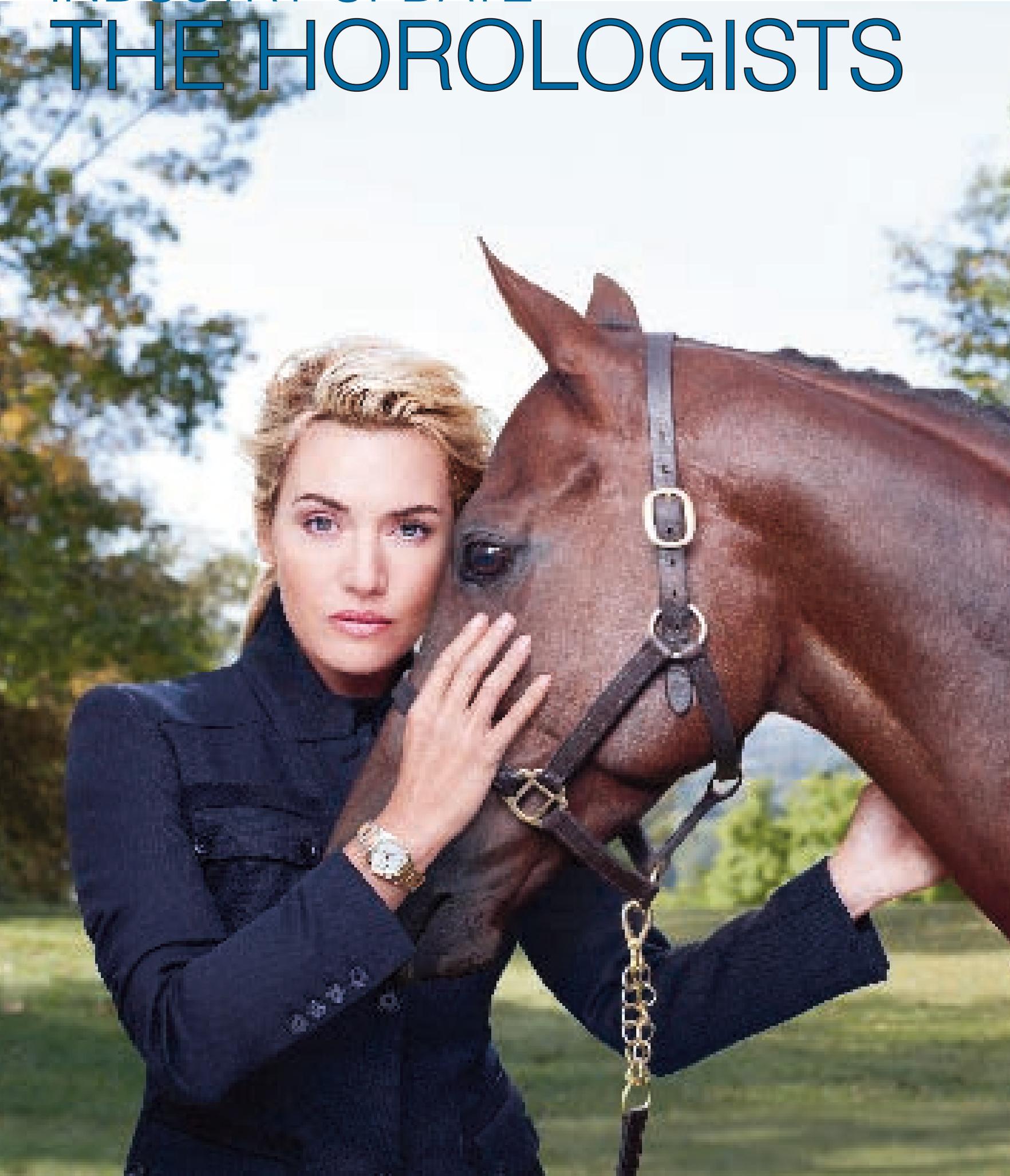
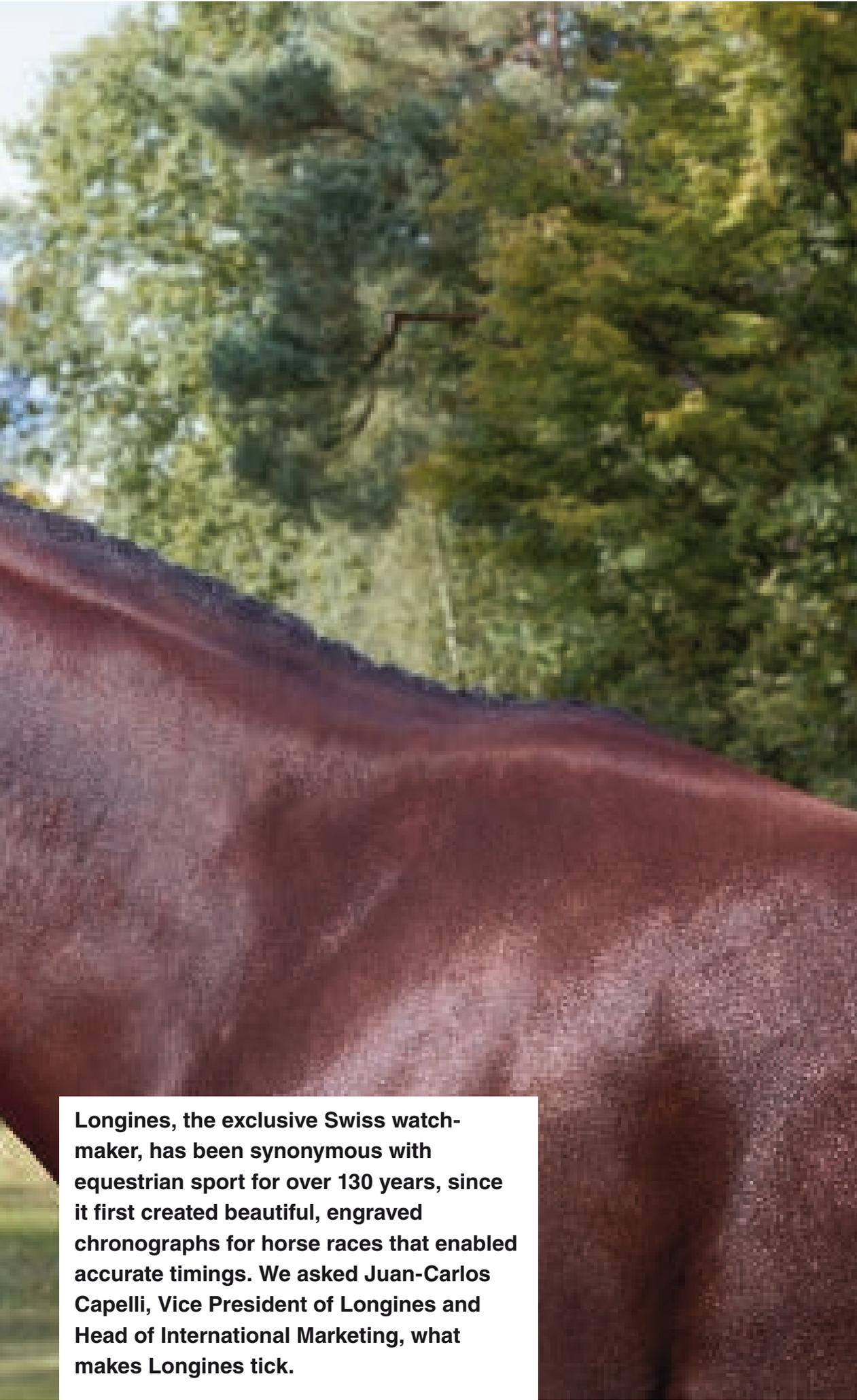


INDUSTRY UPDATE THE HOROLOGISTS





Longines, the exclusive Swiss watchmaker, has been synonymous with equestrian sport for over 130 years, since it first created beautiful, engraved chronographs for horse races that enabled accurate timings. We asked Juan-Carlos Capelli, Vice President of Longines and Head of International Marketing, what makes Longines tick.

The company's origins and world-famous heritage are also firmly rooted within the aviation industry. A year before Charles Lindbergh's historic, solo transatlantic flight in 1927 (timed by Longines), the famous inventor of navigational instruments, Admiral Philip van Horn Weems, showed Lindbergh an innovative watch he had designed; the Admiral is regarded today as one of the fathers of modern navigation, having invented a time-piece that superseded the impractical beacons, compasses, sextants and charts. Admiral Weems' 'Second Setting Watch' enabled a navigator to read time directly from a watch face, according to Longines' Vice President and Head of International Marketing, Juan-Carlos Capelli. "Lindbergh was fascinated by this invention, and went on to design a more complicated timepiece along similar lines called the Hour Angle Watch," Juan-Carlos explains. "Lindbergh sent a rough design to one of Longines's American Directors, Mr. Heinmuller, and Longines manufactured a new timepiece using Mr. Lindbergh's design from 1931 onwards. The two legendary 'Weems and Lindbergh' watches, reissued from 1987 on, have since been produced in various versions, and constitute two of Longines' figurehead watch designs," he adds. The company can also lay claim to links with another aviation legend, as it is said that a Longines watch with a mechanically-wound movement was given to Amelia Earhart before her June 1928 trans-atlantic flight. Her famous non-stop, solo trans-continental and trans-atlantic flight in 1932, the first by a woman, was also timed by Longines.

TIMING THE COMMONWEALTH GAMES

Fast forward to 2014, and Longines continues to innovate, becoming the first 'Tier One' partner of the 2014 Commonwealth Games in Glasgow this year. "Longines' involvement in the Commonwealth Games actually dates back to 1962, when it was the Timekeeper of the event in Perth, Australia," Juan-Carlos states. "As a service provider, we were so proud to bring our timekeeping expertise to the largest multi-sport event ever to be held in Scotland," he adds. "Thanks to its generations of experience as a timekeeper for world championships in sport, and as a partner of international sports federations, Longines was able to provide the handling, processing and the broadcasting of the official times and scores of all the



Juan-Carlos Capelli, Vice President of Longines and Head of International Marketing.

disciplines represented in the Games - quite an achievement," Juan-Carlos explains proudly.

EQUESTRIAN AMBASSADOR

However, despite the brand's impressive heritage with aviation and gymnastics, in our equestrian world, Longines' links with horse sport are of far more pertinence. In 2013, Longines became the official first Top Partner, Official Timekeeper and Official Watch of the FEI, in a ten-year deal worth a rumoured nine-digit sum in Euros. (See 'The FEI's first Top Partner', below). Head of the marketing department at that time was Juan-Carlos Capelli, who started his career at the company's HQ in Saint-Imier in 1990, in the communication department, having carried out an apprenticeship in the watch plant in the municipality of Tramelan. 21 years later, he was appointed Vice-President of Longines, or more formally, 'Compagnie des Montres Longines Francillon SA', and also oversees the company's extensive international

marketing remit. The brand is well known for its support of disciplines including flat racing, show jumping and endurance competitions, establishing a number of partnerships as Official Event Timekeeper over the years. But as the Official Watch of the FEI, Longines has truly cemented its links with equestrianism. "The partnership with the FEI marks an important step for the brand in the field of equestrian sports", Juan-Carlos acknowledges. "It reinforces the traditional and long-lasting commitment of Longines in equestrian sports, and makes us a major player in this field. This partnership also provides us with a great platform to strengthen the Longines brand presence, worldwide."

EQUESTRIAN EVENTS

The company can trace its equestrian heritage back to the first chronographs for horse races that enabled accurate timings, which were developed in 1878, and seen on the racetracks in 1881. "Longines inaugurated the first system of

electromechanical sports timing, using wires which when broken, respectively started or stopped the chronograph, at the Federal Gymnastics Festival in 1912," Juan-Carlos states. "The broken-wire system was then used in innumerable competitions of many sports disciplines, including show jumping, and in 1926, Longines received its first mandate as official timekeeper for a show jumping event," he adds. Maintaining this heritage today, the brand is famously Title Partner and Official Timekeeper of the Longines FEI World Cup Jumping Series, a tour of events contested by twenty nations, won in 2014 by German rider Daniel Deusser on Cornet D'Amour. (In an altruistic gesture, organisers set up a 'Clear the Jump' contest on the last day of the final, whereby for each obstacle faultlessly cleared, Longines made a donation to Just World International's Give 4 Good worldwide campaign, which is backed by many professional riders and events.) The company continues to add to its roster of sponsored world-class events, this year introducing a new relationship with the CSI show jumping event in Basel, arguably one of the world's best indoor show jumping competitions; Swiss rider Rolf-Göran Bengtsson on Casall ASK was the deserving winner of the Longines Grand Prix, and added to his burgeoning Longines watch collection with a sporty steel chronograph watch from the Conquest Classic collection.

LONGINES GLOBAL CHAMPIONS TOUR

However, perhaps Longines' most high-profile horse sport associations is with the Longines Global Champions Tour (LGCT), the world's premier, five-star show jumping event. The tour invites the world's top thirty riders to compete, and has without doubt helped boost awareness of show jumping to a much wider audience of sporting enthusiasts. In LGCT President Jan Tops' own words, the event 'welcomes people who are fans of

show jumping, and also those who are new to the sport.' In the UK, the recent London leg (won by British rider Scott Brash riding Hello Sanctos), received extensive coverage from the BBC, broadcasting live on two consecutive days of the event to around 0.7 million viewers on the channel, and being broadcast on big screens in London's St James's Park, the oldest of the city's eight Royal Parks, to local enthusiasts. Longines' sponsorship partnership of the tour has undoubtedly helped propel the series to the forefront of international show jumping; fittingly, given Longines' admiration and support of female equestriennes (See 'Celebrating elegant females', below), Australian rider Edwina Tops-Alexander is currently the highest earning rider in the history of the circuit, with over €2.4 million in LGCT prize money to her name. "As Title Partner, Official Timekeeper and Official Watch of the Tour, we have established a partnership that is highly representative of Longines' core values, namely tradition, performance and elegance, and reaffirms the brand's commitment to equestrian sports," Juan-Carlos says of the LGCT. Although Longines is now synonymous with show jumping, flat racing is of course still at the heart of the company's timekeeping duties. Affiliations to prestigious events include the Qatar Prix de l'Arc de Triomphe, the Dubai World Cup,



As a tribute to the chronographs produced from 1881 on for race-goers and jockeys in New York, Longines launched the Conquest Classic line.

THE FAMOUS 'PHOTOGINES' AND 'CONTIFORT' DEVICES

The impact of Longines' Photogines and Contifort devices on equestrian sports, as well as on many other sporting disciplines, is immeasurable. "In 1951, Longines' ongoing research and development programmes yielded the 'Photogines' system, which combined a stereo camera and a 'Chronocamera' device that recorded each contestant's time on film, providing an adequate answer to the old photo-finish problem," Juan-Carlos explains. "The 'Contifort' was a slit camera from 1956 with no shutter, controlled by a quartz clock, which provided a continuous image of the finishing line. The film was developed immediately and competitors could easily be ranked more or less to 1/1000th of a second. The Contifort was used for sports, including equestrian sports, where more than one competitor crosses the finishing line at once. These devices have certainly revolutionised timekeeping in highly competitive sports such as show jumping, where competitors finish within hundredths of a second of one another."

Royal Ascot, the Longines Hong Kong International Races, the Melbourne Cup Carnival and the Kentucky Derby, while Longines also sponsors the Longines World's Best Racehorse Rankings. This year, one of the organisation's many official timekeeping responsibilities was at the Prix de Diane Longines, a horseracing event in Chantilly, Northern France. The event hosted nine exciting races, including the world's top race for fillies, the Prix de Diane Longines, at the famous Chantilly Racecourse, and was a notably glamorous affair.

CELEBRATING ELEGANT FEMALES

The special guest at the Prix de Diane Longines was the British actress Kate Winslet, who, as Longines' 'Ambassador of Elegance', promoted the Longines' ladies' 'Conquest Classic' watch, an exclusive, steel timepiece set with 30 diamonds and white mother-of-pearl dial. The brand association with strong, aspirational women is well established; Longines is renowned for celebrating elegant women, and recently launched the Longines Ladies Awards, an annual ceremony intended as a tribute to 'the positive influence of leading female personalities in the world of equestrian sport'. In their second year, the 2014 awards celebrated the actions of elegant ladies in all aspects of the equestrian world, such as training, promotion, welfare, safety, development, horse breeding and sporting events. With a judging panel that included Ms Winslet, four eminent

THE FEI'S FIRST TOP PARTNER

In a record multi-million Euro deal, Longines became the Official Timekeeper and Official Watch of the FEI in 2013. FEI President HRH Princess Haya and Mrs Nayla Hayek, Chair of the Board of Directors of Longines' parent company, The Swatch Group, were the joint-signatories of the contract. The partnership involves a number of major rights packages over ten years, including sponsor of the Longines Rankings, Official Timekeeper of the Furusiyya FEI Nations Cup and the FEI World Equestrian Games, and Title Sponsor of both the Longines FEI World Endurance Championships and the Longines FEI World Cup Jumping Series. A key element of the partnership is a significant investment by Longines in the development – together with the FEI – of cutting-edge time-keeping and data-handling services developed specifically for equestrian sport. The development of these services will be for multimedia application use, e.g. giant screens, scoreboards and broadcast equipment, and aims to promote horse sports and make them easier to understand for a whole new audience. FEI President at the time of writing, HRH Princess Haya, says that Longines and the FEI share a passion for horses. "This long-term agreement more than proves Longines' commitment to our sport. We look forward to an enduring collaboration that will benefit equestrian sport in so many different ways," she states. Nayla Hayek, Chair of the Board of Directors of the Swatch Group, says the partnership marked a giant step for Longines in the field of equestrian sports. "It reinforces the traditional and long-lasting commitment of Longines in equestrian sports, and makes the brand a major player in this field," she states.



winners received awards, including the actress Bo Derek. Ms Derek, a horse racing enthusiast and ambassador for the Breeders' Cup World Championships, was rewarded for her efforts to promote and protect equine welfare and safety, and her work with the Animal Welfare Institute. "The awards honour the exceptional commitment of eminent women in the world of equestrian sports," Juan-Carlos explains. "Some of the biggest influencers within

equestrianism are women, such as the world's leading female racehorse trainer, Christiane 'Criquette' Head-Maarek, the only woman to have won the Qatar Prix de l'Arc de Triomphe twice and the Prix de Diane Longines three times. Jing Li, who organised the Beijing Masters, the first international show jumping competition in China, is another example of a woman who has greatly influenced the development of equestrian sports."

ONE OF THE BIGGEST SWISS WATCH BRANDS

Since the early 1980s, Longines, with its famous, winged hourglass emblem, has been part of the Swatch Group. "We are proud to be a member of the Swatch Group, founded by Mr. Nicolas G. Hayek," Juan-Carlos explains. "Being a part of the most important watchmaking group in the world enables us to be very strong in this business, and to be confident in the future. All of the artisan watch-making skills, business activities as well as the overall business potential of the Swatch Group, have helped place Longines as one of the four biggest watch brands in Switzerland." So, with incorporation into the world's largest watch-making group well-established, and an ever-increasing roster of equestrian competitions and events to sponsor, the Longines team shows no signs of slowing down in a desire to maintain brand awareness within elite elegant sports. But are there any other sporting or equestrian events that Longines covets? "We have established some very solid corporate partnerships that give us an excellent brand visibility, thanks to major competitions all over the world. That being said, we are always open to other opportunities that may arise," Juan-Carlos Capelli ponders. "There's always time for tradition, performance and elegance in horse sports." ■



Ludger Beerbaum on Chiara during the Longines Grand Prix at Longines CSI Basel, Switzerland.