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SPECIAL MOTORSPORTS EDITION

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# MOTORSPORTS AND WATCH CATEGORIES



In this our Special Motorsports Issue, we have assembled articles about a wide range of watch brands with ties to the automotive realm. Indeed, the watch / car bond is strong: at the heart of both creations is an engine (caliber, in watch parlance), an object of enjoyment and fascination to those who collect. Understandably, given each product's relationship to the other, their fans tend to overlap.

As our editors were developing the idea for this issue's theme, we concluded that there are three ways a watch brand usually expresses an affinity with the world of cars.

It may find inspiration in a specific model or with the world of autos in general. One of its ambassadors may be a driver himself—or herself, in the case of Danica Patrick and her work with Tissot. It might even co-brand with a marque, racing series or legendary speedway. This is the closest of ties, and includes Panerai and Ferrari, Jaeger-LeCoultre and Aston Martin, and most recently Chronoswiss and Audi.

Researching these connections was at first easy: we are familiar with many of the large watch brands that have forged automotive bonds. However, our pursuit to produce the most comprehensive motorsports-themed issue possible turned up some unexpected pairings, and our list of brands grew quickly. A special thanks to two of our editors, Rachael Palacios and Patty Palmer, who researched and wrote the lion's share of the sections that follow.

We hope you enjoy the next several pages. And if we missed any car/watch connections, please let us know.

—Jonathan Bues

## AZIMUTH Twin Barrel Tourbillon

With its avant-garde case, time display and sleek in-your-face appearance, the Azimuth Twin Barrel Tourbillon zooms onto the market at racetrack speeds. This wristwatch's case design gains its inspiration from the multiple angles and the smooth style of super sports cars—most noticeably, it shares a close resemblance to the Lamborghini Murciélago. Its untraditional hexagonal titanium case measures 50 mm x 45 mm and houses a manual-wind movement made by Swiss movement maker Technotime. For further fine-tuning the base movement has been modified by Azimuth.

This high-performance timepiece indicates time with two rotating, hexagonal disks that display even and odd numerals with a red triangle just below the number. These rotating disks are locked into place with a central titanium arm with minute markers at 3 o'clock and 9 o'clock. Just below, you will see that this piece comes fully loaded with a tourbillon at 6 o'clock, KIF shock absorption system, hours, minutes,

seconds, date and 120-hour power reserve. A black, interwoven fiber strap secures the tourbillon piece to the wrist. Only 25 examples of this complex machine will be made worldwide. Retail price is approximately \$90,000.



## B.R.M. CT48

The B.R.M. watch collection is greatly inspired by motorsports. In fact, the firm was created to reflect the "spirit of the road." The French company is named for its founder, Bernard Richards; B.R.M. stands for Bernard Richards Manufacture.

The watch employs durable materials and bright, bold PVD colors to accentuate the design and motif. The skeletonized dial provides a clear view of the inner-workings

of the machine. The bi-rotor CT48 employs an isolastic system (patented by B.R.M.) and the rotor is made of twenty pieces and includes the hard metal tantalum. Its case is made of 48 mm titanium, black PVD and polished stainless steel. Retail price: \$17,150

The second watch (below right) shares design elements with the ECOSSE motorcycle pictured. This motorbike firm influenced many of

the components of the design. The titanium case with blue PVD on the sides is a reflection of the blue frame of the motorbike. The wristwatch features a B.R.M. in-house movement and fuels a 48-hour power reserve. Available on a black leather strap with blue stitching, it retails for \$26,450. The watch is a limited edition of 25 pieces. For more information about the motorcycles visit [www.ecossemoto.com](http://www.ecossemoto.com).

