IWC
SCHAFFHAUSEN

IWC SCHAFFHAUSEN CELEBRATES "140 YEARS OF INNOVATION" WITH MERCEDES-BENZ

Schaffhausen/Stuttgart, August 13, 2026: IWC Schaffhausen congratulates its longstanding partner Mercedes-Benz on its 140th anniversary, celebrated this year under the theme "140 Years of Innovation". Since the invention of the automobile in 1886, Mercedes-Benz has shaped the history and future of mobility through pioneering technology, safety, comfort, and design. To mark the occasion, IWC launches a limited-edition Big Pilot's Watch featuring its newly engineered and highly innovative Perpetual Calendar ProSet. As the first perpetual calendar from IWC that can be adjusted forward and backward via a single crown position, it makes calendar adjustments as easy and intuitive as setting the time itself. On the sapphire-glass case back, the first joint logo of Daimler Motoren-Gesellschaft and Benz & Cie. commemorates not only the 140th anniversary of the automobile, but also the coming together of the two pioneering companies in 1926.

Since Carl Benz filed the patent for the first automobile 140 years ago and Gottlieb Daimler built his motorized carriage shortly afterwards, Mercedes-Benz has dedicated itself to constantly innovating and creating the world's most desirable cars for its customers. This ambition has driven every breakthrough – from the world's first automobile in 1886 to today's intelligent, safe electric vehicles. Based on a shared passion for engineering, performance, and design, IWC Schaffhausen became a partner of Mercedes-AMG in 2004. Since 2013, the Swiss luxury watch manufacturer has also been the "Official Engineering Partner" of the Mercedes-AMG PETRONAS Formula One™ Team, the official works team of Mercedes-Benz. The brands have also joined forces on numerous other projects involving, for example, special edition watches inspired by the design codes of the legendary G-Class. Beyond that, IWC and Mercedes-Benz have brought this partnership to life through countless memorable experiences for their customers – from visits to Formula One™ and other gripping motorsport races, such as the 24 Hours of Nürburgring endurance race, to exhilarating "Driving Experiences" behind the wheel of Mercedes-AMG's most powerful sports cars.

As Mercedes-Benz celebrates "140 Years of Innovation" with "140 Years. 140 Places.", three new S-Class saloons are travelling to 140 selected locations worldwide, covering more than 50,000 kilometers across six continents and highlighting the brand's technology, heritage, pioneering spirit, and global presence. Against this backdrop, IWC unveils a limited-edition Big Pilot's Watch with the Perpetual Calendar ProSet. Marking one of IWC's most innovative developments in perpetual calendars in decades, this highly innovative new mechanism was introduced earlier this year at Watches and Wonders in Geneva.

IWC Schaffhausen · Baumgartenstrasse 15 · 8201 Schaffhausen, Switzerland
Phone +41 (0)52 235 75 65 · Fax +41 (0)52 235 75 01 · press@iwc.com · press.iwc.com

“For 22 years, we have been part of the Mercedes-Benz brand universe – and what began as a partnership has grown into a friendship, built on mutual respect and deep admiration for each other´s work. Our collaboration is rooted in shared values: a passion for world-class engineering, uncompromising performance, and visionary design. We warmly congratulate Mercedes-Benz on this company anniversary and look forward to many more years and more exciting projects together,” explains Chris Grainger-Herr, CEO of IWC Schaffhausen.

“Since 1886, Mercedes-Benz has never simply measured time, but defined eras. Together with IWC Schaffhausen, we celebrate a shared belief that true progress is born from craftsmanship, innovation, and attention to every detail. The limited-edition Big Pilot’s Watch honors a partnership built on these values and reflects the enduring spirit that drives both our brands forward,” says Mathias Geisen, Member of the Board of Management of Mercedes-Benz Group AG. Sales & Customer Experience.

The **Big Pilot’s Watch Perpetual Calendar ProSet 140 Years Mercedes-Benz** (Ref. IW329603) is limited to 140 pieces – with each one embodying a year of pioneering innovation in the history of Mercedes-Benz. The brushed and polished 42-millimeter stainless steel case frames a black dial with solid gold appliqués and gold-plated hands. The minute track is printed in white for easy legibility. On the sapphire-glass case back, a historic logo commemorates this milestone occasion. Introduced in 1926 following the merger of Daimler Motoren-Gesellschaft (DMG) with Benz & Cie., it was the first logo for Mercedes-Benz, combining the laurel wreath, adopted from the Benz emblem, with DMG’s emblematic three-pointed star.

A NEW LEVEL OF FLEXIBILITY AND EASE OF USE

IWC’s journey into mechanical calendars began in 1985, when the company presented the perpetual calendar developed by legendary watchmaker Kurt Klaus. With the new Perpetual Calendar ProSet, the brand has now completely reimagined this complication, which remains one of the greatest challenges in watchmaking to this day. The new module is based entirely on gears and protected by four patents. As a result, the calendar can now be adjusted forward and – for the first time – also backward using a single position of the crown. This new approach makes the calendar adjustments in both directions as easy and intuitive as setting the time itself. Unlike most traditional perpetual calendars, the ProSet requires no additional pushers, no changes in crown position, and no complicated setting menus. Behind this apparent simplicity lies a true engineering feat, which requires components with intricate and highly complex geometries. To manufacture them, IWC uses the LIGA process, an advanced microstructuring technology based on lithography and electroforming.

DOUBLE MOON PHASE ACCURATE TO WITHIN ONE DAY EVERY 1,040 YEARS

The Perpetual Calendar ProSet displays its information on four subdials. The date is shown at 3 o’clock, the month at 6 o’clock, and the day of the week at 9 o’clock. The moon phase is positioned at 12 o’clock. Thanks to a newly calculated reduction gear, the display will deviate by only one day after 1,040 years. IWC’s signature Double Moon® ensures the moon is shown correctly for viewers in both the northern and southern hemispheres. The four-digit year display – another hallmark of IWC’s perpetual calendars – is located between 7 and 8 o’clock on the dial.

The Perpetual Calendar ProSet is powered by the IWC-manufactured 82665 caliber, featuring a nickel-phosphorus escapement and a silicon hairspring. The bidirectional Pellaton automatic winding system is reinforced with ceramic components and builds up a power reserve of 60 hours in the mainspring.

This Big Pilot’s Watch is fitted on a black rubber strap. Thanks to the integrated EasX-CHANGE® system, the strap can be swapped for another option without any tools.

IWC
SCHAFFHAUSEN

A COLLECTION BUILT ON PERFORMANCE AND INNOVATION

The new Big Pilot's Watch Perpetual Calendar ProSet 140 Years Mercedes-Benz joins a collection that reflects many different facets of Mercedes-Benz. The Pilot's Watch Performance Chronograph 41 AMG (Ref. IW388305) embodies the shared passion for performance and design that has linked IWC and Mercedes-AMG since 2004. As "Official Engineering Partner" of the Mercedes-AMG PETRONAS Formula One™ Team since 2013, IWC has also launched several team watches. The first was the Pilot's Watch Chronograph 41 Edition "Mercedes-AMG PETRONAS Formula One™ Team" (Ref. IW388108) in 2022, followed in 2023 by the Pilot's Watch Performance Chronograph 41 Mercedes-AMG PETRONAS Formula One™ Team (Ref. IW388306) in Ceratanium®. The Pilot's Watch Mark XX Mercedes-AMG PETRONAS Formula One™ Team (Ref. IW328210) marked the start of the 2025 season.

With two striking special editions, IWC celebrated the shared utilitarian heritage of its Big Pilot's Watch and the iconic G-Class "Geländewagen" from Mercedes-Benz: the Big Pilot's Watch AMG G 63 in 18-carat Armor Gold® (Ref. IW501201) and the Big Pilot's Watch AMG G 63 (Ref. IW506201) – IWC's first watch with a case made of a ceramic matrix composite (CMC), a material innovation developed in close collaboration with the German Aerospace Center (DLR).

IWC Schaffhausen · Baumgartenstrasse 15 · 8201 Schaffhausen, Switzerland
Phone +41 (0)52 235 75 65 · Fax +41 (0)52 235 75 01 · press@iwc.com · press.iwc.com

IWC
SCHAFFHAUSEN

BIG PILOT'S WATCH PERPETUAL CALENDAR PROSET 140 YEARS MERCEDES-BENZ

REF. IW329603

FEATURES

Mechanical movement – Pellaton automatic winding system – Perpetual calendar with displays for the date, day, month, and year in four digits, and perpetual moon phase for both the northern and southern hemispheres – Small hacking seconds – Screw-in crown – See-through sapphire-glass case back – Limited to 140 pieces

MOVEMENT

IWC-manufactured caliber	82665
Frequency	28,800 vph/4 Hz
Jewels	34
Power reserve	60 h
Winding	Automatic

WATCH

Materials	Stainless steel case, black dial, gold-plated hands, solid gold appliqués, black rubber strap with EasX-CHANGE® system
Glass	Sapphire, convex, antireflective coating on both sides
Water-resistant	10 bar
Diameter	42 mm
Height	14 mm

IWC Schaffhausen · Baumgartenstrasse 15 · 8201 Schaffhausen, Switzerland
Phone +41 (0)52 235 75 65 · Fax +41 (0)52 235 75 01 · press@iwc.com · press.iwc.com

IWC
SCHAFFHAUSEN

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 organizations that work globally to support children and young people. **IWC. Engineered™.**

DOWNLOADS

Images of the Big Pilot's Watch Perpetual Calendar ProSet 140 Years Mercedes-Benz can be downloaded from 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
LinkedIn	linkedin.com/company/iwc-schaffhausen
Instagram	instagram.com/iwcwatches
Pinterest	pinterest.com/iwcwatches

#IWCwatches

IWC
SCHAFFHAUSEN

MERCEDES-BENZ ANNIVERSARY YEAR "140 YEARS OF INNOVATION"

Since Carl Benz filed the patent for the first automobile 140 years ago and Gottlieb Daimler built his motorized carriage shortly afterwards, Mercedes-Benz has dedicated itself to constant innovation and to creating the world's most desirable cars for customers. This ambition has driven every innovation – from the world's first automobile in 1886 to the biggest product launch program in the company's history that is currently underway. With its passion for performance, and pioneering power, excellence, and an unwavering commitment to customer service, the brand has consistently shaped the future of mobility. The result goes well beyond engineering achievement – it creates the unmistakable feeling that runs through everything Mercedes-Benz does: Welcome home.

Mercedes-Benz is celebrating 140 Years of Innovation by driving three new S-Class saloons on a transcontinental journey to 140 locations worldwide. Each place highlights the brand's technology, heritage, pioneering spirit, and worldwide presence. Along the way, customers, fans, and colleagues will get to join in the celebrations – on an epic adventure that will run until October. Follow the "140 Years. 140 Places" drive across six continents on our "140 Years of Innovation | Mercedes-Benz Media" special and via the Mercedes-Benz Community.

FURTHER INFORMATION

Further information about Mercedes-Benz is available at www.mercedes-benz.com and on our LinkedIn channel under Mercedes-Benz AG | LinkedIn.

Press information and digital services for journalists and multipliers can be found on our Mercedes-Benz Media online platform at media.mercedes-benz.com.

IWC Schaffhausen · Baumgartenstrasse 15 · 8201 Schaffhausen, Switzerland
Phone +41 (0)52 235 75 65 · Fax +41 (0)52 235 75 01 · press@iwc.com · press.iwc.com