



Press release

The Swiss leg of the Longines FEI Jumping World Cup™ Western European League will take place in Basel in 2019

Basel (Switzerland) / Saint-Imier (Switzerland), 5. November 2018 – The Swiss watch brand is proud that Longines CSI Basel has been chosen by the FEI to organize the Swiss leg of the Longines FEI World Cup™ Jumping Western European League. This competition will take place from January 10 to 13, 2019.

Longines is proud to officially announce today its support for the Longines CSI Basel and the organization of the Longines FEI World Cup™ Jumping Western European League leg in Switzerland. For the sixth consecutive year, the Swiss watch brand is the Title Partner and Official Timekeeper of this equestrian event.

"We have been supporting this Basel event since 2014 and underline the dedication of its organizers to promoting equestrian sport. We are very happy that they will now join the Longines FEI Jumping World Cup™ Western European League. We are already looking forward to this 2019 edition", said Juan-Carlos Capelli, Vice-President of Longines and Head of International Marketing.

As Title Partner and Official Timekeeper of the Longines CSI Basel for more than five years, Longines has maintained the long-awaited Longines Grand Prix, which counts for the Longines Rankings. This competition will now take place on Friday. The second highlight of this event will take place on Sunday with the Swiss leg of the Longines FEI Jumping World Cup™ Western European League.

Longines concluded an agreement with the International Equestrian Federation (FEI), based in Lausanne, which makes the Swiss watch brand the Federation's Main Partner, Official Timekeeper and Official Watch. As a result of this partnership, Longines became the Title Partner of Longines FEI Jumping World Cup™. These agreements and partnerships reinforce the brand's traditional commitment in equestrian sports and make it a major player in this field. Longines' traditional involvement dates indeed back to 1878 when it produced its first 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 is passionately committed to the equestrian world and its various disciplines.

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.

For further information please contact:
Longines International Public Relations
2610 Saint-Imier, Switzerland
publicrelations@longines.com
www.longines.com



LONGINES

