

# BREMONT



## **BREMONT WATCH COMPANY CREATES A CUSTOM DESIGNED CLOCK FOR THE NEW JAGUAR XJ75 PLATINUM CONCEPT CAR SET TO LAUNCH AT THE PEBBLE BEACH CONCOURS, CA, USA 14<sup>TH</sup> AUGUST 2010**

Bremont has produced a bespoke mechanical clock and stopwatch for the Jaguar XJ75 Platinum Concept Car, a one-of-a-kind design project on display at the Pebble Beach Concept Car Lawn this weekend. As a British company specialising in watch manufacture this is the first time that Bremont has made a car clock.

Bremont's Co-founder Giles English commented, "Jaguar is one of the world's premier manufacturers of luxury cars and a great British brand. We are very proud to have been asked to make this clock for their XJ75 car and were keen to make something different for Jaguar. As such rather than a quartz clock we have created a beautiful mechanical clock that also has a chronograph function".

The new Jaguar XJ Platinum Concept helps celebrate Jaguar's 75<sup>th</sup> Anniversary, and highlights the uniqueness of the XJ. With a demand for the increasingly personal nature of luxury cars in today's market Bremont is delighted to be able to help capture the innovative and daring character Jaguar wanted to achieve with the company's first demonstration of the design customisation potential of the striking new XJ luxury sedan.

Chief Designer for the XJ, Giles Taylor, comments on the project, "Jaguar has a rich heritage of producing beautifully engineered cars with sleek, sporting body styles. As we create modern Jaguars for our future range of customers, the same design principles that underpinned the creation of such icons as E type and the original XJ guide us today. There should be an effortless visual purity with any new Jaguar design, borne from an understanding of the functional and technical aspects of the vehicle, whether sports or saloon. On this basis, our collaboration with Bremont in developing a new clock for XJ75 has been seamless. Our design teams talk a similar language when it comes to clean cut form with a sharp, sporting edge. The XJ75 Bremont clock design has superb functional clarity in its detailing and this is combined with a beautifully crafted outer metal bezel that suggests strength and longevity. It fits the crafted luxury feel of the XJ interior perfectly and all who have seen it so far ask the same question: How can I dismount it and wear it on my wrist?"

Dominated by a striking white and black contrast theme that suggests precious platinum metal the XJ75 is painted a lustrous Satin Matte Pearlescent White with the exterior chrome elements having been revised to either a dark chrome or gloss black. Bespoke 22-inch wheels use dual-tone black and white finishes.

The interior continues the contrast theme from gloss white air vents, white glass fiber veneer pieces, new diamond contrast stitch patterns and suede inserts on the Jet Black leather seats as well as the exclusive black faced Bremont timepiece with contrasting sub-dials.

#### **ADDITIONAL INFORMATION:**

##### **BREMONT:**

Bremont is a British company run by brothers Nick and Giles English making high quality mechanical watches and clocks. 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.

##### **JAGUAR:**

From its beginning as a manufacturer of motorcycle sidecars in 1922, Jaguar Cars has grown to become one of the world's premier manufacturers of luxury sedans and sports cars and with that, one of the most recognized commercial brands. The company's vision is simple: To produce beautiful fast cars that are desired the world over. JLR operates two manufacturing plants in the United Kingdom and is fully engaged in environmental programs, community work and brand awareness exercises such as motorsports.

For further press information, images, to arrange interviews with Nick and Giles English or to call out samples for editorial photography, please contact:

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