

TELEVISION

Breitling touts precision of timepieces in aviation race TV ad

October 2, 2015



Video still from Breitling's "Pit Stop"

By STAFF REPORTS

Swiss watchmaker Breitling is celebrating its ties to aviation with a cheeky television commercial.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

"Pit Stop" illustrates that its timepieces are "instruments for professionals" by showing a pit crew performing touchups on a jet mid-race. Forging this connection to speed racing will help Breitling show off its precise timekeeping capabilities.

Keeping time

Breitling released both a 30-second and a longer one-minute version of the spot, sharing each on social media.

The effort was filmed at the Mojave Air and Space Port in California and features performance planes, the P-51 Mustang "Strega" and the P-51 Mustang "Voodoo." At the Breitling-sponsored Reno, NV air races, these two jets were the most recent victors.

At the beginning of the ad, a crew dressed all in red scatters on a runway, hurrying to get ready for their upcoming tasks. As they scramble, they check their watches for precision.

The plane lands, and a woman holding a stop sign ogles the pilot, flirting from a distance. Suddenly, she looks distressed, and the camera takes her point of view, revealing the root of her alarm as a blond woman in shorts climbing up to the cockpit, seemingly with a similar goal in mind.

In another moment, as evidenced by a ticking Breitling watch face, the pit crew finishes and the pilot takes off again, leaving both women on the ground.

The plane joins its companion in the sky, with the two pilots smiling as they compete for speed, much like Formula One drivers.

Pit Stop - Breitling TV commercial

Breitling has a long-running relationship with the world of flight.

The watchmaker is sharing its skills with U.S. consumers by taking the Breitling Jet Team to the United States for the first time as part of its 2015 North American Tour.

The team recently completed its first performance in the U.S. at the Sun n Fun International Fly-In & Expo in

Lakeland, Florida, where they showed off a number of impressive feats. Expanding promotions such as the Breitling Jet Team internationally can ensure that a brand remains relevant in today's global economy ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.