
IWC SCHAFFHAUSEN DESIGNS THE INSPIRATION4 CHRONOGRAPHS TO SUPPORT THE WORLD'S FIRST ALL-CIVILIAN MISSION TO ORBIT

Four unique Pilot's Watches representing the mission's values of Leadership, Hope, Generosity and Prosperity will travel into space before being auctioned in aid of St. Jude Children's Research Hospital®

Schaffhausen, August 26, 2021 – To support Inspiration4, the world's first all-civilian mission to orbit, IWC Schaffhausen has designed and donated a series of unique, space-themed Pilot's Watch Chronographs representing the mission's values of Leadership, Hope, Generosity and Prosperity. The watches will be worn by the four crew members on their journey into space, before being auctioned as part of the mission's aim to raise funds for and promote the life-saving work of St. Jude Children's Research Hospital®.

The Pilot's Watch Chronograph Edition "Inspiration4" features a case made of stunning white ceramic. The unique color results from a complex manufacturing process in which zirconium oxide is mixed with other metallic oxides in a precisely defined ratio. With a Vickers rating second only to that of diamond, engineering ceramic ranks among the hardest substances on the planet. The dark blue lacquered dial has been pad-printed with countless stars and captures the depth and darkness of space. It also features the Inspiration4 logo. Inside beats the IWC-manufactured 69380 caliber chronograph movement. On each of the four watches, the titanium case back has been engraved with the name and mission value represented by the respective crew member. The chronographs are fitted with an eye-catching white rubber strap with a leather inlay.

Named Inspiration4 in recognition of the diverse, four-person crew's mission to support St. Jude Children's Research Hospital and send a humanitarian message of possibility, the multi-day journey to low-Earth

orbit represents a new era for human spaceflight and exploration. The mission is the brainchild of Jared Isaacman, a 38-year-old entrepreneur and accomplished pilot who will also serve as Commander. The mission is set to launch in September from historical Launch Complex 39A at NASA's Kennedy Space Center in Florida. The spacecraft will orbit the planet at an altitude of approximately 357 miles (575 kilometres) and a speed of more than 17,500 miles per hour (27,360 kph). After the multi-day journey, the crew will re-enter Earth's atmosphere for a soft water landing off the coast of Florida.

"From our founder Florentine Ariosto Jones, who journeyed from America to Switzerland to revolutionize watchmaking, to our endless appetite for innovation, IWC is a company of pioneers. We are incredibly proud to partner with the Inspiration4 mission, which shares so many of our values, to make history together and raise funds for such a good cause," explains Christoph Grainger-Herr, CEO of IWC Schaffhausen.

“Inspiration4 is the realization of a lifelong dream and on behalf of the crew, I want to thank IWC Schaffhausen for joining us aboard and supporting our mission to raise funds for St. Jude Children’s Research Hospital,” said Isaacman.

**A CREW REPRESENTING
FOUR MISSION VALUES**

At the heart of Inspiration4 is a unique and varied crew. Isaacman occupies the Leadership mission seat and serves as Commander. He is the founder and CEO of Shift4 Payments and an accomplished commercial and military pilot who holds several aviation world records. The mission seat representing Hope was awarded to Hayley Arceneaux, a 29-year-old physician assistant at St. Jude Children’s Research Hospital and a pediatric cancer survivor. Dr Sian Proctor, a 51-year-old entrepreneur and trained pilot, earned the mission seat representing Prosperity as the winning entrant in a business competition. Finally, the Generosity mission seat

will be occupied by Christopher Sembroski. The 41-year-old aerospace industry employee and United States Air Force veteran contributed to a fundraising campaign that offered an Inspiration4 seat to one lucky donor.

The crew is currently undergoing commercial astronaut training at SpaceX, focusing on orbital mechanics, operating in microgravity, zero gravity, and other forms of stress testing. In addition, they will receive emergency preparedness training, complete spacecraft ingress and egress exercises and take part in partial and full-mission simulations.

To learn more about Inspiration4 and how to support and follow this historic journey to space, visit www.Inspiration4.com and follow the mission on social media on Twitter ([@inspiration4x](https://twitter.com/inspiration4x)), Facebook ([@inspiration4mission](https://facebook.com/inspiration4mission)), Instagram ([@inspiration4](https://instagram.com/inspiration4)) and YouTube ([@Inspiration4](https://youtube.com/Inspiration4)) to receive the latest news on mission training, preparation and timing.

PILOT'S WATCH CHRONOGRAPH EDITION "INSPIRATION4"

REF. IW389110

FEATURES

Mechanical movement – Chronograph function for hours, minutes and seconds – Date and day display – Small hacking seconds – Soft-iron inner case for protection against magnetic fields – Screw-in crown – Glass secured against displacement caused by drops in air pressure

MOVEMENT

IWC-manufactured caliber	69380
Frequency	28,800 vph / 4 Hz
Jewels	33
Power reserve	46 h
Winding	Automatic

WATCH

Materials	White ceramic, dark blue lacquered dial, black hands, white rubber strap with leather inlay
Glass	Sapphire, convex, anti-reflective coating on both sides
Water-resistant	6 bar
Diameter	44.5 mm
Height	15.7 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 "Inspiration4" can be downloaded free of charge at press.iwc.com

FURTHER INFORMATION

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