
IWC CELEBRATES OPENING OF NEW TOTTENHAM HOTSPUR STADIUM AS OFFICIAL TIMING PARTNER

SCHAFFHAUSEN/LONDON, 3rd April 2019 – Tottenham Hotspur and IWC Schaffhausen celebrate the club's new stadium which will officially open its doors to a full capacity audience on the 3rd April, when Spurs take on Crystal Palace in the Premier League.

The multi-year agreement will see the Swiss luxury watch brand have a strong presence across the club's various channels including inside the new state-of-the-art stadium.

IWC Schaffhausen was founded in 1868 by the American watchmaking pioneer Florentine Ariosto Jones. He drew on the help of eminently qualified Swiss watchmakers, modern technology and hydropower sourced from the nearby River Rhine to manufacture pocket watches of the highest possible quality. IWC's mechanical timepieces are handcrafted in their workshops with meticulous attention to detail. Their six watch families combine precision engineering with extraordinary and timeless design, bringing the finest technology and unique emotions to their owners' wrists.

Fran Jones, Head of Partnerships, Tottenham Hotspur, said: "We are delighted to announce our partnership with IWC, a luxury watch brand that has an incredible history and heritage. The brand's meticulous attention to detail and absolute commitment to innovation are important qualities that we also value at the club. It is an exciting period for both brands and we look forward to working closely together over the coming years."

LARGEST CLUB STADIUM IN LONDON

The club's new stadium has the largest capacity for a football club in London with 62,000 seats. It is one of the world's most hi-tech stadiums, benefitting from smart technology and pushing the boundaries of what a sports venue can offer. Four giant HD screens total more than 1,000 square metres inside the arena – which is the largest in Europe, along with two façade displays and three tiers of ribbon displays, representing a first for a UK stadium. The new facility is equipped with more than 1,600 wireless access points providing 100 per cent mobile coverage. A minimum of two NFL matches at the stadium every year, as well as other events including concerts, will bring a new audience to the local area, showcasing Tottenham and bringing further economic and social benefits to the area with truly global coverage and attractions.

Franziska Gsell, CMO IWC Schaffhausen, said: "I am deeply impressed by the unique team spirit, high professionalism and tireless pursuit of perfection that Tottenham Hotspur has demonstrated since the club was founded in 1882. As a brand with a strong and worldwide appeal, they are the perfect choice for IWC."

ABOUT TOTTENHAM HOTSPUR

Founded in 1882, Tottenham Hotspur Football Club has a tradition of playing an entertaining and attacking style of football. The team finished third in the 2017/2018 Premier League season, achieving UEFA Champions League qualification for a third year in a row, and has a multinational squad of players.

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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