

WATCHES

## Maurice Lacroix teams up with BMW Berlin Marathon

October 28, 2020



*BMW Berlin-Marathon. Image courtesy of Maurice Lacroix*

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Maurice Lacroix has announced its collaboration with the BMW Berlin Marathon as the official timekeeper of the event.

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

The brand's partnership with one of the world's fastest marathons solidifies a vision of immersing oneself in a city and understanding its atmosphere through personal challenges. The internationally renowned event has seen six world records broken in eleven years.

"This accessible and modern urban race is in perfect harmony with our vision for this type of event," says Stéphane Waser, managing director of Maurice Lacroix, in a statement. "This marathon is also a life-changing challenge for athletes and amateur sports people alike."

"We are delighted to be part of this incredible adventure," he said.

### The marathon of success

Founded in 1974, the marathon made history when its course passed through the Brandenburg Gate for the very first time in 1990. Since then, the event has continued to grow and been popular with both athletes and the general public.

Since 2019, about 130 different nationalities and 61,000 enthusiasts have taken to the streets of the German capital, cheered on by nearly a million spectators.

Maurice Lacroix is committed to upholding the Swiss watchmaking reputation and high standard of watchmaking craftsmanship. For more than 40 years, timepieces have been manufactured in its own state-of-the-art workshops in Saignelgier.

A key value at the heart of the brand's philosophy is: "Success is a journey, not a destination." As a partner with the BMW Berlin Marathon, Maurice Lacroix goes further in its vision of an active and urban brand, conquering cities by inviting consumers to enjoy unique experiences.

In early September, Maurice Lacroix attended Geneva's first watch fair since the global pandemic began, where

brands were eager to show the world that the luxury watchmaking industry was still open for business. For brands like Maurice Lacroix, it was hugely important to have the possibility to meet with the watchmaking industry as a whole: retailers, consumers and press ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

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