
IWC SCHAFFHAUSEN CELEBRATES THE 25TH ALFRED DUNHILL LINKS CHAMPIONSHIP AS OFFICIAL TIMING PARTNER

Schaffhausen/St Andrews, October 1st, 2026: IWC Schaffhausen continues its cherished tradition and takes on the mantle of official timing partner for the 2026 edition of the Alfred Dunhill Links Championship. This year marks the sixth consecutive year of partnership between the Swiss luxury watch manufacturer and the prestigious Championship. Among the players is longstanding IWC Brand Ambassador Pablo Larrazábal.

Since 2001, the Alfred Dunhill Links Championship has become one of the most prestigious and distinctive events on the international calendar. Held annually in St Andrews, Scotland each autumn, the Championship unites professional and amateur golfers. Its distinctive structure hosts two separate competitions: an individual professional tournament on the DP World Tour, and a Team Championship featuring professional-amateur pairings.

Marking 25 years of the Championship, it takes place from October 1st-4th, 2026, over three courses – the Old Course at St Andrews, Carnoustie and Kingsbarns. Its distinctive format and historic, challenging courses create a lively atmosphere and sense of camaraderie unlike any other golf tournament.

Like clockwork, IWC Schaffhausen returns to the Championship as the official timing partner for the sixth successive year. Among this year's professional players is IWC Brand Ambassador Pablo Larrazábal, who is sporting the new Pilot's Watch Chronograph (Ref. IW378008) featuring a 43-millimetre stainless steel case with an olive-green dial. The dial is complemented by white printing and gold-plated hands filled with Super-LumiNova®. For added versatility on and off the course, the chronograph comes with two straps – a five-link stainless steel bracelet and a durable olive-green rubber strap.

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, Carnoustie and Kingsbarns – 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 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 41st 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 the Engineer of Watchmaking. In 1868, the American watchmaker and engineer Florentine Ariosto Jones established the 'International Watch Company' in Schaffhausen in the German-speaking part of Switzerland. By combining the best of human craftsmanship and creativity with cutting-edge industrial technology and processes, he laid the foundation for IWC's unique engineering approach to watchmaking.

IWC's distinctive and pure design is brought to life through collections ranging from elegant dress watches to sports and luxury sports watches, notably the Portugieser, Portofino, Pilot's Watches and Ingenieur. 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 to use.

A pioneer in the use of titanium and ceramic, IWC specialises in performance materials such as Ceratanium®. IWC's advanced engineering division XPL develops technologies that enhance the durability of mechanical watches and extend their applications to environments with extreme conditions such as jet aviation and human spaceflight.

IWC is a leader in luxury watchmaking, crafting timepieces built to last for generations and continuously improving every aspect of how it manufactures, distributes and services its watches responsibly. Empowering the next generation of engineers, the brand also partners with organisations that work globally to support children and young people. **IWC. Engineered™.**

FURTHER INFORMATION

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