
IWC SCHAFFHAUSEN'S PARTNER BOOM SUPERSONIC PROMOTES ITS VISION FOR MORE SUSTAINABLE AIR TRAVEL

Schaffhausen, 19th July 2022. Boom Supersonic, a partner of IWC Schaffhausen since 2021, promotes its vision of a more sustainable future for commercial air travel at the Farnborough International Airshow 2022. The event in the South of England is considered one of the most important gatherings for professionals from the worldwide aerospace industry. Boom Supersonic had previously joined Airspeeder, the first racing series for electric flying cars, to discuss the "Future of Mobility" as part of the IWC Signature Talk at the recent Watches and Wonders exhibition in Geneva.

Tens of thousands of aerospace professionals come together from 18th to 22nd July in Farnborough in the South of England to discuss significant trends and developments in their industry. One of the main topics of interest at the Farnborough International Airshow 2022 is the industry's sustainable development and transformation to net zero. Boom Supersonic, a partner of IWC Schaffhausen, is also among the exhibitors, promoting its vision for a more sustainable form of commercial air travel. During the airshow, Boom unveiled a production Overture design, optimised for speed, safety, and sustainability. The company also announced a strategic partnership with Northrop Grumman for a special mission variant of the aircraft. In addition, Boom added top-tier suppliers including Collins Aerospace, Eaton, and Safran Landing Systems, and announced The Iron Bird, a state-of-the-art testing facility.

Boom's commercial airliner, Overture, is designed to be net zero for carbon emissions, capable of flying on 100% sustainable aviation fuels (SAF) at twice the speed of today's fastest passenger jets. Boom Supersonic is also currently preparing its supersonic demonstrator aircraft XB-1 for its maiden flight.

BOOM SUPERSONIC AND AIRSPEEDER FORGING THE FUTURE OF MOBILITY

The partnership between IWC Schaffhausen and Boom Supersonic was announced in November 2021 and is founded on three key pillars: a special relationship with time, a commitment to engineering excellence, and an integrated approach to sustainability. At the Watches and Wonders exhibition in April in Geneva, Boom Supersonic had joined forces with Airspeeder, the first racing series for electric flying cars. Executives from both companies discussed the "Future of Mobility" in an IWC Signature Talk. Airspeeder, also an IWC partner, uses the power of sporting competition to accelerate the acceptance development of eVTOL (electric vertical take-off and landing) technology and promote a more sustainable form of urban mobility. As both partners ramp up their production facilities, IWC supports them with best practices from its award-winning manufacturing centre in Schaffhausen.

The IWC Signature Talk with Boom Supersonic and Airspeeder can be viewed here:

https://www.youtube.com/watch?v=4dZO5_4J39Q

IWC SCHAFFHAUSEN

IWC Schaffhausen is a leading Swiss luxury watch manufacturer based in Schaffhausen in the north-eastern part of Switzerland. With collections like the Portugieser and the Pilot's Watches, the brand covers the whole spectrum from elegant to sports watches. Founded in 1868 by the American watchmaker and engineer Florentine Ariosto Jones, IWC is known for its unique engineering approach to watchmaking, combining the best of human craftsmanship and creativity with cutting-edge technology and processes.

Over its more than 150-year history, IWC has earned a reputation for creating professional instrument watches and 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 watch cases manufactured from advanced materials, such as coloured ceramics, Ceratanium®, and titanium aluminide.

A leader in sustainable luxury watchmaking, IWC sources materials responsibly and takes action to minimise its impact on the environment. Along the pillars of transparency, circularity, and responsibility, the brand crafts timepieces built to last for generations and continuously improves every element of how it manufactures, distributes, and services its products in the most responsible way. IWC also partners with organisations that work globally to support children and young people.

DOWNLOADS

Images can be downloaded free of charge from press.iwc.com

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