

---

## IWC SCHAFFHAUSEN BECOMES MOTORWORLD'S OFFICIAL WATCH PARTNER

---

Schaffhausen/Schemmerhofen, 22<sup>nd</sup> November 2022 – IWC Schaffhausen becomes the official watch partner of the Motorworld Group, the world's largest brand-independent centre for classic cars and sports cars. The partnership is based on the passion both companies share for automotive technology, design and motorsport in all its facets.

With its many locations and projects, the Motorworld Group creates attractive marketplaces in the mobility sector. While the idea was first implemented with the creation of "Motorworld Region Stuttgart" in 2009, the family-run business now has ten sites in operation or under construction in Germany, Switzerland, Luxembourg and Spain. The Motorworld locations bring together over 40 of the most exclusive car brands and offer a wide range of automotive services, specialised workshops, lifestyle and accessory shops, entertainment, as well as glass presentation boxes for collector's cars. The concept also encompasses attractive event locations, conference rooms, hotels and gastronomy concepts.

IWC Schaffhausen and the Motorworld Group share a passion for automotive technology, design and motorsport. As part of the partnership, the Motorworld sites in Munich, Cologne, Stuttgart (Germany) and Kemptthal (Switzerland) have had Big Pilot wall clocks installed. With its iconic design in the style of an easy-to-read cockpit instrument, the Pilot's Watch from Schaffhausen is a perfect match for the automotive-themed experiences offered by Motorworld.

Several vehicles, which appear at various events, now carry the IWC logo. In addition to selected Mercedes-AMG models from Motorworld's collection, the logo also features on the Mercedes-Benz 300 SL Gullwing, which has been the classic car of choice for the IWC Racing Team since 2018.

"In the Motorworld Group, we found the perfect partner to extend our network in the automotive and motorsport sectors. From the outset, I sensed how much passion and professionalism the Group puts into all of its different projects. We're looking forward to working together and experiencing many unforgettable motorsport moments," explains Chris Grainger-Herr, CEO of IWC Schaffhausen.

"In IWC Schaffhausen, we're gaining one of the most renowned Swiss luxury watchmakers as a watch partner. The brand shows impressive commitment to the automotive and motorsport sectors and we are looking forward to contribute our enthusiasm and extensive know-how to joint projects in the future," says Andreas Dünkel, Founder and Chair of the Motorworld Group.

IWC has a number of long-standing partnerships in the motorsport sector. The watchmaker has been a partner of Mercedes-AMG since 2004 and has also been the Official Engineering Partner of the Mercedes-AMG PETRONAS Formula One™ team since 2013. IWC's passion for motorsport is rooted in the brand's long-standing expertise in engineering chronographs, vital instruments for timing split-second finishes in motorsport. The highly precise IWC-manufactured 69000 calibre is one of the most robust and reliable mechanical chronograph movements available on the market.

## ABOUT THE MOTORWORLD GROUP

The independent MOTORWORLD Group emerged from the DÜNKEL Holding corporate group based in Schemmerhofen (Baden-Württemberg, Germany). The origins of the family-run company date back to 1930. The Motorworld Group develops, builds and operates experience worlds that are dedicated to mobile passion. The Motorworld Group, which has also received several international awards for its projects, develops, builds and operates worlds of experience dedicated to mobile passion, and as a whole is considered to be the world's largest brand-neutral centre for classic cars and sports cars. With over 40 of the world's most valuable and exclusive vehicle brands, it brings together the brand who's who of the entire mobility industry.

The first location was Motorworld Region Stuttgart in Böblingen, which opened in 2009 and has since been expanded several times, winning several national and international awards along the way. Further projects and

activities under the MOTORWORLD® brand have been initiated in recent years. Following on with the same concept as Motorworld Region Stuttgart, Motorworld Köln-Rheinland opened in June 2018. It is home to one of the most significant collections in motor sport: The private collection of Formula 1 legend Michael Schumacher. The impressive Motorworld München opened its doors in May 2021.

Other already partially active locations currently at the planning stage or under construction are Motorworld Zeche Ewald-Ruhr, Motorworld Luxembourg and Motorworld Mallorca. Locations in keeping with the Motorworld Manufaktur concept are to be found in Berlin, Metzingen, Rüsselsheim and Zurich.

The Motorworld idea also regularly goes on tour, including to the IAA Mobility with the format "IAA Heritage by Motorworld", to scene events such as the Motorworld Oldtimertage in Fürstenfeld (near Munich), as well as in numerous other guises.

## 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](http://press.iwc.com)

## FURTHER INFORMATION

IWC Schaffhausen  
Public Relations department  
Email [press-iwc@iwc.com](mailto:press-iwc@iwc.com)  
Website [press.iwc.com](http://press.iwc.com)

## INTERNET AND SOCIAL MEDIA

Website [iwc.com](http://iwc.com)  
Facebook [facebook.com/IWCWatches](https://facebook.com/IWCWatches)  
YouTube [youtube.com/iwcwatches](https://youtube.com/iwcwatches)  
Twitter [twitter.com/iwc](https://twitter.com/iwc)  
LinkedIn [linkedin.com/company/iwc-schaffhausen](https://linkedin.com/company/iwc-schaffhausen)  
Instagram [instagram.com/iwcwatches](https://instagram.com/iwcwatches)  
Pinterest [pinterest.com/iwcwatches](https://pinterest.com/iwcwatches)