
IWC SCHAFFHAUSEN AND LAUREUS SPORT FOR GOOD TAKE PROGRAMME PARTICIPANTS TO THE MERCEDES-AMG PETRONAS MOTORSPORT FACTORY

Schaffhausen / Brackley, 12 November 2019 – IWC Schaffhausen and Laureus Sport for Good offered a group of young people an exclusive look behind the scenes of the Mercedes-AMG Petronas Motorsport factory in Brackley, UK. The group, who are members of the Laureus-supported Fight for Peace programme, were given a unique insight into how the team's championship-winning cars are designed and manufactured.

Formula One™ cars are highly sophisticated machines, engineered using the most advanced materials and incorporating the latest developments in aerodynamics, transmission and hybrid engine technology. Due to the secret and competitive nature of the sport, only a few visitors are granted access to the factory in Brackley. In this industrial complex in the heart of Northamptonshire, the world's most advanced racing cars like the Mercedes-AMG F1 W10 EQ Power+ are designed, built and prepared for action.

Based on a shared passion for engineering, IWC Schaffhausen has been the "Official Engineering Partner" of Mercedes-AMG Petronas Motorsport since 2013. Teaming up with another of its partners, Laureus Sport for Good, IWC Schaffhausen offered a small group of children a fascinating look behind the scenes. With academies in Rio de Janeiro and London, and through an alliance of partners in 25 countries, the Fight for Peace programme works to realise the potential of young people living in communities affected by violence, crime and social exclusion. Combining martial arts with education and personal development, it aims to eventually help attendees into further education, employment or training.

On their tour of the Brackley site, the group visited the race bays, where the cars are assembled. In the factory, they marvelled at the production of metal and composite materials and were also allowed to feel for themselves just how light carbon composite parts are. Another highlight was a trip inside the Race Support Room. From here, a team of engineers provide remote support to their colleagues at the race track during Grand Prix weekends, connecting to their colleagues through a high bandwidth data feed. The visit ended with a Q&A session with Mike Elliot, Technology Director of Mercedes-AMG Petronas Motorsport.

LAUREUS SPORT FOR GOOD

In 2018, nearly 300,000 young people all over the world directly benefitted from more than 160 Laureus Sport for Good supported programmes in 40 countries, working to end violence, discrimination and disadvantage by using sport as the tool for change. Every programme Laureus supports is addressing 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 SCHAFFHAUSEN

In 1868, the American watchmaker and entrepreneur Florentine Ariosto Jones travelled from Boston to Switzerland and founded the 'International Watch Company' in Schaffhausen. His visionary dream was to combine advanced American manufacturing methods with the craftsmanship of Swiss watchmakers to make the best pocket watches of his time. In doing so, he not only laid the foundation for IWC's unique engineering approach but also established the centralised production of mechanical watches in Switzerland.

Over its 150 year history, IWC Schaffhausen has developed a reputation for creating 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 technical watch cases manufactured from advanced materials, such as titanium-aluminide and Ceratanium™. Preferring the principle of "form follows function" over decoration, the Swiss watch manufacturer's timeless creations embody their owners' dreams and ambitions as they journey through life.

IWC sources materials responsibly and takes action to minimise its impact on the environment, creating intrinsically sustainable timepieces that are built to last for generations. The company prides itself in training its own future watchmakers and engineers, as well as offering an excellent working environment for all employees. IWC also partners with organisations that work globally to support children and young people.

DOWNLOADS

Pictures of the Laureus visit can be downloaded free of charge on press.iwc.com

FURTHER INFORMATION

IWC Schaffhausen
Public Relations department
Email press-iwc@iwc.com
Website press.iwc.com

INTERNET AND SOCIAL MEDIA

Website iwc.com
Facebook facebook.com/IWCWatches
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