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## IWC CEO TAKES THE DRIVER'S SEAT IN THE NEW SOCIAL MEDIA CAMPAIGN BY MERCEDES-AMG

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Schaffhausen, 30<sup>th</sup> May 2018 – Christoph Grainger-Herr, CEO of IWC Schaffhausen stars in the new social media campaign by Mercedes-AMG, a long-standing partner of the Swiss luxury watch manufacturer. In a short film now available online, the CEO appears in the new Mercedes-AMG E 53 4MATIC+ Coupé, wearing the Ingenieur Chronograph Sport Edition "50<sup>th</sup> Anniversary of Mercedes-AMG".

The #SpeedUpInStyle campaign launches the new Mercedes-AMG 53 series on digital media. The #Speed-UpInStyle campaign launches the Mercedes-AMG 53 series, featuring IWC CEO Christoph Grainger-Herr behind the wheel of the E 4MATIC+ Coupé in the streets of New York City. He explains: "I am grateful to have taken part in this dynamic campaign with our partner. The versatility, comfort, efficiency and performance of the AMG sports car impressed me immensely during filming. The finished film perfectly encapsulates the driving force behind both Mercedes-AMG and IWC Schaffhausen: precise, world-class engineering, uncompromising performance and iconic design – always combined with great joy and passion, of course."

### THE CO-STAR IS AN ICON OF IWC

The Ingenieur Chronograph Sport Edition "50<sup>th</sup> Anniversary of Mercedes-AMG" (ref. IW380902) also makes a grand appearance in the film, on the wrist of Christoph Grainger-Herr. This special edition to mark the 50<sup>th</sup> anniversary of Mercedes-AMG was launched last year at the Nürburgring. The watch is driven by the IWC 89361 manufacture calibre and housed in a robust titanium case. The magnetic field protection is visible through the glass back and is inspired by the brake discs of the high-performance sports cars from Mercedes-AMG.

IWC Schaffhausen and Mercedes-AMG have enjoyed a successful partnership since 2004. Their collaboration is based on the vibrant tradition of technology in both companies, combined with common values such as precision engineering and exclusive design. Both the high-performance sports cars from Mercedes-AMG and the mechanical watches from IWC appeal to individuals with high expectations, who go their own way in their search for something special.

**IWC SCHAFFHAUSEN**

With a clear focus on technology and development, the Swiss watch manufacturer IWC Schaffhausen has been producing timepieces of lasting value since 1868. The company has gained an international reputation based on a passion for innovative solutions and technical ingenuity. One of the world's leading brands in the luxury watch segment, IWC crafts masterpieces of Haute Horlogerie at their finest, combining supreme precision with exclusive design.

**DOWNLOADS**

Images and videos from the new advertising campaign are available from IWC partner Mercedes-AMG [here](#)

**MORE INFORMATION**

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**INTERNET AND SOCIAL MEDIA**

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**INGENIEUR CHRONOGRAPH SPORT  
EDITION "50<sup>TH</sup> ANNIVERSARY  
OF MERCEDES-AMG"**

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REF. IW380902

**SPECIFICATIONS**

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Mechanical chronograph movement – Automatic winding – Date display – Chronograph function for hours, minutes and seconds – Flyback function – Small hacking seconds – See-through sapphire glass back – Screw-in crown – Soft-iron inner case for protection against magnetic fields – Limited to 250 watches

**MOVEMENT**

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Manufacture calibre	89361
Frequency	28,800 vph / 4 Hz
Jewels	38
Power reserve	68 h
Winding	Automatic

**WATCH**

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Materials	Titanium case, black hands, silver-plated dial, black calf leather strap
Crystal	Sapphire, arched edge, anti-reflective coating on both sides
Water resistance	12 bar
Diameter	44.3 mm
Height	15.9 mm