

ALTITUDE QUARTERLY

SUMMER 2009



BREMONT



W A T C H C O M P A N Y

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Things just seem to move faster and faster these days. What is quite exciting for us is that development work that has been going on for the last 18 months is finally coming to fruition. This work includes the release of the eagerly awaited Supermarine 500 but also the rather special Bremont MB later this year. The final prototypes for the watches have exceeded all possible expectations and we should see the production watches arrive in October or November this year following a tireless testing schedule.

The market has certainly been a bit of a rollercoaster over the past six to nine months, but the enthusiasm for the brand is still very much

alive. The Bremont collection continues to roll out to more select retailers, and all of the positive feedback and comments we continue to receive mean a tremendous amount to us. The year has been busy with some fabulous and successful retailer events all over the country and more planned for later in the year. We would like to use this newsletter again to thank all of you for this great support.

The Bremont Martin Baker Partnership

Further to the announcement in our last news letter we have partnered up with the British company, Martin Baker, which is responsible for manufacturing and supplying 70% of the world's air-forces with ejection seats. Martin Baker, who have been around since 1922 are responsible for saving over 7,200 fighter pilots lives to date through their ejection seat technology. It is British engineering at its best. The Bremont MB watch is very special as it is something we have wanted to do for many years and the final product is beautiful and very tactile. We wanted to produce a watch

that had the potential to become THE definitive aviation chronometer in the market place. To achieve this, the watch had to be extremely legible with easy readability. The watch also had to be totally anti-magnetic and incredibly robust.

The photo below shows the insides of the MB watch and highlights the work and effort that has gone into producing this anti-magnetic and shock proof watch.



Case back removed from Bremont MBII

Keep looking at our website for information on the official Bremont MB launch which will happen in Autumn and will involve a live ejection of a Martin Baker seat from an aircraft over Oxfordshire.

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Bremont MB



Martin Baker Ejection test at 670 mph with Bremont MBI

Bremont Norton

Norton, one of the worlds most iconic motorcycle brands, has approached Bremont to produce a limited edition watch with them. The British motorcycle manufacturer, is one of the motorcycle industries most famous names. The brand, responsible for unrivalled success at the Isle of Man TT races and its legendary 'Featherbed' frame design is now proud to be based at Donnington in the UK and will

be releasing the new Commando model later this year.

The Bremont 'Norton' will be available from Autumn this year.



Bremont Norton

Supermarine 500

Those who read the last newsletter will also be aware of the Supermarine 500. It will be the first marine watch from the Bremont stable, but possibly more interestingly, probably the first British diving watch to be released since the Second World War. The Supermarine 500 is a 43mm 500 metre marine watch with a rather special sapphire diving bezel that is extremely luminous due to the choice of materials used.

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It really is a stunning watch and the feedback to date has been remarkable.

It keeps the Bremont aviation DNA by encasing the beautifully finished chronometer tested movement in an anti-magnetic Faraday cage, and also by protecting the BE-36AE movement inside a patented anti-shock case mount. The watch will be available in four different dial variations, three of which can be seen below. The watch will be available later this year.

freediving of 96m Constant Weight on just one breath.

Sara, who has been involved with the Bremont testing and development of the new Supermarine watch held her breath for 3 minutes and 36 seconds.

Sarah, at the time of writing, is planning to become the first woman to reach a depth of 100m.

K2 and Bremont are proud to be supporting Jake on this amazing trip. At least 77 have died on K2's slopes, giving her a 1 in 4 ratio of deaths to summits. This truly is the mountaineer's mountain.

EVENTS

The Epsom Derby

Bremont had a very successful weekend as the Official Timing Partner for the Epsom Derby in early June. The Derby is a very special race; it's the race that every owner, trainer, breeder and jockey wants to win more than any other. Bremont are delighted to be part of it.

Goodwood's 'Festival of Speed'

The Goodwood 'Festival of Speed' is such a special event (held on the first weekend of July) and Bremont are always proud to be the Official Timing Partners for it, as priceless vintage and modern cars and motorcycles push themselves to the limit up the hill climb in front of Goodwood House. This year drivers such as Jenson Button, Lewis Hamilton and Sterling Moss all participated. Ironically for Bremont, the 2009 theme for the Festival was 'Feats of Endurance' – very appropriate! This year at the Bremont stand,



3 of the 4 dial variations

AMBASSADOR NEWS

Sara Campbell

On the 2nd April at 11.10am local time on Long Island in the Bahamas, Bremont ambassador and British free-diver, Sara Campbell, who turned 37 on Monday 30th March, set a new World Record in women's

Jake Meyer

Bremont is pleased to announce that its ambassador Jake Meyer set off on Monday 8th June, 2009 in an attempt to climb K2 in the Himalaya's. If he succeeds, he will be the youngest person (24 years old) ever to climb both K2 and Everest. Only 7 British people have managed to climb

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amongst displays of our latest creations, was an original 100 year old Bleriot aircraft (see below), the latest Norton Motorcycle, and of course a Martin Baker ejection seat.

Bleriot – The Channel crossing

One hundred years ago, on the 25th July to be exact, Louis Bleriot wrote his name into the history books by becoming the first man to cross the English Channel in a powered aircraft. He made the crossing in 37 minutes in his Bleriot Monoplane no. XI powered by a 20 HP Anzani engine. He started from the outskirts of Calais and ended the flight with a rather heavy landing (which he walked away from) at Dover.

Bremont is proud to be involved with helping the Swedish aviator Mikael Carlson to recreate this historic flight 100 years after the first flight in a totally original 100 year old Bleriot aircraft.

The risks will be the same as they were 100 years ago, as the technology remains identical. The crossing really will be pioneering as it was back in July 1909.

Bremont are thoroughly delighted to be involved, and we will be there at Dover with a glass of something strong to welcome Mikael on his crossing!



Will Blackwell skydiving in America during practice to defend his British National Skydiving Team title.

Flying Legends at Duxford

Being around and flying vintage aircraft has been a huge part of Nick and Giles' lives and so being involved with arguably the most impressive warbird display in the world was not a difficult decision.

Bremont's presence was not just confined to the pilot's tent, with our own vintage aircraft making an appearance. Duxford certainly is an event worth visiting at this historic Cambridgeshire airfield. It is held on the second weekend of July each year.

Yours sincerely,

Nick English

Giles English



Mikael Carlson will be flying his original Bleriot across the English Channel on July 25th 2009

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