

WATCHES AND JEWELRY

IWC Schaffhausen, Mercedes-Benz announce new collaborative timepiece

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The IWC Schaffhausen x Mercedes-Benz partnership spans back to 2004. Image courtesy of Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker IWC Schaffhausen and German automaker Mercedes-Benz are announcing their collaboration to launch a new timepiece.

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The timepiece is called the Pilot's Watch Chronograph Edition "AMG" and is the latest iteration of the partnership shared between the watchmaker and automaker that was formed in 2004. The watchmaker unveiled the new edition during an online event with IWC CEO Christoph Grainger-Herr, Mercedes-AMG CEO Philipp Schiemer and shared brand ambassador and racing driver Maro Engel.

"The partnership between Mercedes-AMG and IWC has all the components that are needed for a successful and long-lasting collaboration," Mr. Schiemer said, in a statement. "It's very rare to come across a company and people with so many common interests and values.

"Our commitment to craftsmanship of the highest level and our pursuit of emotional product experiences is what has united us since 2004 and the Pilots Watch Chronograph Edition "AMG" once again underlines our strong partnership," he said.

AMG

The new timepiece is powered by the IWC-manufactured calibre movement and a carbon-fibre dial. It is IWC's first 43 mm Pilot's Watch Chronograph with IWC's specific-manufacture calibre, as well as the first Pilot's Watch Chronograph with a case made of light, scratch-resistant titanium.

The timepiece allows for stop time measurements of up to 12 hours. The chronograph function is controlled by a column wheel with two functional levels. The watch features a black leather strap and folding clasp.



Pilot's Watch Chronograph Edition "AMG". Image courtesy of Mercedes-Benz

The Mercedes-AMG logo is featured on the tinted sapphire crystal case back.

"IWC Schaffhausen and Mercedes-AMG share both a passion for performance and design, as well as a commitment to engineering excellence down to the smallest detail," Mr. Grainger-Herr said, in a statement. "Over the last 17 years of our partnership, IWC and AMG have shared exhilarating moments in motorsport and beyond and we have created many lasting memories for our clients.

"Today we are proud to introduce Mercedes-AMG as a permanent feature of our Pilots Watch Collection, starting with the Pilots Watch Chronograph Edition "AMG," he said.

Last month, IWC Schaffhausen unveiled a new smartphone app that allows customers to try on its timepieces virtually. The mobile app represents a new channel by which consumers may engage with IWC digitally, with the main feature being a virtual watch try-on based on augmented reality (AR) technology ([see story](#)).

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