
IWC SCHAFFHAUSEN SUPPORTS 2025 ALFRED DUNHILL LINKS CHAMPIONSHIP AS OFFICIAL TIMING PARTNER

Schaffhausen/St. Andrews, October 2nd, 2025: IWC Schaffhausen returns as the official timing partner of the Alfred Dunhill Links Championship for the fifth year in a row. Amongst the players at the renowned championship are IWC Brand Ambassadors Laurie Canter, Louis Oosthuizen, Taichi Kho, Wilco Nienaber and Pablo Larrazabal.

Every autumn, professional golfers and amateur players alike meet in Scotland to play side by side at the Alfred Dunhill Links Championship. Known for its unique format, it combines two separate competitions within one event – a DP World Tour individual professional tournament and a Team Championship, pairing each professional with a high-profile amateur player.

For the fifth consecutive year, IWC Schaffhausen supports the Championship as the official timing partner. A celebration of Links golf at its finest, the event has a lively atmosphere, sense of camaraderie and sportsmanship like no other.

“We always look forward to returning to the Home of Golf at St Andrews for the Alfred Dunhill Links Championship. In a game of precision and concentration where every move is carefully calculated, IWC continues to make sure every second counts as the official timing keeper”, says Franziska Gsell, Chief Marketing Officer of IWC Schaffhausen.

Amongst this year's professional players are IWC Brand Ambassadors Laurie Canter, Louis Oosthuizen, Taichi Kho, Wilco Nienaber, and Pablo Larrazabal. Taking place from October 2nd – 5th, 2025, they play on some of the most scenic yet challenging courses in the country: the Old Course at St. Andrews, the Championship Course at Carnoustie and Kingsbarns, which has been described as a ‘modern classic’.

ALFRED DUNHILL LINKS CHAMPIONSHIP

The Alfred Dunhill Links Championship is a pinnacle golfing event on the DP World Tour. With its unique format, it is a magnet for golfers and spectators from every corner of the globe. Played over three world-famous Links courses – the Old Course at St Andrews, the Championship Course at Carnoustie and the Kingsbarns Golf Links – the tournament includes two separate competitions.

One competition is an individual professional tournament for the world's leading golfers with a US\$5 million prize fund. The other one is a team competition where some of the world's most celebrated amateur golfers are each paired with one of the professionals.

This is the 40th year that Alfred Dunhill has supported golf at St Andrews – first in the Alfred Dunhill Cup from 1985, then in the Alfred Dunhill Links Championship from 2001. During that time, many millions have been raised for charity.

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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