

JEWELRY

Rolex becomes official timekeeper of US Open

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Rolex's the one to watch. Image credit: Rolex

By STAFF REPORTS

Swiss watchmaker Rolex has partnered with the United States Tennis Association to become the official timekeeper of the US Open.

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Starting with the 2018 US Open, taking place from Aug. 27 to Sept. 9, Rolex branded clocks will be keeping the time for the matches. A signature clock at the Arthur Ashe Stadium will be overhauled into a new Rolex display as well as various timekeeping instruments throughout USTA Billie Jean King National Tennis Center.

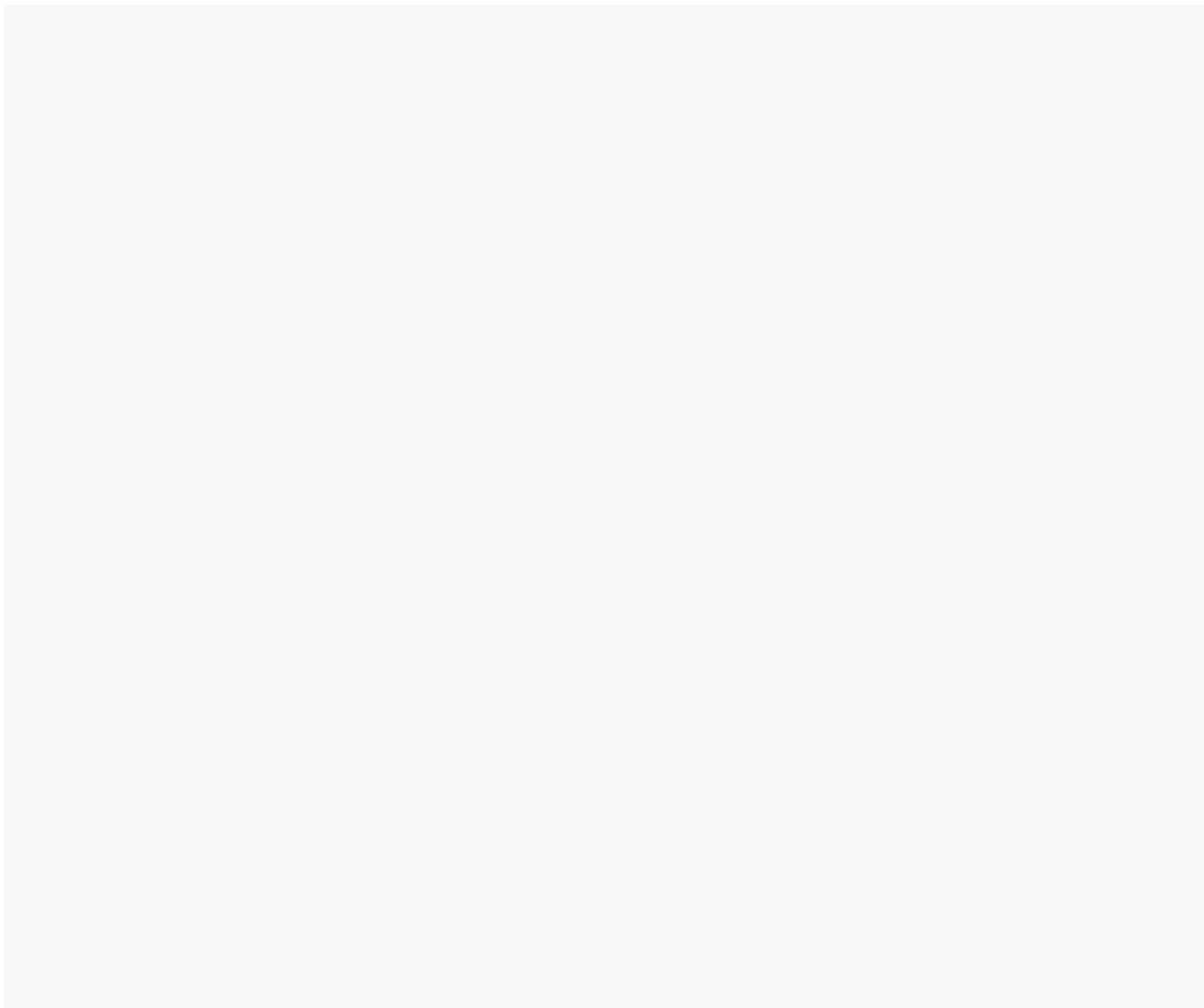
"Rolex is a true champion of tennis that shares the USTA's passion for the sport," said Gordon Smith, CEO and executive director at USTA, in a statement. "As we celebrate 50 years of the US Open, we are delighted to welcome this iconic, luxury brand as a partner and we are thankful for their support of the USTA's mission to grow the game."

Marking time

Rolex will be working closely with the USTA on a variety of work throughout the year.

The brand will also be sponsoring the Western and Southern Open in Cincinnati, Ohio and the USTA National Campus in Orlando, Florida.

USTA's US Open will take place at the Billie Jean King National Tennis Center in Flushing, and this year marks the tournament's 50th anniversary. The center has just undergone a \$600 million investment.



More than a century ago, the "Rolex" brand name was officially registered in Switzerland. Defining excellence ever since. #Rolex #Datejust #RolexCrown For more details about this watch see the link in the profile.

A post shared by ROLEX (@rolex) on Jul 22, 2018 at 6:30am PDT

"Our long-term commitment to supporting the pinnacle of tennis over the past 40 years has been an exciting journey that started with our association with The Championships, Wimbledon in 1978, and includes a second Grand Slam tournament as associate sponsor and official timekeeper of the Australian Open," said Stewart Wicht, president and CEO of Rolex Watch USA, in a statement. "It was only natural that Rolex would seek to build on its Grand Slam heritage, in this case through an association with the USTA and its flagship tournament, the US Open.

"The partnership brings together two organizations who share a passion for quality, excellence, precision and performance," he said.

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