



## Sergio is the new Chronograph born from the collaboration between Pininfarina and Bovet

*World debut of a new limited edition created as tribute to Sergio Pininfarina.*

Turin, 22 January 2014 – The successful tie, born in 2010 from the meeting between Paolo Pininfarina and Pascal Raffy, that has featured the **Bovet by Pininfarina Collection**, is strengthened by a new gem: the limited edition Sergio Chronograph.

After the presentation of the “Sergio” concept car designed by Pininfarina on Ferrari base, the new **Sergio Chronograph** has been conceived as a further tribute to celebrate **Sergio Pininfarina**, the man who led Pininfarina for 40 years and conceived some of the greatest car legends.

The Pininfarina team - in coherence with the strong character of the concept car - has dressed the chronograph with sporty and elegant lines. Several are the references to the aesthetic codes of the Sergio concept car as the two different masses giving life to the body, the dial perforated with multiple micro-apertures referring to the air intakes, the sinuosity of the shapes. Further aesthetic elements are the enlargement of the dial to convey lightness, the dial divided in four parts to enhance the dynamism, and the symmetry of the two counters to preserve the harmony of the timepiece.

The split second chronograph, capable of measuring any number of intermediate times, with its refinement, reliability and engineering virtuosity, accentuates the features of excellence of the object. Moreover, like all the timepieces of the collection, the “Sergio” is equipped with the Amadeo convertible system which makes it possible to convert it into a wristwatch, a miniature table clock or a sports timer.



The Sergio Chronograph is available in a **limited edition of 250** timepieces and will be accompanied by a scale model of the Sergio concept car.

*“The constant search for excellence we share with Bovet has generated in the last five years extraordinary results”* said Chairman **Paolo Pininfarina**. *“I believe my father would be proud of this wonderful gem as it expresses the values of elegance and essentiality he has always pursued in his life”.*

The Bovet by Pininfarina Collection has featured three exclusive tourbillon (OTTANTA, OTTANTADUE and OTTANTATRE) and a chronograph (Cambiano).

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