
IWC SCHAFFHAUSEN BRINGS ITS PARTNERSHIP WITH THE UPCOMING MOVIE *F1* TO LIFE AT GOODWOOD MEMBERS' MEETING

Schaffhausen/Goodwood, 12th April 2025: Just two months away from the release of the movie *F1*, IWC Schaffhausen brought its collaboration with the highly anticipated racing feature to life at the 82nd Members' Meeting in Goodwood. Actors Damson Idris and Kerry Condon, two of the movie's main stars, were present at the event and shared intimate insights into their experiences of the film shoot. Visitors could discover an original race car used in the movie filming at the IWC garage area. As a first at this intimate motor racing event, the guests experienced a breath-taking stunt demonstration on the Goodwood Motor Circuit, showing how high-precision car chase scenes are typically filmed in Hollywood.

Since 2015, IWC Schaffhausen has been the "Official Timing Partner" of the Goodwood Members' Meeting; an intimate "members only" weekend filled with motor racing and high-speed track demonstrations. After having made several appearances on the Goodwood Motor Circuit with its own racing team, IWC Racing, the Swiss luxury watch manufacturer's presence this year was all about its collaboration with Apple Original Films' upcoming racing feature *F1* from director Joseph Kosinski and producer Jerry Bruckheimer and more, which will be released globally in cinemas on 27th June and distributed by Warner Bros Pictures. IWC Schaffhausen is one of the official team sponsors of the fictional "APXGP" team appearing in the movie.

ACTORS DAMSON IDRIS AND KERRY CONDON OFFERED INSIGHTS INTO THE FILM SHOOT

Damson Idris and Kerry Condon, two of the movie's stars, were present in Goodwood. Damson Idris plays Joshua Pearce, the young rookie driver of APXGP, the fictional 11th team in FORMULA 1 and the teammate of veteran driver Sonny Hayes, portrayed by actor Brad Pitt. Kerry Condon's character Kate McKenna

is the race director of the fictional "APXGP" team and the first female technical director in FORMULA 1. In the IWC garage trackside, the stars were interviewed by presenters Emma Walsh and David Green. They shared fascinating insights into the shooting of the movie, which took place over the past two years at real Grand Prix™ races around the world. Visitors could also marvel at an original "APXGP" race car used for the film shoot at the IWC garage area. Based on an F2 engine and platform, the car was modified to look like a current FORMULA 1 car and fitted with lightweight and compact camera systems that were specially developed for this movie.

A BREATH-TAKING STUNT DEMONSTRATION OF CAR CHASE SCENES

One of the highlights of IWC's presence of the 82nd Goodwood Members' Meeting was a live stunt demonstration showing how high-precision action sequences are filmed in Hollywood. It was delivered by stunt professionals that were involved in shooting scenes for the movie *F1* on the iconic Silverstone circuit. Stunt driver Elliott Cole drove the Mercedes-AMG GT with a special "APXGP" black and gold

livery, which was presented for the first time in public. He was accompanied by actor Damson Idris during the demonstration. The car was closely followed by an authentic Mercedes GLE 63S camera car with a top-mounted motorised arm commonly used in major film productions. This gyro-stabilised crane system can be panned 360 degrees and tilted up and down, enabling film crews to shoot highly dynamic and high-speed tracking shots of moving objects like horses, actors or cars. The demonstration on the Goodwood Motor Circuit included tight tracking shots, overhead drone footage and onboard perspectives, with the AMG GT passing just centimetres away from the camera arm. The demo was captured by 14 cameras around the track and live-streamed worldwide.

**POP-UP STORE EXHIBITING
IWC SCHAFFHAUSEN'S MAIN
WATCH NOVELTIES**

In line with the partnership with the movie *F1*, IWC recently launched a collection of new Pilot's Watches. These novelties also took centre stage at a pop-up store

in Goodwood, accompanied by an exhibition of movie props like a race suit, helmet and gloves. Shown on site was also the new Ingenieur Automatic 40 with a green dial (Ref. IW328908). This limited edition is inspired by a prop watch worn by the movie character Sonny Hayes. With the Pilot's Watch Chronograph APXGP (Ref. IW378009) and the Pilot's Watch Chronograph 41 APXGP (Ref. IW388116), IWC celebrates its official sponsorship of the fictional "APXGP" team appearing in the movie. On display was also the Pilot's Watch Performance Chronograph 41 in 18-carat 5N gold (Ref. IW388309). The first performance chronograph in a precious metal is worn by Damson Idris' character, Joshua Pearce, in the upcoming movie *F1*.

ABOUT *F1*

Apple Original Films Presents a Monolith Pictures / Jerry Bruckheimer / Plan B Entertainment / Dawn Apollo Films Production, A Film by Joseph Kosinski, *F1*, distributed worldwide by Warner Bros. Pictures, in theatres and IMAX nationwide on 27th June 2025, and internationally beginning 25th June 2025.

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 of the Goodwood Members' Meeting can be downloaded free of charge from press.iwc.com

FURTHER INFORMATION

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