



## **LONGINES CELEBRATES AND AWARDS ELEGANT TIMEPIECES AT PREAKNESS STAKES FOR OWNER, TRAINER AND JOCKEY OF AMERICAN PHAROAH**

***Swiss Watchmaking Brand Longines Was Official Timekeeper and Watch of the 140<sup>th</sup>  
Preakness Stakes, and Bestowing Partner of the International Pavilion, Dixie Stakes***

WEEHAWKEN, NJ (May 16, 2015) –Longines, renowned Swiss watch brand and Official Timekeeper and Watch of the 140<sup>th</sup> Preakness Stakes, ceremoniously awarded the winning owner, trainer and jockey of American Pharoah with Conquest Classic watches in the International Pavilion at Pimlico Race Course on Saturday, May 16.

Jennifer Judkins, U.S. Brand President for Longines awarded Zayat Stables LLC co-owner, trainer Bob Baffert and jockey Victor Espinoza with elegant timepieces after American Pharoah cemented itself as a potential Triple Crown winner. American Pharoah, ridden by jockey, Victor Espinoza, raced to victory in 1 minute and 58 seconds.

New this year was the launch of Preakness App presented by the organizers of the Preakness Stakes. The app supported a public contest in which users aimed to guess the exact timing of the winning horse, American Pharoah. A Conquest Timepiece was sent to the 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. The Longines Most Elegant Woman at Preakness Fashion Contest celebrated the sophisticated style of The Preakness Stakes. With the help of a panel of judges, Longines chose the most elegant woman and presented her a Longines Conquest Classic Timepiece with diamonds. Conquest Classic watches were also granted to the winning horses' owner, trainer and jockey of the Dixie Stakes presented by Longines.

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 leading hospitality destination. Located at the finish line, the International Pavilion brings the world to the Preakness by choosing a different country each year to serve as the host nation with its respective embassy and Ambassador serving as Honorary Host. The embassy of *Canada* served as the 2015 host nation.

For more information and photography from the 140<sup>th</sup> Preakness Stakes visit [http://inr.synapticdigital.com/swatch\\_group/preakness\\_2015](http://inr.synapticdigital.com/swatch_group/preakness_2015).

### 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 140 countries.*

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