

JEWELRY

Chopard serves as official timekeeper for additional race endeavor

February 7, 2019



Chopard has a wide collection of racing memorabilia. Image credit: Chopard

By STAFF REPORTS

Swiss jeweler Chopard will be the official timekeeper of the Amelia Island Concours d'Elegance, as it honors an important driver for the jeweler.

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Amelia Island Concours d'Elegance is a five-day automotive event focused on charity, which will be held again in March. Chopard's sponsorship as the official timekeeper will also celebrate iconic driver Jacky Ickx.

Chopard in racing

Mr. Ickx has lent his name to numerous special Chopard timepieces, as part of its Classic Racing collections, and is known to be friends with co-president of the brand, Karl-Friedrich Scheufele.

Both friends are known to run the Mille Miglia, an open-road endurance race in Italy, almost every year since 1989.



Chopard L.U.C. Image credit: Chopard

"I wore my Chopard Rosso Corsa in two Mille Miglias," said Bill Warner, founder and chairman of the Amelia Island Concours d'Elegance, in a statement. "I came to depend on it because of its accuracy, ruggedness, outstanding

visibility and its generous power reserve. Chopard understands that the ultimate luxury is function.

"When Jacky first asked about Chopard joining The Amelia family, I was not only flattered but very enthused," he said. "Chopard's timepieces are thoroughbreds. Chopard makes their own movements – their own engines – in their manufacturing facility in Fleurier, Switzerland.

"Chopard is a perfect fit with The Amelia's international reputation as the racers' concours."

The Swiss jeweler was also appointed as the official timekeeper of the world's longest-running motoring event.

Chopard serves as timekeeper for the Bonhams Veteran Car Run, supported by Hiscox. The event is not a race, but rather a historical run to celebrate the anniversary of the first "Emancipation Run" from London to Brighton held in 1896 when the Locomotives on the Highway Act went into effect to raise the speed limit from 4 to 14mph ([see story](#)).

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