



## **BREMONT WATCH COMPANY ANNOUNCED AS OFFICIAL TIMING PARTNER FOR THE 2010 XCHANGING BOAT RACE**

### **PRESS RELEASE**

The quintessentially British watch company Bremont is teaming up with one of the most uniquely British sporting events, the annual Xchanging Boat Race (formerly known as the Oxford and Cambridge University Boat Race), to become first ever official timing partner at what has now become a major international sporting occasion.

Since the inaugural Boat Race in 1829 when Cambridge sent a challenge to Oxford, the tradition was officially born which has continued to date and the loser of the previous year's race challenges the opposition to a re-match. Saturday, 3<sup>rd</sup> April 2010 will see the 156<sup>th</sup> Boat Race take place which runs along the same lines to this day, drawing in crowds of up to 250,000 spectators on the banks of the Thames from Putney to Mortlake along with some millions of viewers from around the globe. Cambridge currently leads the series by 79-75 with Oxford winning the 2009 Race. The current Course Record is 16 mins 19 secs - set by Cambridge in 1998.

Commenting on Bremont's involvement with The Xchanging Boat Race, David Searle, Executive Director of The Boat Race Company Ltd, organisers of the event, says: "Timing is a critical part of The Race, so we are delighted to have a prestigious British brand like Bremont Watches as the timing partner of The Boat Race, which is viewed worldwide as one of the most iconic and famous British sporting events."

The Xchanging Boat Race is becoming a closer fought contest with each passing year. The margin between the winning and losing crew is constantly narrowing and it is these 'margins' between success and failure that make the race a very special and exciting event to be involved with and of which timing is so integral. Bremont is delighted to assume this role for an event that typifies the best of British sportsmanship and competitive intensity. It is the shared British heritage and international recognition of both Bremont and The Boat Race which result in this fitting association. True to the company's maxim all Bremont timepieces are tested above and beyond the demands placed upon conventional wristwatches. To this end Bremont will make an unfaltering timing partner, not to mention a durable timepiece for the crews.

Giles English, co-founder and CEO of Bremont says: "For us as a British Company we are proud to be part of this unique event. It is the hardest rowing race in the world where time and endurance means everything and we feel it ties into our core values."

Written in and correct as of April 2010

## About Bremont

Bremont is a British company designing and producing limited numbers of hand-made mechanical watches of exceptional quality. All Bremont watches adhere to the company's core values of precision and durability whilst possessing enduring aesthetic values. Bremont was launched by brothers Nick and Giles English driven by their passion for watches and horology. The company has since seen meteoric growth and is represented by some of the best retailers internationally as well as being named "Best British Emerging Luxury Brand 2008" by the Walpole Group.

**Bremont watches are made using only the finest quality components and are hand-assembled by skilled watchmakers in a dedicated atelier. Every watch leaving the Bremont workshop is a certified chronometer, with every movement reworked, modified, heavily tested and finished to exacting standards. All Bremont watches are made from specially hardened steel taking the case up to 2000 Vickers in hardness, with the cases treated and finished using proprietary systems in the UK and Switzerland.**

[www.theboatrace.org](http://www.theboatrace.org)



From left: Oxford President Sjoerd Hamburger, Giles English co-founder of Bremont and Cambridge President Deaglan McEachern

***For more information, images and interviews please email [info@bremont.com](mailto:info@bremont.com)***

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