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# LEWIS HAMILTON AND GEORGE RUSSELL APPEAR TOGETHER IN IWC SCHAFFHAUSEN'S NEW PERFORMANCE CHRONOGRAPH CAMPAIGN

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Schaffhausen/Las Vegas, 13<sup>th</sup> November 2023: To accompany the launch of the new Pilot's Watch Performance Chronograph 41, IWC Schaffhausen is presenting a global advertising campaign featuring seven-time Formula One™ World Champion Lewis Hamilton and his teammate, George Russell. For the first time, both IWC brand ambassadors appear alongside each other in an IWC short movie. In the video, the Mercedes-AMG PETRONAS Formula One™ Team drivers are on their way to the upcoming race in Las Vegas when they stop at a specially designed IWC boutique to collect their new watches.

On the occasion of the upcoming Las Vegas Grand Prix™, IWC Schaffhausen is launching a new collection of Pilot's Watch Performance Chronograph 41 models. These watches in titanium and Ceratanium®, which feature tachymeter scales and highly intricate dial designs, are dedicated to IWC's motorsport partners Mercedes-AMG and the Mercedes-AMG PETRONAS Formula One™ Team.

The new Performance Chronograph advertising campaign marks the first time the two drivers make a joint appearance with IWC. In several short video clips, Hamilton and Russell are shown on their way to Las Vegas, where they are to compete in the F1™ race. They stop at a specially designed IWC boutique and ask for their new watches. A saleswoman operating a futuristic ordering system then hands them a watch box with the new Pilot's Watch Performance Chronograph 41.

The boutique's design draws on the stylistic elements of Googie architecture, which was popular in the United States from the 1940s to the 1970s. It was influenced by car culture, jets and the space age and often used for roadside businesses such as gas stations, motels and diners. These elements are blended with icons of American pop culture like a jukebox and science fiction-like retail technologies. The resulting timeless, exhibition-like space is a charming tribute to American "diner culture" and a lifestyle dedicated to the love of cars and personal mobility.

The new Performance Chronograph campaign assets can be seen on IWC Schaffhausen's Social Media channels, such as Instagram or YouTube:

<https://youtu.be/-puJYhIVfEc>

<https://youtu.be/WuxTwiLFLTc>

<https://youtu.be/5b9hFj8loZk>

## 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 of the new campaign can be downloaded free of charge from [press.iwc.com](https://press.iwc.com)

## FURTHER INFORMATION

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