

Swiss sailing above water level: adrenaline and watchmaking The 2021 Submarine 1917 version on the wrist of the Black Star skippers

The Tavannes Watch Co. partnership with the 2020 European M32 sailing champions is boosting the first ever waterproof watch to follow in the tracks of man's great achievements: waterproofing, wind control, the high-tech magic of ocean prowess...

Summer 2021. This partnership is meaningful. From the watchmaking cradle of the Jura Arc, where Tavannes Watch is proudly cultivating its heritage as a legendary Swiss brand, to the idyllic waters of Lake Lucerne, where the Black Star Sailing Team's semi-flying yacht trains year-round, there is only one step that Christian Zuerrer, captain and owner of the Black Star team, and Florin Niculescu, owner of Tavannes Watch & Co. have taken.



Watchmaking Legacy aboard a Flying Catamaran

From this relationship, a fusion of values is born, foreseen for the long term and already being consumed in the early hours of July 2021, in Portugal. Tavannes Watch Co, a major Swiss watchmaking company founded in 1891, is embarking on the 2021 summer season and has just put an iconic Submarine 1917 timepiece in third millennium version on the wrists of the Black Star Sailing Team skippers. The legendary brand, never afraid of a daring outing off the lush tracks of its more than 100-year history, is coming aboard the GC32 catamaran, a concentrate of the most futuristic technology. It is one of the fastest "flying" boats in the world.

Tame the time, master the winds

This merger between two entities with human dimensions, the Black Star Sailing Team and the Tavannes Watch Co, is about to dock on the shores of lasting achievements, those that remain unforgettable and imprint their time: more than the pursuit of speed records or first places on the podiums, there is a common desire to transmit know-how, to share in a playful and ultra-technical way the common passions and challenges: excellence, innovation, competitiveness and training of young people.

From this legitimate alliance between a watchmaking icon and a catamaran of the future, new references will emerge. For example, the next Submarine 1917, which will incorporate in their construction sail fragments still charged with sea spray and racing adrenaline.

Over the water, flying over the waves and smoothing out their jolts, this competition sailboat, like the Submarine 1917 which has been revived since 2017, is the result of a sum of many skills, an orchestra of know-how and a concentration of passions. A team spirit that speaks to the heart as much as the eternal beats of a mechanical Swiss watch with automatic winding.

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www.tavannes-watch.swiss
www.blackstarsailing.ch



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UPCOMING EVENTS

GC32 Lagos Cup II, Portugal from July 28th to August 1st 2021

GC32 World Championship in Sardinia from 15 to 19 September 2021

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Page 2 sur 3

(((BOX TEXT 1)))

Tavannes Manufacture Co is the head of the brands Tavannes Watch Co and TAVAN. From its headquarters in Tavannes, it also has a manufacture in La Chaux-de-Fonds. Founded in 1891, the Tavannes Watch Co was at the beginning of the 20th century the fourth largest watch factory in the world: more than 2000 employees and 4000 watches per day produced and sold on all world markets. Among the many innovations in watchmaking (more than 300 patents), the first waterproof wristwatch was introduced in 1917. Tavannes, which was revived in 2008, now offers high quality Swiss Made products at competitive pricing, developed by a new generation of designers/constructors from the HES-SO and the University of Applied Sciences of Neuchâtel. This contemporary brand offers the new generation a genuine Swiss timepiece that is at ease with its time and sets new trends.

(((BOX TEXT 2)))

Sailing in Switzerland: Black Star Sailing Team

This Swiss sailing team has been participating in the GC32 Racing Tour since 2019, the official foiling catamaran series featuring the world's best crews. Its goal is to achieve success in this competition while promoting young sailing talents. Black Star Sailing wants to bring together the know-how sometimes complicated around national and international races with the young talents and newcomers to racing by offering them a place in the team and integrating them strongly into the organization. Black Star Sailing is also committed to respecting the environment, especially the water. The Swiss team acts accordingly by limiting waste to a minimum and by properly disposing of the quantities produced.

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