



Bovet and Pininfarina: a long-term partnership on design and craftsmanship

A limited edition tourbillion watch will make its world debut next June



Turin, March 5, 2010 – **Pininfarina** and Swiss watchmaker **Bovet** announce their partnership on the creation of new **exclusive and luxury watches**. The first jewel, a limited edition tourbillion watch, will have its **world debut** in June 2010 at the Château de Môtiers, the property owned by Bovet in Môtiers, Switzerland.

Creativity and innovation, exciting designs and functional precision: this new partnership is the outcome of the synergy of the ideas, the skills and the passion of two historic companies. The first watch, a **Tourbillon Grande Date**, has been specially developed and manufactured in its entirety by the Pininfarina design office and watchmakers of la Manufacture de Haute Horlogerie Artisanale DIMIER 1738. This sumptuous timepiece, the fruit of two years relentless work, will be proposed in a limited edition of 80 pieces as an homage to the 80th anniversary of Pininfarina. It will undoubtedly please lovers of the finest watchmaking techniques imbued with a unique historical heritage personified by the illustrious House of Bovet, as well as those filled with passion by the curves and lines that hallmark the purity and style of Pininfarina's elegant aestheticism.

“In this cooperation we set man and his needs at the centre of a design philosophy whose cornerstone is an elegant, essential style, as Pininfarina usually does both in car design and product design – comments **Paolo Pininfarina**, President and CEO of **Pininfarina Extra**. – The exclusive watches we are developing with Bovet represent a blend of the most advanced features of technological research, art, craftsmanship, love for details with the attractiveness that should accompany everyday-use objects. The Pininfarina-Bovet partnership becomes then the ideal meeting point of Italian style and Swiss expertise in creating unique, iconic watches.”

“In a market where virtually every watch brand can be compared with another – states **Pascal Raffy**, President of **Bovet** - Bovet watches stand in a category of their own, champions of a style of watchmaking that gives individual craftsmen and women the opportunity to express rare skills. Bovet insists on the finest materials and the rarest workmanship. Movements are selected for the elegance and robustness of their construction. Each is entirely transformed, magnificently decorated in engraving and enamels or in the traditional instrument-finish of an Haute Horlogerie movement”.