

Cars and watches

There is something about a F1 car that sends men, grown men at that, into a little giddy hop that is pretty hysterical to watch. But all that steel, all that power and of course the speed are clear thrill factors. Racing around the track on a Sunday morning, all that adrenaline and noise.

So it makes perfect sense that luxury watch brand IWC would launch their latest Ingenieur collection with an array of Mercedes Benz AMG beauties. The event was held in Geneva, had Kevin Spacey host, Karolina Kurkova smile and Jamiroquai sing – but back to the cars.

F1 has forever been associated with Monaco and the utmost luxury that somehow oozes out of that little nowhere town, it also happens to be one of the world's most expensive sports, but the relevance is how the cars go beyond just bling and sparkle. The cars, with their unique blends of titanium, ceramic and carbon fiber are engineering marvels and craftsmanship at its very best. The IWC watches, using some of those very same materials, have partnered with the Mercedes Benz AMG Petronas F1 Team and remodeled their 2013 collection on this alliance. IWC CEO Georges Kern said, “Three outstanding quality features set the new Ingenieur collection apart: top-quality IWC movements, sophisticated functions and innovative materials.”

The IWC brand's “Engineered for men” ethos is according to the Director of Marketing and Communications Karoline Huber, a perfect association with the F1 cars. The new IWC watches are inspired by the state of the art engineering and technology that goes into the latest Mercedes Benz F1 cars but more specifically by the 1954 Mercedes Benz Silver Arrow. Interesting enough the silver colour came from a removal of white paint for weight reasons, resulting in a silver car: a real dominator on the track 60 years ago.

IWC has after all been making Swiss watches since 1868, so their collaboration with Formula 1, although potentially appearing to be a gimmicky marketing strategy, is amazingly enough exactly the opposite. The brand creates masterpieces for men (and some women) interested in the precision of engineering, exclusive design and utmost craftsmanship. F1 appeals to all of those; what's more is they firmly and unequivocally believe in those.

[By Daniel Scheffler](#)



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