

JEWELRY

Chopard inks racing partnership with Porsche Canada

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Chopard has been working with Porsche since 2014. Image credit: Porsche

By STAFF REPORTS

Swiss jeweler Chopard is linking up with Porsche Cars Canada, extending its partnership with the automaker to a new market.

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Chopard has been named the official timing partner of Porsche Cars Canada, and the jeweler is also serving as the automaker's sponsor for the 2019 Porsche GT3 Cup Challenge Canada by Yokohama. Timing partnerships enable luxury brands to align themselves with sports and their enthusiasts.

"We are thrilled to bring the well-established relationship between Chopard and Porsche to Canada," said Marc Ouayoun, president and CEO of Porsche Cars Canada Ltd., in a statement. "The partnership is a natural fit as the customer base for both brands align."

Canadian cup

As part of its partnership with Porsche, Chopard's branding will be placed on all of the racecars participating in the GT3 Cup Challenge Canada series. On racing weekends, the brand will also have a presence.

At the end of the competition series, the winners will receive Chopard watches.

Chopard became the official timing partner for Porsche Motorsport in 2014.



Chopard's Superfast Chrono Porsche 919 Edition. Image credit: Chopard

Earlier this year, Chopard became the official timekeeper of the Amelia Island Concours d'Elegance, as it honored an important driver for the jeweler.

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

"Lovers of fine cars often have a great weakness for precious timepieces and vice versa," said Karl-Friedrich Scheufele, co-president of Chopard, in a statement. "Extreme precision and sporting elegance are important in both these fields."

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