

BREMONT



PRESS RELEASE

Iconic British motorcycle brand Norton teams up with British luxury watch brand, Bremont, to produce limited edition chronograph to mark the return of the celebrated brand

The 2009 Festival of Speed sees the return home of the quintessentially British brand "Norton Motorcycles" – recently returned to the UK, after CEO Stuart Garner's repatriation of the famous marque from its previous American owners.

To mark the return of this famous brand an exclusive partnership has been formed between Norton and award winning British luxury watch brand, Bremont Watches. Bremont is the Official Timing Partner for the 'Festival of Speed' The Norton team were looking for a watch brand that shared their passion for engineering and a brand that would be-fit the heritage and history that returns back to the UK with Norton.

Norton, well-known for unrivalled success at the Isle of Man TT races and their legendary 'Featherbed' frame design is now proud to be based at Donnington in the UK and will be releasing the new Commando 961 model later this year.

Commenting on the Partnership, Garner said "choosing Bremont for our exclusive watch design was a natural fit for Norton. Bremont have the same standards of quality and manufacture that Norton have held dear for many years, we look forward to an exciting partnership of two exclusive and quality driven British brands."

Bremont's Co-founder Nick English commented "with our personal interest in vintage motorcycles combined with our backgrounds heavily influenced by aviation, it is an absolute delight to be working with Norton. Our product development to date has heavily focused on the use of the finest of British engineering, and this relationship will undoubtedly just take this one step further."

There will only be only 200 Bremont Norton chronograph mechanical watches made, each watch is hand crafted at the Bremont workshop in Switzerland and they will retail for £3,850 (inc vat).

Additional information:

The factory Norton NRV588 Rotary-engined racer will be running up the hill and on display at the Norton stand. The same machine that was taken around the world-famous Isle of Man TT course in June 2009 by Michael Dunlop, of the legendary Irish racing family.

Norton Motorcycles will be displaying the new 961 Commando SE, for which orders for a limited production-run of 200 are now being taken.

Each Bremont timepiece is manufactured and assembled by hand in the Bremont workshop in Switzerland, with several parts being finished in the UK. Every watch released from the Bremont atelier is chronometer tested. Bremont watches are crafted on three principles: Individuality, Precision and Durability. Prices range from £2,300- £6,450.

For further press information and images, to arrange interviews with Nick and Giles English or to obtain samples for editorial photography, please contact Rebecca Reed at Fraser Brand Innovation on +44 207 349 8703 or email rebecca@fraserbrandinnovation.co.uk

