
SIGNATURE TALK: “THE FUTURE OF MOBILITY”

ABOUT AIRSPEEDER

IWC Schaffhausen and Airspeeder share a passion for engineering, pioneering technical solutions, innovation, teamwork, design and sustainability. This engineering and timekeeping partnership brings together the dream of flying with an exhilarating aviation competition – combining IWC’s legacy in manufacturing robust and reliable pilot’s watches with the brand’s passion for racing. Nothing accelerates innovation like raw sporting competition.

This belief is behind the foundation of Airspeeder, the world’s first motorsport series for electric flying cars. Together with a team of leading technical minds, founder Matt Pearson is realising a dream of establishing a full starting grid of electric vertical take-off and landing (eVTOL) aircraft. Engineered with a focus on performance and agility, these “Speeder” octocopters will compete closely and safely at a top speed of 200 km/h. The initial races will form part of the ‘EXA’ development series before the world’s first fully crewed competitions begin. Pearson’s vision is to use Airspeeder to accelerate the shift to more sustainable clean-air mobility technologies, unlocking the potential of electric flying cars to transform aerial passenger transport.

This engineering and timekeeping partnership combines IWC’s legacy in manufacturing exceptional pilot’s watches with the brand’s long-term passion and patronage of racing. For further information about Airspeeder projects please visit: airspeeder.com/partners.

MATT PEARSON, FOUNDER OF AIRSPEEDER

Ever since he was 15, Matt Pearson has dreamt of building flying cars. Born in South Africa and now based in Australia, co-founded a tech business in his twenties

that enables thousands of entrepreneurs to start their own businesses. Looking for a new challenge, he decided to make his teenage imaginings a reality, setting his sights on designing an electric flying car. Pearson is now the founder of Alauda, the world’s first performance eVTOL (electric vertical take-off and landing) aircraft manufacturer, and the creator of Airspeeder, the world’s first flying electric car racing series. Joining forces with some of the brightest minds in automotive and aeronautical engineering in Australia and London, he plans to build an entire grid of eVTOL racers to mirror existing racing series and accelerate a new mobility revolution for clean-air transportation. As well as looking towards the skies to innovate, Pearson looks beyond earth towards the stars. His work at another one of his companies, FLEET Space Technologies, aims to build internet connectivity from space. FLEET powers millions of devices via a growing network of nano-satellites in low earth orbit from its base in South Australia. Pearson is a true visionary paving the way for significant advances in technological innovation.

ABOUT BOOM SUPERSONIC

IWC Schaffhausen and Boom Supersonic have joined forces in a new partnership. This partnership is founded on three key pillars: a unique relationship with time, a commitment to engineering excellence and a dedication to incorporating sustainability across the entire supply chain.

Founded in 2014 in Denver, Colorado, Boom Supersonic aims to redefine commercial air travel by bringing sustainable supersonic flights to the sky. Currently, the company is developing its supersonic airliner Overture. It will be net-zero carbon and capable of flying on 100% sustainable aviation fuel (SAF) at twice the speed of today’s fastest passenger jets. Boom plans to roll out Overture in 2025, fly in 2026 and carry passengers by 2029.

The partnership between IWC and Boom is founded on three key pillars intrinsic to both companies: time, engineering, and sustainability. First, both IWC and Boom have a unique relationship with time. While IWC specialises in precision instruments to measure time, Boom's mission is to make the world dramatically more accessible by ushering in a new age of supersonic air travel. When it becomes possible to travel from London to New York in 3 hours 30 minutes instead of 6 hours 30 minutes, the perception of time and how fast it passes will fundamentally change. Second, both IWC and Boom are at the pinnacle of engineering and push the boundaries of what is technically possible. Both companies also have unique expertise in the field of advanced materials. Finally, both partners have made it a priority to integrate sustainability across the entire value chain. Overture, the Boom supersonic airliner, will be net-zero carbon thanks, for example, to its fuel-efficient design and ability to use 100% sustainable aviation fuels (SAF). Mechanical watches from IWC are engineered to last for generations, with this longevity making them intrinsically sustainable. However, they must also be responsibly made. A leader in sustainability within the luxury watch industry, IWC is continuously improving every element of how it designs, manufactures, distributes, and services its products. What is more, both partners are committed to sustainable manufacturing practices throughout their supply chains. For further information about Boom please visit: <https://boomsupersonic.com/> and boomsupersonic.com/press

**BRIAN DURRENCE,
CTO AT BOOM SUPERSONIC**

As Boom's Chief Technology Officer, Brian Durrence leads the company's technical organisations and is focused on the creation of new technology and its application to Boom's products and services.

Prior to joining Boom, Brian was appointed Gulfstream's Vice President of Engineering in 2015 after spending the previous five years as the Chief Engineer for Gulfstream's Large Cabin Aircraft.

As Vice President of Engineering, Brian was responsible for establishing the strategic vision of the Engineering Organisation, identifying and implementing best practices, and ensuring the correct engineering skills are in place for designing, integrating, testing, and certifying Gulfstream aircraft.

A 30-year Gulfstream veteran, Brian served in multiple managerial positions before becoming Chief Engineer in 2010. During his tenure, Brian worked on Gulfstream's preliminary supersonic efforts and numerous aircraft programs including GIV-SP, GV, G450, G550, G650, G650ER, G500, and G600, where he held various leadership positions during the development of those aircraft including their fleet support following entry into service.

Brian earned his Bachelor of Science Degree in Engineering from the Georgia Institute of Technology and his Master of Business Administration Degree from Georgia Southern University.