



Press release

Longines supports the Longines CSI Basel as Title Partner for the fifth year running

Basel (Switzerland) / Saint-Imier (Switzerland), 13 November 2017 – The Swiss watch brand Longines is proud to be the Title Partner and Official Timekeeper of the Longines CSI Basel for the fifth year running and to present one of its highlights: the Longines Grand Prix, taking place on Sunday, January 14. During the event, the spectators will have the opportunity to discover the Official watch of the event, is a model from “The Longines Master Collection”.

This year again, the world’s best showjumpers will be gathered with their equally famous horses to take part in exciting competitions, from January 11 to 14, in the St. Jakobshalle in Basel. The Swiss watch brand Longines is proud to support the event for the fifth year in a row as Title Partner and Official Timekeeper. In addition, the brand will present one of the highlights of this year’s meeting: the spectacular Longines Grand Prix, on Sunday January 14. This trial is an opportunity for the competitors to gain crucial points for improving their position in the Longines Rankings, the show-jumping world ranking list.

The Longines CSI Basel is the perfect setting for Longines to present the Official Watch of this year’s event, an elegant ladies model set with diamonds of **The Longines Master Collection**, which blends classic elegance and excellence, for the greatest pleasure of watchmaking enthusiasts. This 29mm steel model is proposed with a sunray blue dial, which matches the alligator watch strap of the same colour and is fitted with an automatic calibre. This watch also reflects the brand’s characteristic elegance.

The collaboration with the Longines CSI Basel, which started with the 2014 edition, has reinforced the brand’s traditional commitment in equestrian sports and made it a major player in this field. Longines’ traditional involvement dates indeed back to 1878 when it produced a chronograph engraved with a jockey and his horse. In addition, the Swiss watch brand was associated for the first time with a show jumping event in 1912. Today, Longines’ commitment to equestrian sports includes - besides show-jumping - flat-racing, endurance, driving and eventing competitions.

About Longines

Longines has been based at Saint-Imier in Switzerland since 1832. Its watchmaking expertise reflects a strong devotion to tradition, elegance and performance. Longines has generations of experience as official timekeeper of world championships and as partner of international sports federation. Known for the elegance of its timepieces, Longines is a member of the Swatch Group Ltd, the World’s leading manufacturer of horological products. With the winged hourglass as its emblem, the brand has outlets in over 150 countries.

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