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## **LONGINES TIMES AMERICAN PHAROAH'S TRIPLE CROWN VICTORY AT BELMONT STAKES**

### ***Swiss Watchmaking Brand is the Official Timekeeper and Watch of the First Triple Crown Winning Race in Nearly Four Decades***

WEEHAWKEN, NJ (June 6, 2015) – Longines, the internationally renowned Swiss watch brand and Official Watch and Timekeeper of the Belmont Stakes, timed American Pharoah's historic Triple Crown win at Belmont Park on Saturday, June 6<sup>th</sup>.

An enthusiastic crowd of 90,000 attended Belmont Park cheering loudly for the chance to watch history unfold. After a quick start, American Pharoah kept his stride to win the Belmont Stakes and secure the Triple Crown. His exciting run will be remembered for years to come - cementing 2015 as an important year in the history of horseracing.

In 1978, Affirmed won the Kentucky Derby, Preakness Stakes and Belmont Stakes to achieve what's considered the greatest accomplishment of a thoroughbred racehorse. Now, more than 35 years later, Longines had the honor of timing American Pharoah's successful runs at all three races – a feat that has only happened 12 times before.

After each victory, American Pharoah's owners, trainer and jockey were presented with timepieces from the Longines Conquest Classic collection. To further celebrate this momentous win, Jennifer Judkins, U.S. Brand President for Longines, also presented Zayat Stables (Owner), Bob Baffert (Trainer), and Victor Espinoza (Jockey) with elegant, rose gold Conquest Classic watches to mark the occasion.

This year, the brand hosted the second annual Longines Most Elegant Woman at Belmont fashion contest to celebrate the elegant style associated with the Triple Crown. The chic ladies of Belmont walked the runway for celebrity judges who selected 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 horse's owner, trainer and jockey of the "Longines Just a Game" race.

Longines' passion for equestrian sport dates back to 1878, when it produced a chronograph engraved with a jockey and his mount. First worn on the racetracks as early as 1881 and extremely popular among jockeys and horse-lovers, this model enabled its user to time performances to the seconds. It was already being used by most sport judges in New York in 1886.

#### **About the watches**

The Conquest Classic line is a tribute to the chronographs produced by Longines for race-goers and jockeys in New York as early as 1881. This collection of models, all fitted with self-winding calibers, is both contemporary and perfectly timeless, representing the brands' rich tradition and watchmaking 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. In some models the bezel is also set with 30 diamonds. A second model with hours, minutes and date is available with a diameter of 40.00 mm, fitted on black alligator straps, steel and rose gold or stainless steel bracelets, each to match the dial. At 41 mm, the chronographs are fitted with a column-wheel movement exclusively developed for Longines. The case is available in steel, steel and rose gold or solid rose gold with silver or black dials.

#### **About 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 140 countries.

For more information and photography from the Belmont Stakes visit [http://inr.synapticdigital.com/swatch\\_group/belmont\\_2015/](http://inr.synapticdigital.com/swatch_group/belmont_2015/)