
THE ICON CONTINUES TO EVOLVE: IWC SCHAFFHAUSEN ADDS ATTRACTIVE NEW MODELS TO THE PORTUGIESEER FAMILY

Schaffhausen, 25 April 2020 – IWC Schaffhausen adds attractive new models to the Portugieser family. A compact automatic style in the iconic Portugieser design, a new model with the legendary perpetual calendar, a nautical sports chronograph with an elegantly proportioned case, and the first watch fitted with a tide indication. These are the highlights of the new collection, all of which are equipped with IWC-manufactured calibres and further enhance the unique appeal of the Portugieser family.

Only a few designs are absolutely timeless. With the Portugieser, IWC created an icon in the late 1930s. The basis for the Reference 325, which was delivered to two business men from Portugal – hence its name – was a hunter pocket watch calibre. Inspiration for the clean, open, highly functional dial came from the deck watches IWC was producing for the British Royal Navy at the time. From the outset, the Portugieser had the typical stylistic features of a pocket watch, coupled with the high precision and easy readability of a nautical instrument.

“The amazing thing about the Portugieser is that its face has hardly changed since then. The clear, functional design looks just as fresh and contemporary today as it did over 80 years ago. The Portugieser thus embodies precisely the same, timeless modernity that distinguishes IWC as a brand. The new collection now makes our best-known watch family even more attractive and demonstrates how the iconic design continues to evolve,” explains Christoph Grainger-Herr, CEO of IWC Schaffhausen.

COMPLETE COLLECTION WITH IN-HOUSE CALIBRES

All the watches in the new collection are equipped with in-house calibres. Among others, they feature automatic movements from the 52000 and 82000 calibre families, which have Pellaton winding with ceramic components. In the chronographs, movements from the 89000 and 69000 calibre families ensure precise measurement of stop times. The **Portugieser Chronograph** (Ref. 3716), one of IWC's most popular models, is newly equipped in the standard version with the IWC in-house 69355 calibre and a see-through sapphire-glass back. It is also now possible to register any watch within the standard two-year warranty period for the My IWC program, which extends the international guarantee to eight years.

**NEW MODELS WITH
REDUCED DIAMETERS**

The **Portugieser Automatic 40** (Ref. 3583) marks the return to the collection of the iconic design, with the small seconds at 6 o'clock, in a compact case with a 40-millimetre diameter. The new automatic model takes its power from the IWC-manufactured 82200 calibre with Pellaton winding. For the **Portugieser Perpetual Calendar 42** (Ref. 3442), the perpetual calendar has been integrated for the first time with an in-house movement from the 82000-calibre family. The watch with the IWC-manufactured 82650 calibre has a 42-millimetre diameter and displays the calendar information clearly on three subdials.

**A NAUTICAL SPORTS WATCH AT HOME
ON DECK OR DRY LAND**

As a nautical sports watch, the Portugieser Yacht Club combines timeless style with ruggedness and high water-resistance. The new models, with a 44-millimetre diameter, have a filigree bezel and flat casing ring that lend a particular elegance to the case proportions. The **Portugieser Yacht Club Moon & Tide** (Ref. 344001) is the first watch from IWC to feature the newly developed tide indication, which indicates the arrival of the next high and low tide. The **Portugieser Yacht Club Chronograph** (Ref. 3907) comes with either a stainless steel or 18-carat 5N gold and stainless steel bracelet.

**BOUTIQUE EDITIONS AND MODELS
WITH COMPLICATIONS**

Selected models will also be available with overarching design cues in the maritime-inspired colours blue and gold and are available exclusively in IWC boutiques and online on IWC.com. They feature blue dials, blue alligator leather straps and cases in 18-carat 5N gold or 18-carat Armor Gold®. Thanks to its improved microstructure, this innovative new material has considerably higher hardness values than traditional 5N gold alloys. Two models in the new collection underscore IWC's expertise in Haute Horlogerie: The **Portugieser Tourbillon Rétrograde Chronograph** (Ref. 3940) combines a tourbillon with a retrograde date display and chronograph, while the **Portugieser Perpetual Calendar Tourbillon** (Ref. 5045) brings a tourbillon and perpetual calendar together on the dial.

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

Photos of the new Portugieser models are available at 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
YouTube youtube.com/iwcwatches
Twitter twitter.com/iwc
LinkedIn linkedin.com/company/iwc-schaffhausen
Instagram instagram.com/iwcwatches
Pinterest www.pinterest.com/iwcwatches