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# IWC ENABLES CUSTOMERS TO CREATE THEIR OWN INGENIEUR CHRONOGRAPH

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Schaffhausen, March 19, 2018 – IWC Schaffhausen launches a new piece of technology, offering customers the opportunity to create a personalized version of the iconic Ingenieur Chronograph. With an easy-to-use configuration tool on [iwc.com](http://iwc.com), customers can design their timepiece by choosing different case materials, dials, hands, straps, and back engravings. With this new development, the Swiss luxury watch manufacturer responds to the growing demand from watch lovers to personalize their wristwatch to fit with their own style and continues to reinforce its e-commerce offering.

“Luxury products are not only beautiful and of outstanding quality and craftsmanship, they are also highly personal. The new IWC configurator allows our clients to choose from a selection of materials, dials, hands and straps/bracelets to create a wide range of different styles and a uniquely personal watch – perfectly finished with a personal engraving. All this directly on [iwc.com](http://iwc.com) anytime and anywhere our clients choose,” explains Christoph Grainger-Herr, CEO of IWC Schaffhausen. Unlike a simple variant finder, which leads customers to an existing model from the current collection, the user-friendly new online tool offers comprehensive personalization options outside of the current collection.

## A WIDE RANGE OF PERSONALIZATION OPTIONS

The base model is the sporty and elegant Ingenieur Chronograph (Ref. IW380801) powered by the IWC-manufactured 69375 calibre with an efficient pawl winding system and a 46-hour power reserve. Customers can choose from different case materials, combinations of dials and hands and choose their favorite strap option. They can further personalize their timepiece with an engraving on the case back. Thanks to real-time 3D rendering technology, every unique configuration can be previewed on screen before ordering. The „IWC Style Visualizer“ further allows to inspect each design in combination with differ-

ent outfits, ranging from sportive to business to elegant, in order to make sure the timepiece fits the personal style of its future owner. Every timepiece is built to order in Schaffhausen and tested for 500 hours to meet IWC’s strict standards with regard to quality and precision. After a manufacturing and testing period of 12 weeks, the watch is delivered to an address in the US, or can be picked up at an IWC Boutique in the US.

The Ingenieur Configurator is available in the US on [iwc.com](http://iwc.com) starting immediately. Orders can be placed directly on the website or via phone.

## 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 organizations dedicated to environmental protection.

## DOWNLOADS

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Screenshots of the new IWC Ingenieur Product Configurator can be downloaded free of charge at [press.iwc.com](http://press.iwc.com)

## FURTHER INFORMATION

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IWC Schaffhausen

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## INTERNET AND SOCIAL MEDIA

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