

BREMONT

BREMONT PARTNERSHIP WITH MARTIN-BAKER PRESS RELEASE

Bremont Watch Company announces a partnership with Martin-Baker, one Great Britain's finest engineering companies, to design and build the ultimate aviation watch. The alliance will produce a unique aviation watch that will embody all that is meant by 'Made in Britain'.

As the inventor of the ejection seat and supplier to over 80% of the Western worlds' air forces, Martin-Baker is at the pinnacle of British engineering. The new partnership combines Martin-Bakers' knowledge of testing, materials and design with Bremont's watchmaking skills. The goal is to challenge conventional mechanical watch design, by applying to it the standards which determine the integrity of a device that truly define 'a matter of life and death'.

An ejector seat may sit for 30 years, but the day it is used it has to work. Martin-Baker have never had an ejector seat fail. As a company, their testing facility is unique, and one of its facilities will endow the new watch with a trial found nowhere else: the ability to simulate 30 years of aircraft life through a vibration machine, during a 4-hour test. A combined Bremont/Martin-Baker team has been formed to design and test the new watch, to be called the MBI. Although the movement will be assembled at Bremont's atelier in Switzerland, all final assembly of the watches will take place in the UK. The MBI will be Bremont's first 'Made in Britain' wristwatch.

Exclusivity of the first edition of the Bremont MBI is unparalleled in the watch industry: it will *only* be available for purchase to those who have been ejected from a Martin-Baker ejection seat. Martin-Baker seats have saved over 7200 lives to date; each watch will be engraved with the individual's ejection number. The second edition of the watch, Bremont MBII, will be available for sale alongside with the full range of Bremont watches, but – as with all Bremont timepieces – the annual production will be very limited.

Testing, which has been taking place over the last six months, includes live ejection seat launches. This is the first time that Martin-Baker has ever ejected a watch on one of their live launches.



Live Ejection testing of the Bremont MB watch prototype. The watches were released in November 2009.

Written in and correct as of February 2009

Bremont

British watch brand Bremont was founded in 2007 by two brothers who were inspired by their late father's aviation career and their joint lifetime love and passion for aviation and flying. In this spirit, they have introduced a range of masterful timepieces which embody the needs of genuine pilots.

Bremont watches are made using only the finest-quality Swiss components and are hand-assembled by Bremont's team of skilled watchmakers in an atelier in Switzerland. They exude a specific character which no comparable timepiece can emulate, let alone match: an air of quintessential Britishness derived from the background of the brand's founders, Nick and Giles English.

All Bremont timepieces are tested above and beyond the demands placed upon conventional wristwatches. They are designed to be handed down from generation to generation, and to withstand the extreme conditions that explorers and pilots have put to the test. As a result, the stainless steel case of each Bremont watch is made to an exceptional hardness of 2000 vickers – *nine times* as durable as an average steel case.

Despite the company's relative youth, Bremont had the honour of being awarded the Walpole Award for 'Best Emerging British Luxury Brand', at the 2008 Walpole Awards for British Excellence.

This Award recognises the considerable success that Bremont has achieved since its launch in July 2007. It took more than four years of research and development to bring the first series of Bremont watches from the drawing board to reality. During 2008, Bremont saw meteoric growth, launching the brand in over 25 of the best retailers across the UK, respected retailers including Harrods, Watches of Switzerland and Hamilton & Inches. Bremont also successfully launched their range of chronographs and time-only watches in the US.

Continuing this rapid growth, Bremont is now expanding into Asia.



MBII

Martin Baker

With facilities spanning the globe, Martin-Baker has established an extensive range of unique, specialist engineering capabilities to support the task of ensuring that all martin-Baker products are of the highest quality and reliability and will always perform as designed – first time, every time.

Past and continued success have defined Martin-Baker as the number one choice for over 88 air forces throughout the world, with their ejector seats being fitted to over 80 aircraft types. Martin-Baker appreciates fully that this equipment may represent the crew member's last chance to survive and that there can be no compromise. Every facet of the safety system must work perfectly to safeguard a precious life.

Furthermore, aircrew members must reach the ground uninjured, especially in a hostile environment, if they are to have the best possible chance of survival. With such an understanding at the core of their manufacturing, supported by 60 years of experience dating back to the first live ejection test in 1946 and first life saved in 1949, it is no surprise that Martin-Baker is the *only* company worldwide that can offer a fully-integrated escape system that satisfies the very latest in pilot operational capability and safety standards.

Only Martin-Baker has saved over 7,250 aircrew lives for more than 93 Air Forces.



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