
TORTOUR – CYCLING FOR A GOOD CAUSE

Schaffhausen, 21 August 2017 – The multi-day Tortour cycle race took place for the ninth time last week. One of the hardest cycling competitions in the world, IWC has been supporting this ultra-cycling event since day one. Also pushing the pedals hard at this year's Tortour were Christoph Grainger-Herr, CEO of IWC Schaffhausen, and IWC brand ambassador and double Olympian champion cyclist Fabian Cancellara. Their team, Laureus-IWC, cycled to 6th place in the "Challenge" category. By taking part in the Tortour 2017, they also helped to raise funds to the total of CHF 60'000 for a charitable event run by the Laureus Sport for Good Foundation.

The Tortour is regarded as perhaps the hardest non-stop ultra-cycling event in the world. And not without reason: in the most difficult category, the athletes must ride up to 1,000 kilometres and ascend 10,000 metres over several Alpine passes across the whole of Switzerland. The solo cyclists and teams taking part have to ride non-stop, day and night. The Tortour thus not only demands absolutely everything from its cyclists, but also from their crews. This unique non-stop cycling event was held for the ninth time between last Thursday and Saturday. Once again, it started and finished in Schaffhausen, Switzerland, and was kicked off with a prologue at the Rhine Falls.

Joining Christoph Grainger-Herr and Fabian Cancellara on the Laureus-IWC team at the starting line was Samuel Vuillemez. The watch designer is a keen triathlete in his free time. Together with other teams from Laureus, the three helped to raise funds totalling CHF 60'000 for Laureus Metro Sports by Blindspot. This inclusive project brings together young people with and without disabilities or

behavioural issues, allowing them to integrate and play sports together. The Laureus Metro Sports events are offered in various cities in Switzerland.

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. As an ecologically and socially responsible company, IWC is committed to sustainable production, supports institutions around the globe in their work with children and young people, and maintains partnerships with organizations dedicated to environmental protection.

DOWNLOADS

Images of the Tortour prologue and the Laureus-IWC team's journey can be downloaded free of charge at press.iwc.com

FURTHER INFORMATION

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