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## IWC CELEBRATES THE SILVER SPITFIRE'S TAKE-OFF

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Schaffhausen / Goodwood, 5<sup>th</sup> August, 2019 – IWC Schaffhausen and the Boulton Flight Academy, in collaboration with Aviation Adventures Ltd, have celebrated the official start of the “Silver Spitfire - The Longest Flight” expedition in Goodwood. To the roaring applause of more than 400 guests, the carefully restored and polished Spitfire aircraft embarked on its unprecedented flight around the world. IWC supports the mission as its main partner and official timekeeper.

Over the last two years, more than a dozen specialists have worked to restore an original Spitfire MK IX aircraft, which was originally built in Castle Bromwich back in 1943. Following several successful test flights in July, the “Silver Spitfire” finally took off from Goodwood Aerodrome today, beginning its much-anticipated circumnavigation of the globe. Piloting the iconic British aircraft, on the first leg of its journey, is Matt Jones, co-founder of the Boulton Flight Academy.

“I am excited to witness the start of the expedition,” said Christoph Grainger-Herr, CEO of IWC Schaffhausen. “Never in the history of aviation has a Spitfire embarked on such a long and arduous journey. I wish Steve Boulton Brooks, Matt Jones and the entire ground crew every success.”

“The last few months have been intense, and full of activity. Now we’re thrilled that we can finally begin our great adventure and share the glory of the Silver Spitfire with the rest of the world. It’s a massive undertaking, and a huge privilege to be involved in such a project. Now it’s time to make history,” added Boulton Brooks, before the departure.

### EXCLUSIVE DINNER AND AIR SHOW

On Sunday evening, ahead of the flight, IWC hosted a private dinner with the two pilots and their crew at Goodwood House. Today, about 400 guests gathered on the Goodwood Estate for a big farewell party. The funfair atmosphere included live music, an air show and other attractions. Amongst the guests were British actress Rosamund Pike and former Formula One™ star David Coulthard, both IWC brand ambassadors, British actors Taron Egerton and Finn Cole, as well as TV and radio presenter Dermot O’Leary. When the “Silver Spitfire” eventually took to the skies, it was accompanied by three two-seater Spitfires and the Royal Air Force.

On the flight around the world, the two British pilots will cover more than 43,000 kilometres and visit 30 countries. The route will initially take them to Iceland, and from there to Canada and the USA. A total of approximately 100 flight segments will be needed to complete the mission from start to finish. During their journey through the different time zones, Boulton Brooks and Jones will wear the **Pilot’s Watch Timezoner Spitfire Edition “The Longest Flight”** (Ref. IW395501). As the official watch of the expedition, this timepiece makes it possible to set the time to a different time zone by simply turning the bezel to the desired location.

#### BOULTBEE FLIGHT ACADEMY

Boulton Flight Academy is the world's first Spitfire training school and approved Spitfire flight provider and is owned by British pilots Matt Jones and Steve Boulton-Brooks. Boulton Flight Academy offers Spitfire experience flights and a ground-breaking Spitfire flight simulator to non-pilots and Spitfire training to certified pilots. Boulton Flight Academy offers flights and experiences around the UK in an ever-expanding number of locations. Its headquarters is based at Goodwood Aerodrome, West Sussex; its proximity to the white cliffs of Beachy Head and the Needles means the Spitfire flying experience is conducted around one of the most iconic landscapes on the south coast of the United Kingdom. Matt Jones and Steve Boulton-Brooks have partnered with IWC Schaffhausen to bring to fruition their dream of flying an original Spitfire around the world in "Silver Spitfire – The Longest Flight".

#### 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.

#### DOWNLOADS

Images of the official take-off of the Silver Spitfire's take in Goodwood can be downloaded free of charge at [press.iwc.com](http://press.iwc.com)

#### FURTHER INFORMATION

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