



## **LONGINES AWARDS LUXURY TIMEPIECES TO OWNER, TRAINER AND JOCKEY OF PREAKNESS STAKES WINNER, CALIFORNIA CHROME**

***Swiss Watchmaking Brand Longines is the Official Timekeeper and Watch of The Preakness Stakes, Presenting Partner of the International Pavilion, Dixie Stakes***

WEEHAWKEN, NJ (May 19, 2014) – Longines, the famous Swiss watch brand and Official Timekeeper and Watch of the 139<sup>th</sup> running of The Preakness Stakes, awarded the winning owner, trainer and jockey of California Chrome with Longines Conquest Classic watches in the winner's circle at Pimlico Race Course on Saturday, May 17.

Charles Viloz, Vice President and Head of International Sales for Longines and Jennifer Judkins, U.S. Brand President for Longines once again awarded Steve Coburn, co-owner, trainer Art Sherman and Jockey Victor Espinoza with elegant timepieces after California Chrome cemented itself as a potential Triple Crown winner.

Longines had a prominent presence throughout Pimlico on Preakness day serving as the Official Timekeeper and Watch with a large chronograph at the finish line and hosting the Longines Most Elegant Woman at Preakness Fashion Contest. To highlight its partnership, the watchmaker had a digital "Longines Preakness Stakes Countdown Clock" on the official Preakness Stakes website, [www.preakness.com](http://www.preakness.com) and served as the presenting partner of the International Pavilion, the premier hospitality destination. Positioned at the finish line, the International Pavilion brings the world to the Preakness by selecting a different country each year to serve as the host nation with its respective embassy and Ambassador serving as Honorary Host. The embassy of Peru and Ambassador Harold Forsyth served as the 2014 host nation.

The Longines Most Elegant Woman at Preakness Fashion Contest celebrated the elegant style of The Preakness Stakes. With the help of judges Miss Racing Queen and Briana Mott from Fashion at the Races, Longines chose the most elegant woman and awarded her a stainless steel and rose gold watch from the Conquest Classic Collection featuring a stunning diamond bezel. Longines Conquest Classic watches were also presented to the winning horses' owner, trainer and jockey of the Dixie Stakes presented by Longines.

### **About the Watches**

The Conquest Classic line is a tribute to the chronographs produced by Longines as early as 1881 for race-goers and jockeys in New York. This collection of models, all fitted with self-winding calibers, is both contemporary and perfectly timeless, representing the brands' rich tradition and watch-making expertise.

Conquest Classic is available in three sizes. The ladies' models have a diameter of 29.50 mm with a black, mother-of-pearl or silvered dial and are available in steel, rose gold or a combination of steel and rose gold. A second model with hours, minutes and date is available with a diameter of 40.00 mm, fitted on black alligator straps or steel or steel and rose gold bracelets, each to match the dial. At 41 mm, the chronographs are fitted with an L688 column-wheel movement exclusively developed for Longines. The case is either in steel, steel and rose gold or rose gold alone with a silvered or black dial.

**LONGINES**

*Longines has been based at Saint-Imier, Switzerland, since 1832. It has generations of experience as the official timekeeper at world championships and as a partner of international sports federations. Longines is a member of The Swatch Group S.A., the world's leading manufacturer of horological products. With an excellent reputation for creating refined timepieces, the brand, whose emblem is the winged hourglass, has outlets in over 130 countries.*

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