



**BREMONT WATCH COMPANY WORKS WITH MIKAEL CARLSON
TO FLY AN ORIGINAL BLERIOT ACROSS THE ENGLISH CHANNEL
ON THE 100 YEAR ANNIVERSARY OF LOUIS BLERIOTS
REMARKABLE ACHIEVEMENT**

Bremont, the quintessentially British watch company is delighted to be celebrating the remarkable achievement of Louis Blériot who piloted the first aircraft to cross the English Channel on 25th July 1909, marking a watershed in aviation history and embodying the pioneering spirit of that golden age.

The 25th July 2009 will see Mikael Carlson flying an original Bleriot on the same channel crossing to Dover to mark this historical feat. When measured against 21st century successes in pushing back the frontiers of technology and exploration, a short flight across the English Channel might seem to some unimpressive. But in 1909 aviation was in its infancy and the world a hostile place for a small aeroplane weighing no more than 300kg and powered by a 25HP engine. Mikael will be taking the same risks today as Louis Bleriot took in 1909.

Bremont has chosen to support and celebrate the centenary of Louis Blériot's epic flight and to commemorate the pioneering age of aviation working with the owner of this original Bleriot to make this trip possible. This partnership is particularly fitting considering that Bremont, named after a former WWII pilot, has become internationally recognised for its highly developed aviation inspired timepieces. Brand founders brothers Nick and Giles English are professional aviators themselves who have lived in and around aircraft since childhood, thanks to the enthusiasm of their father, the late Euan English, an RAF aerobatic champion and display pilot of the highest calibre.

Giles English "As a pilot I have huge amount of respect for what Mikael is going to do, the Bleriot is a plane that few people would fly for more than a few minutes, Mikael is the only person who would fly a Bleriot across the English Channel"

The celebrations do in fact begin at the world's greatest celebration of automotive culture, The Goodwood Festival of Speed. Staged from 3rd-5th July in the beautiful parkland of the Goodwood Estate in West Sussex, Bremont is the official timing partner and the original Bleriot will be on display before its great flight. Fittingly for both Bremont and the Bleriot, the theme for the Festival of Speed this year is 'True Gift – Epic Feats of Endurance'. The theme celebrates the drive and determination of those who overcame huge physical, mental and mechanical barriers in their quest for glory.

To finish the season of Bleriot flying, the plane will also take stage at Selfridges London after the channel flight, just as Louis Bleriot's aircraft did a 100years earlier. Significantly this year they are celebrating their Centenary. With a remarkable legacy and global reputation for excellence Selfridges remains to this day a unique destination for discerning watch enthusiasts and one of the world's most luxurious department stores. Bremont is already a

part of Selfridges evolving heritage and looks forward to honouring this landmark centenary year in the retail business bringing together two remarkable achievements.

For more information or requests please contact Rebecca Reed at Fraser Brand Innovation on +44 207 349 8703 or email rebecca@fraserbrandinnovation.co.uk

