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## THE PARTNERS

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THE IWC RACING TEAM WILL LINE UP ON THE GRID WITH  
THE FOLLOWING PARTNERS FOR SELECTED CLASSIC CAR RACES.

### MERCEDES-AMG

AMG was founded in 1967 by Hans Werner Aufrecht and Erhard Melcher in Grossaspach, near Stuttgart. The initials of the founders and the location were behind the name of the company, which today forms the performance and sports car division of Mercedes-Benz. It has built a worldwide reputation, among others, for vehicles developed in-house, such as the Mercedes-AMG GT. Like the performance and sports cars from Mercedes-AMG, mechanical watches from IWC combine precision engineering and exclusive design at the highest level. These shared core values have been crucial in the intensive partnership that has linked the two companies since 2004. IWC has created several AMG special editions, including models with cases made of materials such as black zirconium oxide ceramic that were inspired by high-performance race cars. Most recently, to mark Mercedes AMG's 50th company anniversary, IWC launched the Ingenieur Chronograph Sport Edition "50th Anniversary of Mercedes-AMG" in a titanium case featuring magnetic field protection designed in the style of a brake disk.

### SANTONI

Since its foundation in 1975, the manufacturer of luxury shoes and high-quality leather accessories has steadfastly upheld the cultural heritage of Italian craftsmanship. The perfect combination of traditional, bespoke production technology with ongoing material research and innovative design has created the foundations for the worldwide success of the Santoni collection. "Every customer a unique story": in line with this motto, consultants and master craftsmen guarantee optimum care and service for every single client. Santoni has maintained a close relationship with IWC since 2011, supplying exclusive leather straps for selected IWC timepieces. Design teams from both com-

panies are jointly responsible for the painstaking color matches and development of the straps.

### MERCEDES-BENZ CLASSIC CENTER

Today, Mercedes-Benz Classic rounds off the idea behind the founding of Daimler-Benz's in-house exhibition of historic vehicles in 1936. The declared aim back then was to preserve examples of all the company's vehicles, many of which were milestones in automotive engineering, from those in series production to experimental prototypes and legendary race cars. The company's own classic vehicle workshop has looked after these automotive treasures from the outset. Over the years, the workshop has acquired an enormous wealth of expert knowledge of all the vehicles and model series since the invention of the automobile. Since 1993, the Classic Center in Fellbach near Stuttgart has been a worldwide focus for fans and owners of classic vehicles from the Daimler, Benz, Mercedes, or Mercedes-Benz marques; it not only houses vehicles of series that were discontinued more than 20 years ago, but also more recent vehicles from Mercedes-Benz. A second branch was established in Irvine, California, in 2006. The specially equipped workshop is full of prototypes, race cars, and individual vehicles from the Mercedes-Benz Classic collection. They are all serviced and maintained by the workshop team and prepared for their many appearances at home and abroad. The workload involved is considerable, because a 300 SLR must be able to complete the 1,000 miles of the Mille Miglia as effortlessly today as it did in its historic drive to victory back in 1955. Workload permitting, the technicians also take care of exclusive classic vehicles belonging to customers from all over the world with the same painstaking precision they reserve for the vehicles in the collection. In response to requests from numerous customers, the Classic Center focuses primarily on the Mercedes-Benz 600 and

the 300 SL Gullwing, which classic car fans rate particularly highly. This classic vehicle is also the race car of choice for the IWC Racing Team.

#### **LAUREUS SPORT FOR GOOD**

Laureus Sport for Good was founded by Daimler and Richemont in 1999. The nonprofit foundation's central aim is to use the appeal of sport for sustainable social change. Laureus Sport for Good uses the power of sport to end violence, discrimination, and disadvantage, proving that sport can change the world. Currently, Laureus supports over 100 programs which are using sport to make social change in 35 countries. Every program Laureus supports addresses at least one of the following six social issues, which are aligned with the United Nations Sustainable Development Goals; Health, Education, Women and Girls, Employability, Inclusive Society, Peaceful Society. IWC became the Global Partner of Laureus Sport for Good in 2005 and, together with Mercedes-Benz Switzerland, cofounded the Laureus Foundation Switzerland in 2007. Every year, within the framework of the partnership, IWC launches a special limited edition and provides an exclusive timepiece for auction at the annual Laureus Charity Night in Switzerland.

#### **IWC SCHAFFHAUSEN**

With a clear focus on technology and development, the Swiss watch manufacturer IWC Schaffhausen has been producing timepieces of lasting value since 1868. The company has gained an international reputation based on a passion for innovative solutions and technical ingenuity. One of the world's leading brands in the luxury watch segment, IWC crafts masterpieces of Haute Horlogerie at their finest, combining supreme precision with exclusive design. As an ecologically and socially responsible company, IWC is committed to sustainable production, supports institutions around the globe in their work with children and young people, and maintains partnerships with organisations dedicated to environmental protection.

#### **FURTHER INFORMATION**

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