
DYNAMICS AND ELEGANCE AT AROSA CLASSICCAR 2023: IWC SENDS BRAND AMBASSADOR LAURA KRAIHAMER TO THE RACE

Schaffhausen/Arosa, 4th September 2023: The IWC Racing Team gave an impressive performance at the 19th Arosa ClassicCar race: Professional racing driver Laura Kraihamer drove the legendary Mercedes-Benz 300 SL “Gullwing” skilfully around the winding mountainous route for IWC and amazed the audience with her powerful presence.

2023 saw the challenging hill climb between Langwies and Arosa take place for the 19th time. Over the last few years, the internationally renowned event, which brings together motorsport and action in the spectacular setting of the Bündner mountains, has become one of the most well-known events beyond Switzerland’s borders. The racetrack, which is situated at around 1800 m above sea level, offers spectators pure entertainment. Over a distance of 7.3 km, the drivers must navigate 76 turns and overcome an altitude difference of 422 m. IWC Schaffhausen is a partner of Arosa ClassicCar.

IWC AMBASSADOR LAURA KRAIHAMER: DYNAMICS AND ELEGANCE

Last weekend, professional racing driver Laura Kraihamer steered the Mercedes-Benz 300 SL “Gullwing” effortlessly and elegantly around the racetrack for the IWC Racing Team. With her flair for precision, technology and elegance, she perfectly exhibits IWC’s essential values. The IWC ambassador wore a Pilot’s Watch Chronograph 41 (Ref. IW388102) with a blue dial in Arosa. This Pilot’s Watch, in the classic design of a cockpit instrument, boasts a stainless-steel case with a compact diameter of 41 mm and is driven by the precise

IWC-manufactured calibre 69385. “Concentration is an important factor on such a winding route. And it goes without saying that I don’t just want to be fast, I want to drive gracefully too,” explained a visibly satisfied Laura Kraihamer after the race. This is the third time she has driven for the IWC Racing Team in Arosa. In 2022, she was at the wheel at the ICE in St. Moritz and, in 2021, at the Goodwood Members’ Meeting (UK). Her and the historical “Gullwing” make a strong team every time.

FANS OF HISTORIC RACING CARS ARE ENTHRALLED BY THE “GULLWING”

In 2023, around 180 registered vehicles, including some real classics, completed the race route in Arosa. Historic racing and sports cars are allowed to participate in this event and acted as real crowd-pullers, attracting a large number of enthusiastic spectators to Arosa again this year. Since 2018, the IWC Racing Team has taken part in historic race events with a Mercedes-Benz 300 SL “Gullwing” from the year 1956. When the elite of international classic cars meets in Switzerland, the elegant “Gullwing” certainly earns its place among them.

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 specializes in highly engineered watch cases manufactured from advanced materials, such as colored ceramics, Ceratanium®, and titanium aluminide.

A leader in sustainable luxury watchmaking, IWC sources materials responsibly and takes action to minimize 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 organizations that work globally to support children and young people.

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Images can be obtained from press.iwc.com

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