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# IWC SCHAFFHAUSEN LAUNCHES NEW PERFORMANCE CHRONOGRAPHS WITH TACHYMETER SCALES DEDICATED TO ITS MOTORSPORT PARTNERS

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Schaffhausen, 13<sup>th</sup> November 2023: IWC Schaffhausen introduces two performance chronographs dedicated to its motorsport partners Mercedes-AMG and the Mercedes-AMG PETRONAS Formula One™ Team. Crafted from titanium or Ceratanium®, the Pilot's Watch Performance Chronograph 41 combines IWC's expertise in chronographs and advanced materials. A distinguishing feature is the ceramic bezel with a tachymeter scale, enabling the wearer to measure the average speed based on the distance travelled. Black dials with a glossy finish, recessed totalisers, applied indices and numerals filled with Super-LumiNova® complement the sleek design. All models are powered by the IWC-manufactured 69385 calibre and are water-resistant to 10 bar.

IWC Schaffhausen has an extensive legacy of manufacturing instrument watches. Performance criteria such as high accuracy, robustness, reliability and durability are therefore deeply ingrained in the company's DNA as a watchmaker. The performance ethos that is expressed through IWC's products is also reflected through two of its longest standing partnerships. In 2004, the Swiss luxury watch manufacturer became a partner of Mercedes-AMG, the performance car subsidiary of Mercedes-Benz. As a logical continuation, IWC became the "Official Engineering Partner" of the Mercedes-AMG PETRONAS Formula One™ Team in 2013. The Swiss luxury watch manufacturer is now launching two performance chronographs dedicated to its motorsport partners.

"The Pilot's Watch Performance Chronograph 41 combines our extensive know-how in developing industry-leading chronographs with our comprehensive expertise in advanced materials. Both these new chronographs feature ceramic bezels with tachymeter scales, adding the dimension of speed to the highly accurate stop time measurements and making these robust chronographs the perfect companions for people with a dynamic, fast-paced lifestyle," explains Chris Grainger-Herr, CEO of IWC Schaffhausen.

The **Pilot's Watch Performance Chronograph 41 AMG** (Ref. IW388305/04) features a case, crown and pushers crafted from robust and lightweight titanium. IWC pioneered this hard-to-machine metal in the watch industry in 1980 when it released the first wristwatch with a titanium case and bracelet. IWC had acquired the specific know-how for machining titanium in close collaboration with French aerospace company Aérospatiale. Offering the highest strength-to-density ratio of any metal, titanium is frequently used in automotive engineering to manufacture components for high-performance engines. The grade 5 titanium alloy used for the Pilot's Watch Performance Chronograph 41 case is around 45% lighter than steel and remarkably rigid. The case features a brushed finish with polished details on the horns. One version is fitted with a robust, waterproof black rubber strap (Ref. IW388305), while the other version (Ref. IW388304) features a titanium bracelet with H-links and an integrated folding clasp.

Last year, IWC introduced the Pilot's Watch Chronograph 41 Edition "Mercedes-AMG Petronas Formula One™ Team". The official team watch is worn by the team, including designers, aerodynamicists, race engineers, strategists and mechanics. Now, IWC is also launching a performance chronograph dedicated to its partner.

The **Pilot's Watch Performance Chronograph 41 Mercedes-AMG PETRONAS Formula One™ Team** (Ref. IW388306) features a case made of Ceratanium®. Developed by IWC, this material combines the lightness and structural integrity of titanium with a hardness and scratch-resistance similar to ceramic. The lightweight material is based on a special titanium alloy forged to IWC's specifications. The case components are machined from bars using computer-controlled turning and milling centres. Afterward, they are elaborately finished by hand and fired in a kiln at high temperatures. During this firing process, a phase transformation occurs, and the material's surface obtains properties similar to ceramic and its striking matte black finish. This watch is fitted with a black rubber strap with a Ceratanium® pin buckle.

#### **A TACHYMETER SCALE ADDS THE DIMENSION OF SPEED**

An outstanding functional feature of the Pilot's Watch Performance Chronograph 41 is the ceramic bezel with a tachymeter scale, which allows the wearer to measure the average speed in relation to the distance travelled. Pushing the chronograph's start button initiates a measurement. Once a distance of one kilometre has been covered, the chronograph is stopped. The central chronograph seconds hand will point to a number on the rotating tachymeter scale, corresponding to the average speed in kilometres per hour.

#### **A MASTERPIECE OF CRAFTSMANSHIP AND FINISHING**

Matching the polished black ceramic bezels, all models feature black dials with a glossy finish and black hands. The recessed totalisers and the applied indices and numerals, in blackened nickel, filled with Super-LumiNova®, provide additional depth and ensure excellent night-time readability. The manufacturing of this intricate dial represents a feat of craftsmanship and finishing. The polished black lacquer finish is the result of an elaborate, highly controlled and perfected production process. The three totalisers are individually finished and printed before they are mounted on the lacquered base plate to create the final dial. The approximately 20 appliques are individually polished by hand, fixed to the dial and then filled with luminous material.

#### **HIGH-PERFORMANCE CHRONOGRAPH ENGINE**

All versions of the Pilot's Watch Performance Chronograph 41 are powered by the IWC-manufactured 69385 calibre movement. Comprising 242 parts, this mechanical chronograph movement has been engineered with an uncompromising focus on robustness, reliability, and precision. Its bi-directional pawl winding system builds up a power reserve of 46 hours in the mainspring. Column-wheel control of the chronograph ensures that individual phases in the switching sequence are clearly defined. There is also a distinct tactile resistance when the buttons are pushed. The chronographs feature IWC's characteristic vertical subdial arrangement. The stopped minutes are displayed directly at the 12 o'clock position, enhancing readability. The assembly of these movements at IWC's Manufakturzentrum is organized in a dedicated line. Dividing the process into several smaller steps is paramount for achieving the best possible quality. After assembly and regulation, all movement functions are tested automatically over 12 days in the FIM (Final Inspection Movement) cell developed by IWC.

In addition, all the timepieces are eligible for registration under the My IWC care program and can benefit from a 6-year extension to the standard 2-year International Limited Warranty.

#### **ABOUT MERCEDES-AMG**

Mercedes-AMG is the performance and sports car brand of Mercedes-Benz Cars based in Affalterbach, Germany. Driven by the fascination of motorsports Hans Werner Aufrecht and Erhard Melcher founded the company in 1967. Since 2005 Mercedes-AMG GmbH has been a wholly-owned subsidiary of Daimler AG representing the sporting spearhead of the company with a wide range of models ranging from performance compact cars up to true sports cars like the AMG GT family. In contrast to large-scale production, Mercedes-AMG's engines are assembled in Affalterbach according to the "One Man, One Engine" principle. AMG was born on the racetrack and is up to this day committed to "Driving Performance" in every detail, which is also expressed in every vehicle's perceptible, innovative excellence. AMG – these three letters stand for supreme automotive performance, exclusivity, emotion, efficiency and highly dynamic driving pleasure and for exclusive encounters, contact points and collaborations for

customers all around the globe. AMG continues to set benchmarks and, as a sub-brand of Mercedes-Benz, has the ambition to strengthen the product portfolio as a performance luxury brand. Currently, AMG is pushing the transformation of the company and redefining the Future of Driving Performance with electrified powertrains.

**MERCEDES-AMG PETRONAS  
FORMULA ONE**

Mercedes-AMG PETRONAS Formula One Team is the works team of Mercedes-AMG, competing at the pinnacle of motorsport – the FIA Formula One™ World Championship.

Formula One is a sport like no other. Combining elite teamwork, cutting-edge technologies and innovation, high-performance management and exceptional driving skill, teams develop race cars capable of competing against their rivals in a high-octane environment that spans upwards of 20 races across five continents throughout each season.

The Mercedes-AMG PETRONAS Formula One Team, based across Technology Centres at Brackley and Brixworth in the United Kingdom, brings together over 1,000 dedicated and determined people that design, develop, manufacture and race the cars driven by seven-time World Champion Lewis Hamilton and Grand Prix winner, George Russell.

Winning seven consecutive double Drivers' and Constructors' World Championships from 2014 to 2020 and securing a record-breaking eighth consecutive Constructors' Championship success in 2021, the Team is one of the most successful in the sport's history.

Between returning as a Constructor in 2010 and the end of the 2022 season, the Mercedes-AMG works team has scored 116 wins, 264 podium finishes, 128 pole positions, 91 fastest laps and 54 one-two finishes from 259 race starts.

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# PILOT'S WATCH PERFORMANCE CHRONOGRAPH 41 AMG

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REF. IW388305/REF. IW388304

## FEATURES

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Mechanical movement – Chronograph function for hours, minutes and seconds – Date and day display – Small hacking seconds – Screw-in crown – Glass secured against displacement by drops in air pressure – See-through sapphire glass back

## MOVEMENT

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IWC-manufactured calibre	69385
Frequency	28,800 vph / 4 Hz
Jewels	33
Power reserve	46 h
Winding	Automatic

## WATCH

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Materials	<b>Ref. IW388305:</b> Titanium case, black dial, black hands, blackened nickel appliques, black rubber strap <b>Ref. IW388304:</b> Titanium case, black dial, black hands, blackened nickel appliques, titanium bracelet
Glass	Sapphire, convex, antireflective coating on both sides
Water-resistant	10 bar
Diameter	41.1 mm
Height	14.8 mm

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**PILOT'S WATCH PERFORMANCE  
CHRONOGRAPH 41 MERCEDES-AMG  
PETRONAS FORMULA ONE™ TEAM**

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REF. IW388306

**FEATURES**

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Mechanical movement – Chronograph function for hours, minutes and seconds – Date and day display – Small hacking seconds – Screw-in crown – Glass secured against displacement by drops in air pressure – See-through sapphire glass back

**MOVEMENT**

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IWC-manufactured calibre	69385
Frequency	28,800 vph / 4 Hz
Jewels	33
Power reserve	46 h
Winding	Automatic

**WATCH**

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Materials	Ceratanium® case, black dial, black hands, blackened nickel appliques, black rubber strap
Glass	Sapphire, convex, antireflective coating on both sides
Water-resistant	10 bar
Diameter	41.1 mm
Height	14.8 mm

## IWC SCHAFFHAUSEN

IWC Schaffhausen is a leading Swiss luxury watch manufacturer based in Schaffhausen in the north-eastern part of Switzerland. With collections like the Portugieser and the Pilot's Watches, the brand covers the whole spectrum from elegant to sports watches. Founded in 1868 by the American watchmaker and engineer Florentine Ariosto Jones, IWC is known for its unique engineering approach to watchmaking, combining the best of human craftsmanship and creativity with cutting-edge technology and processes.

Over its more than 150-year history, IWC has earned a reputation for creating professional instrument watches and 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 watch cases manufactured from advanced materials, such as coloured ceramics, Ceratanium®, and titanium aluminide.

A leader in sustainable luxury watchmaking, IWC sources materials responsibly and takes action to minimise its impact on the environment. Along the pillars of transparency, circularity, and responsibility, the brand crafts timepieces built to last for generations and continuously improves every element of how it manufactures, distributes, and services its products in the most responsible way. IWC also partners with organisations that work globally to support children and young people.

## DOWNLOADS

Images of the Pilot's Watch Performance Chronograph 41 AMG (Ref. IW3888305/04) and the Pilot's Watch Performance Chronograph 41 Mercedes-AMG Petronas Formula One™ Team (Ref. IW3888306) can be downloaded free of charge on [press.iwc.com](https://press.iwc.com)

## FURTHER INFORMATION

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