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# IWC SCHAFFHAUSEN TAKES OVER THE OUTERNET LONDON TO KICK OFF EXCLUSIVE WATCH AUCTION

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Schaffhausen/London, 30<sup>th</sup> June 2022. Ahead of the British Grand Prix™ at Silverstone, IWC took over the Outernet in central London and hosted an exclusive event. Using the venue's high-resolution wrap-around screens, the Swiss luxury watchmaker took guests on a trip down memory lane and shared defining moments of the friendship between Toto Wolff, Team Principal & CEO of the Mercedes-AMG PETRONAS Formula One™ Team, and Chris Grainger-Herr, CEO of IWC Schaffhausen. The event also marked the kick-off for the auction of the last available piece of the limited Big Pilot's Watch Perpetual Calendar Edition "Toto Wolff x Mercedes-AMG Petronas Formula One™ Team". The number 50/100 watch is currently being auctioned by international auction house Bonhams, with the proceeds going to the charitable initiative Ignite.

Located in the heart of London at the intersection of Tottenham Court Road and Charing Cross Road, Outernet London is the most advanced immersive space on the planet featuring floor to ceiling, 360 degree wrap around screens creating brand experiences the likes of which have never been seen before. IWC Schaffhausen was the first global luxury brand to take over this exciting new venue. Visitors were greeted with impressive photography and videos of IWC Schaffhausen and the Mercedes-AMG PETRONAS Formula One™ Team in the "Now Arcade", a 21 meter multistorey LED tunnel, entirely covered with an interactive 8K screen surface. On display, bathed in PETRONAS-green light, was also the Mercedes-AMG F1 W13 E Performance, the team's current race car.

## A TRIP DOWN MEMORY LANE AND MAGIC MOMENTS OF A FRIENDSHIP

During the event at the "Now Trending" venue, Toto Wolff and Chris Grainger-Herr reflected on their longstanding collaboration and personal relationship. The two have met on many occasions and lived countless memorable moments on and off the racetrack. Commenting on photos projected on giant LED screens, they recalled key moments shared from when they first met in 2017 to the recent launch of the **Pilot's Watch Chronograph 41**

**Edition "Mercedes-AMG Petronas Formula One™ Team"** in Miami in May 2022. They also recalled the legendary moment when Toto Wolff smashed his headset at the Saudi Arabian Grand Prix™ in December 2021, and his bespoke Big Pilot's Watch Shock Absorber XPL successfully withstood a particularly tough blow.

## THE OFFICIAL KICK-OFF FOR THE WATCH AUCTION AT BONHAMS

Over the years, Toto Wolff has worn many IWC watches, including some experimental prototypes. With the Big Pilot's Watch Perpetual Calendar Edition "Toto Wolff x Mercedes-AMG Petronas Formula One™ Team," IWC has created a limited edition that carries his name and recognises his outstanding career and achievements thus far. The watch is limited to 100 pieces. The last available piece, number 50 of 100, is now being auctioned by international auction house Bonhams. The proceeds will go to Ignite, a joint charitable initiative operated by Mercedes-AMG PETRONAS F1™ and Sir Lewis Hamilton to support greater diversity and inclusion in motorsport.

Interested buyers can register and place their bids here: [www.bonhams.com/auction/28074](https://www.bonhams.com/auction/28074)

## 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 IWC event at Outernet London can be downloaded free of charge from [press.iwc.com](http://press.iwc.com)

## FURTHER INFORMATION

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