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# IWC SCHAFFHAUSEN OFFERS TO EXTEND INTERNATIONAL LIMITED WARRANTY FROM TWO TO EIGHT YEARS

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Schaffhausen, 19 November 2019 – Since 1903, the “Probus Scafusia” seal has embodied IWC Schaffhausen’s uncompromising standards for the quality and longevity of its products. Now, the Swiss luxury watch manufacturer renews this promise of excellence to its customers by introducing the ‘My IWC’ programme, which includes an offer to extend the International Limited Warranty from two to eight years.

When Florentine Ariosto Jones founded IWC Schaffhausen more than 150 years ago, he skilfully combined advanced manufacturing methods from the American watch industry, with the traditional craftsmanship of Swiss watchmakers. Thanks to this unique engineering approach, IWC’s level of industrialisation was high from the outset. The so-called Jones calibres were extremely precise, robust and durable pocket watch movements. With the “Probus Scafusia” seal, the Swiss luxury watch manufacturer’s uncompromising quest for precision and reliability was given an official designation in 1903. The Latin motto, which translates as “Solid Craftsmanship from Schaffhausen”, was coined by IWC’s then-director Johannes Rauschenbach-Schenk. Today, it is engraved on the crown or rotor of every IWC watch and symbolises the exacting standards the engineers from Schaffhausen place on their work and their products.

“As a consequence of our continuous investment in the quality, durability and longevity of our products, and the opening of our new Manufacturing Centre in 2018, we are now renewing our legendary promise of quality to our customers,” explains Christoph Grainger-Herr, CEO of IWC Schaffhausen. “We are proud to introduce the ‘My IWC’ programme, which enables clients to extend our International Limited Warranty from two to eight years.”

## THE WARRANTY EXTENSION IS RETROACTIVE

From now on, every buyer of an IWC watch can join the ‘My IWC’ programme. Upon successful registration, the International Limited Warranty will be extended from two to eight years. The programme is also available retroactively. Watch enthusiasts who have purchased their IWC watch within the last two years, and are still covered by the original warranty, can also register. Members of the programme also enjoy additional benefits such as access to extra services and early information about new products and events.

**NEW MANUFACTURING CENTRE  
AN IMPORTANT MILESTONE**

The introduction of the 'My IWC' programme and the extension of the International Limited Warranty are the results of years of extensive investment by IWC into manufacturing capabilities and quality excellence. A significant milestone in this context was the opening of the new Manufacturing Centre in 2018 to mark IWC's 150<sup>th</sup> anniversary. In this ground-breaking new facility, IWC has successfully consolidated case making, movement-part making and movement assembly in one highly flexible open-plan facility. The newly developed manufacturing layout is organised in logical and sequential steps – from raw metal to finished watch case or movement. This approach allows IWC to achieve more efficient workflows, better communication and a totally integrated quality management system.

The latest generation of high-precision CNC turning and milling machines work hand-in-hand with the skilled eyes and hands of the best craftsmen and women to create timepieces that are as aesthetically beautiful as they are precise and reliable. IWC timepieces leave the Manufacturing Centre in Schaffhausen ready to provide their future owners with faultless timekeeping and the joy of wearing them for generations to come.

For more information on 'My IWC' and the extension of the International Limited Warranty, please visit [www.iwc.com/myiwc](http://www.iwc.com/myiwc).

## 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 can be downloaded free of charge on [press.iwc.com](http://press.iwc.com)

## FURTHER INFORMATION

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