
IWC SCHAFFHAUSEN CELEBRATES ITS RETURN TO MIAMI IN VIBRANT PINK

Schaffhausen/Miami, 1st May 2023: On the occasion of the second Miami Grand Prix™, IWC Schaffhausen presents a dedicated version of the Pilot's Watch Chronograph 41 Mercedes-AMG PETRONAS Formula One™ Team with an eye-catching Miami Pink rubber strap. In keeping with Miami's sun-kissed lifestyle and reflecting the vibrant colors of Ocean Drive, the color pink will accompany the team's appearance at the upcoming race. In addition, IWC will mark its comeback to Miami with a takeover of Jungle Plaza in the Miami Design District ahead of the race weekend from 3rd – 5th May.

IWC Schaffhausen became the official engineering partner of the Mercedes-AMG PETRONAS Formula One™ Team in 2013. This year, the Swiss luxury watch manufacturer celebrates ten years of partnership. As the motorsport's elite gathers in Florida for the second Miami Grand Prix™ this weekend, IWC proudly presents the Pilot's Watch Chronograph 41 Mercedes-AMG PETRONAS Formula One™ Team watch with a Miami Pink rubber strap. The chronograph is the first official team watch IWC has produced for its partner and pays tribute to the passion and determination of the team's designers, aerodynamicists, race engineers, strategists and mechanics. The pink strap perfectly matches the team's appearance at the Miami International Autodrome, where eye-catching pink details will be featured on the gloves and shoes of Lewis Hamilton and George Russell. The team watch on the pink strap will also be worn by team members present at the race in Miami.

A CHRONOGRAPH IN A MOTORSPORT-INSPIRED MATERIAL

Introduced at the first Miami Grand Prix™ a year ago, the Pilot's Watch Chronograph 41 Mercedes-AMG PETRONAS Formula One™ Team is crafted from remarkably rigid grade 5 titanium. IWC pioneered this material in the watch industry during the 1980s, when the company introduced the first wristwatch with a titanium case and bracelet. Offering the highest strength-to-density ratio of any metal, titanium is about 45 percent

lighter than steel. It is also widely used in automotive engineering to manufacture components subject to extreme stains, such as engine valves. In addition, titanium impresses with its corrosion-resistance and skin-friendliness. A black dial with printing and luminescence in the team's signature PETRONAS green complements the striking design. The chronograph is powered by the IWC-manufactured 69385 calibre movement. This robust chronograph movement in a column-wheel design comprises 242 parts and can be viewed through the sapphire glass back. Its bi-directional pawl winding system builds up a power reserve of 46 hours in the mainspring.

The existing version of the Pilot's Watch Chronograph 41 Mercedes-AMG PETRONAS Formula One™ Team (Ref. IW388108) on a green rubber strap comes in a bundle with a black calfskin strap and will continue to be available online. The new reference on the Miami Pink rubber strap (Ref. IW388114) comes in a bundle with the green strap and can only be purchased online on [IWC.com](https://www.iwc.com) and in the Miami boutique for a limited time. Thanks to the integrated EasX-CHANGE® system, the straps can be exchanged quickly and easily, without needing additional tools.

In addition, both timepieces are eligible for registration under the My IWC care program and can benefit from a 6-year extension to the standard 2-year International Limited Warranty.

**MERCEDES-AMG PETRONAS
FORMULA ONE TEAM**

Mercedes-AMG PETRONAS Formula One Team is the works team of Mercedes-AMG, competing at the pinnacle of motorsport – the FIA Formula One™ World Championship.

Formula One is a sport like no other. Combining elite teamwork, cutting-edge technologies and innovation, high-performance management and exceptional driving skill, teams develop race cars capable of competing against their rivals in a high-octane environment that spans upwards of 20 races across five continents throughout each season.

The Mercedes-AMG PETRONAS Formula One Team, based across Technology Centres at Brackley and

Brixworth in the United Kingdom, brings together over 1,000 dedicated and determined people that design, develop, manufacture and race the cars driven by seven-time World Champion Lewis Hamilton and Grand Prix winner, George Russell.

Winning seven consecutive double Drivers' and Constructors' World Championships from 2014 to 2020 and securing a record-breaking eighth consecutive Constructors' Championship success in 2021, the Team is one of the most successful in the sport's history.

Between returning as a Constructor in 2010 and the end of the 2022 season, the Mercedes-AMG works team has scored 116 wins, 264 podium finishes, 12 pole positions, 91 fastest laps and 54 one-two finishes from 259 race starts.

**PILOT'S WATCH CHRONOGRAPH 41
MERCEDES-AMG PETRONAS
FORMULA ONE™ TEAM**

REF. IW388114

FEATURES

Mechanical movement – Chronograph function for hours, minutes and seconds – Date and day display – Small hacking seconds – Screw-in crown – Glass secured against displacement by drops in air pressure – See-through sapphire-glass back

MOVEMENT

IWC-manufactured calibre	69385
Frequency	28,800 vph / 4 Hz
Jewels	33
Power reserve	46 h
Winding	Automatic

WATCH

Materials	Titanium case, black dial, black hands, pink rubber strap, additional green rubber strap
Glass	Sapphire, convex, antireflective coating on both sides
Water-resistant	10 bar
Diameter	41 mm
Height	14.6 mm

IWC SCHAFFHAUSEN

IWC Schaffhausen is a leading Swiss luxury watch manufacturer based in Schaffhausen in the north-eastern part of Switzerland. With collections like the Portugieser and the Pilot's Watches, the brand covers the whole spectrum from elegant to sports watches. Founded in 1868 by the American watchmaker and engineer Florentine Ariosto Jones, IWC is known for its unique engineering approach to watchmaking, combining the best of human craftsmanship and creativity with cutting-edge technology and processes.

Over its more than 150-year history, IWC has earned a reputation for creating professional instrument watches and functional complications, especially chronographs and calendars, which are ingenious, robust, and easy for customers to use. A pioneer in the use of titanium and ceramics, IWC today specialises in highly engineered watch cases manufactured from advanced materials, such as coloured ceramics, Ceratanium®, and titanium aluminide.

A leader in sustainable luxury watchmaking, IWC sources materials responsibly and takes action to minimise its impact on the environment. Along the pillars of transparency, circularity, and responsibility, the brand crafts timepieces built to last for generations and continuously improves every element of how it manufactures, distributes, and services its products in the most responsible way. IWC also partners with organisations that work globally to support children and young people.

DOWNLOADS

Images of the Pilot's Watch Chronograph 41 Mercedes-AMG Petronas Formula One™ Team (Ref. IW388114) can be downloaded free of charge on press.iwc.com

FURTHER INFORMATION

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