
IWC SCHAFFHAUSEN RETURNS AS THE OFFICIAL TIMING PARTNER OF THE 2023 ALFRED DUNHILL LINKS CHAMPIONSHIP

Schaffhausen/St Andrews, 6th October 2023: For the third year in a row, IWC Schaffhausen supports the Alfred Dunhill Links Championship as the official timing partner. Held at some of the most scenic and challenging courses in Scotland, it is a celebration of Links golf at its finest. With precision, perfection, and long-standing traditions at the forefront, the Championship fits the Swiss luxury watch manufacturer to a tee. IWC also marks its presence both on and off the greens with the participation of IWC Brand Ambassadors, Laurie Canter and Dean Burmester.

IWC Schaffhausen returns as the official timing partner of this year's Alfred Dunhill Links Championship. This marks the third consecutive year that the Swiss luxury watch manufacturer partners with the Championship that takes place from 5th October to 8th October 2023. Professional golfers and amateurs alike play side by side, creating a lively atmosphere, camaraderie, and sportsmanship like no other tournament. Amongst this year's professional players are IWC Brand Ambassadors, Laurie Canter and Dean Burmester.

Commenting on the event, IWC Schaffhausen's CEO, Chris Grainger-Herr, said "We are honoured to be back in Scotland as the official timing partner of the Alfred Dunhill Links Championship. We are also proud to see our talented Brand Ambassadors on these incredible courses, echoing our values of precision, passion, and performance. Here's to another Championship filled with unforgettable moments and making every second count!"

On the oceanfront courses in Scotland, Canter has been wearing the Pilot's Watch Chronograph TOP GUN Edition "Lake Tahoe" (Ref. IW389105). The 44.5-millimetre chronograph has a white ceramic case, white rubber strap and contrasting pitch-black dial. Burmester has been sporting the 41-millimetre Pilot's Watch Chronograph 41 TOP GUN "Oceana" (Ref. IW389404). Perfectly complementing the surrounding landscape,

the monochromatic timepiece features a rich blue ceramic case with a matching dial and rubber strap with a denim inlay. Golf is a game of precision and concentration where every move is carefully calculated, making these chronographs the excellent performance companions. Both timepieces are powered by the IWC-manufactured 69380 calibre that is engineered with focus on robustness, reliability, and durability. With their bold, luminescent hands and numerals, they also offer enhanced readability at all hours of the day.

ALFRED DUNHILL LINKS CHAMPIONSHIP

The Alfred Dunhill Links Championship is a pinnacle golfing event. With its unique format, it is a magnet for golfers and spectators from every corner of the globe. Played over three magnificent 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. In addition to the prize fund, the Championship also raises substantial funds for charitable causes.

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 can be downloaded free of charge from press.iwc.com

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