sport for Good currently supports more than 250 programmes in over 50 countries that use the power of sport to transform lives.

The work of Laureus Sport for Good aims to address six key social issues identified by the UN that are affecting young people across the world:

Health: Enhancing mental wellbeing and encouraging healthy behaviour change

Education: Increased access to and completion of education

Women and Girls: Promoting equality, empowerment and safety

Employability: Developing skills and creating pathways to employment

Inclusive Society: Creating communities which embrace ethnic, cultural and physical differences

Peaceful Society: Resolving conflict, promoting community peace-building and creating safe spaces

PILOT'S WATCH AUTOMATIC EDITION "LAUREUS SPORT FOR GOOD"

REF. IW328101

FEATURES

Mechanical movement – Date and day display – Central hacking seconds – Screw-in crown – Glass secured against displacement by drop in air pressure – Soft-iron inner case for protection against magnetic fields

MOVEMENT

IWC-manufactured calibre	32111
Frequency	28,800 vph / 4 Hz
Jewels	21
Power reserve	120 h
Winding	Automatic

WATCH

Materials	Blue ceramic case, blue dial, black hands, blue rubber strap with textile inlay
Glass	Sapphire, convex, antireflective coating on both sides
Water-resistant	10 bar
Diameter	41 mm
Height	11.4 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 Automatic Edition "Laureus Sport for Good" can be downloaded free of charge at press.iwc.com

FURTHER INFORMATION

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