
THE IWC RACING TEAM MAKES ITS COMEBACK ON THE GOODWOOD MOTOR CIRCUIT

Schaffhausen/Goodwood, 17th October 2021 - IWC Schaffhausen and its motorsport team, IWC Racing, have made their return to the Goodwood Members' Meeting. At the wheel of the iconic Mercedes-Benz 300 SL "Gullwing", Austrian racing driver Laura Kraihamer raced in the Stirling Moss Trophy. IWC CEO Christoph Grainger-Herr and other members of the IWC family also connected virtually with guests at IWC's manufacturing center in Schaffhausen, turning the 78th Goodwood Members' Meeting into a hybrid event.

The IWC Racing Team celebrated its comeback at Goodwood this weekend. The team's last appearance on the legendary Goodwood Motor Circuit dates back to April 2019, when former Formula 1™ star David Coulthard lead the IWC Racing 300 SL to first place in the Tony Gaze Trophy. This year, Austrian racing driver Laura Kraihamer was behind the wheel of the iconic sports car. Kraihamer, who races in DTM Trophy events and forms part of KTM's car development and engineering team, lined up on the grid in the Stirling Moss Trophy.

"It's been a long 20 months without racing, so we couldn't wait to put our Mercedes-Benz 300 SL back on the track of the Goodwood Motor Circuit and hear its engine roar once again. We unveiled our motorsport team at Goodwood back in 2018 and have experienced so many exhilarating racing highlights here. It feels great to be back," explains Christoph Grainger-Herr, CEO of IWC Schaffhausen.

Also witnessing the racing action at the 78th Goodwood Members' Meeting in the South of England were many members of the global IWC family, such as F1™ legend David Coulthard and British racing driver Billy Monger.

They connected virtually to chat with guests at an event hosted by Philip Rathgen at IWC's manufacturing center in Schaffhausen, turning the Members' Meeting 2021 into a hybrid event with physical and digital activations.

While the life-sized 300 SL lined up on the grid on Sunday, its 1:64 scale die cast replica took centre stage the day before, when IWC and partner Hot Wheels™ launched the "IWC x Hot Wheels™ Racing Works" collector's set. Limited to 50 pieces, it contains the Pilot's Watch Chronograph Edition "IWC x Hot Wheels™ Racing Works" and the Hot Wheels Mercedes-Benz 300 SL "Racing Works Edition", presented in a metal toolbox. Set 1 of 50 is currently being auctioned for charity by international auction house Bonhams, with the proceeds going to the Two Bit Circus Foundation. This Foundation wants to create learning experiences for children to inspire entrepreneurship, encourage young inventors and instill environmental stewardship. Lovers of mechanical watches and car culture are invited to place their bids online until 22nd October at: www.bonhams.com/auction/27446.

ABOUT THE MEMBERS' MEETING

The Goodwood Members' Meeting is an epic weekend of motor racing founded by the Duke of Richmond, which aims to recreate the atmosphere and camaraderie of the original BARC Members' Meetings held at Goodwood throughout the 1950s and 1960s.

As well as a full programme of racing, the Members' Meeting features all kinds of cars from classic tin-tops and GTs, to motorcycles and open wheeled Formula 3™ and F1™ machines, offering visitors a friendly and intimate atmosphere with no crowds, thanks to being exclusively available to GRRC Members and Fellowship. A winning formula of spectacular cars, high-speed track demonstrations, fun-packed festivities and great entertainment; along with the very best food and drink. Joining the GRRC Fellowship is the only way to become a full GRRC Member.

CONTACT

For more information about the Members' Meeting and Goodwood's motorsport events, please contact Katharine Morgan, Motorsport & Automotive Press Officer: Katharine.Morgan@goodwood.com

For all other press enquiries please contact: media@goodwood.com

Imagery and news from Goodwood are available from our Press & Media site.

Stay up to date with all future announcements and on-event action across our social channels:

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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 IWC Schaffhausen at the 78th Goodwood Members' Meeting are available free of charge at press.iwc.com

FURTHER INFORMATION

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